



DOKUZ EYLUL UNIVERSITY
FACULTY OF BUSINESS

INTERNATIONAL WEEK
İZMİR 2020

4-8 May 2020



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FACULTY OF BUSINESS

INTERNATIONAL WEEK
İZMİR 2020

Opportunity for meeting different instructors
from different countries...

12 different instructors

**Registration to the courses will be online
on 17,18,19 of March 2020
Link will be announced at the website of the Faculty!**

CONTENT OF THE PRESENTATION
instructions, content of the courses and instructors of
International Week.

Important Issues



- Registration
 - **17th,18th,19th of March 2020**
 - **Registration will be done via Google Docs and link will be announced at the website of the Faculty**
 - You can select **only one course**
 - Class Quata is up to 30 students
 - **First come first served based**
- Obtain 1 ECTS
- Participation and full attendance is obligatory to obtain 1 ECTS credit

International Week (IW) Rules

- You can take only **one course and link will be announced at the website of the Faculty**
- IW courses will be held 5,6,7 of May 2020.
5th of May afternoon 13.00- 15.35
6th and 7th of May morning 09.30-12.15
- IW classes will be announced in April
- Since IW is a Faculty activity , you will be permitted from the courses you are already taking at the Faculty.

Participation and Attendance

Students will be on the “ Black List ” for the future International Weeks, if they don not attend the course that they already registered.

Being on the “Black List” means you can not obtain course from the IW.



Lecturer Zhonghui DING
Ljubljana University , Slovenia

How to do Business with China



Course Objective:

- students/participants with a fundamental understanding of Chinese culture
- how to do business with China given specific cultural context
- understanding Chinese mind-set when it comes to business
- understand Chinese consumer behaviour

2nd, 3rd and 4th year students

Dr. Anna Kuzior

University of Economics in Katowice, Poland

Why and How do Companies Play on Accounting Policy (based on IFRS)



Course Objective:

- Understand the purpose and qualitative characteristic of financial statements
- Understand the idea and tools of accounting policies,
- Be able to discuss and critically assess methods of measurement of fixed and current assets,
- Understand the influence of assets valuations rules on company's financial position,
- Be able to take decision concerning a choice of accounting policies tools and techniques in particular situations

3rd and 4th year students

Prof. Dr. Monika Hadas- DYDUCH
University of Economics in Katowice, Poland
Social Globalization and its Consequences



Course Objective:

- Globalisation – what does it mean?
- History of globalisation.
- Phases of globalization.
- Changes in globalization.
- Global is today's reality - analysis, examples.
- Mixed views on globalisation - different views, the advantages and disadvantages of globalization.
- Globalization indicators in the Europe.
- The development of globalization in Europe

2nd, 3rd and 4th year Students

Lecturer Hidde Bulten
Saxion International Business School
The Coffee Challenge, An accounting
Management Game



Course Objective:

- Using a management game to let students experience that accounting can help them to make better business decisions and achieve company goals.

2nd and 3rd year students

Lecturer Helena Jarlsdotter Nordstöm
Novia University of Applied Sciences, Finland
The Entrepreneurial Path



Course Objective:

To learn to know an entrepreneur's journey from starting a business to marketing and leadership :

- Know how to start a business
- Find customers – and keep them
- Manage staff

2nd and 3rd year students

Lecturer Jeroen Hol

Breda Univ. of App. Sciences , Netherlands

What to do? I Communicate, But My Client Or Friend Does Not Understand Me



Course Objective:

To generate awareness and clarity in essential communication skills to enhance your personal and professional communication flows :

- Awareness of how to influence a communication process and make it successful for you and your future business partner
- Importance of observation, silence and listening in a successful communication process.
- Understanding of concepts like para-phrasing, sending and looking for consensus.
- Essence of transparent and courageous communication.

2nd,3rd and 4th year students

Prof.Dr. Paolo Bargiacchi
Kore University of Enna, Italy
Security Issues in Global Politics : Balancing
Modern Concepts of Security and Human Rights



Course Objective:

- Understand how concepts of international security and self-defense are evolving based on UN Security Council and States' practice.
- Assess consequences for international law and relations of these evolutions.
- Compare and balance drivers and push/pull factors for protecting human rights and preserving int'l security.
- Assess the impact of the R2P doctrine on international law and relations.
- Be informed about the EU's interpretation of human security and its global strategy for democracy.

2nd, 3rd and 4th year students

Dr. Stephanie Gardner
Odisee University College, Belgium
Legal Environment of Global Business



Course Objective:

- a basic understanding of the general legal framework, emerging trends and contemporary legal debates related to business law, particularly in the global perspective;
- increased ability to identify legal issues through enhanced interdisciplinary thinking, efficient communication and effective problem solving; and
- sensitivity to the importance of ethical considerations and social responsibility in global business decision making (i.e., business decision makers need to consider not just whether a decision is “legal” but also whether it is “ethical”).

3rd and 4th year students

Lecturer Katrien Van Den Perre & Lecturer Katarina

Panic

Artevelde Univ. of App. Sciences , Belgium

Entrepreneurship Lab: An Intro to Human Centered Design

ADVANCED



Course Objective:

- understand and apply the basic principles of the human centered design method
- apply the basic principles of qualitative research under supervision.
- interpret data critically, the student draws conclusions and turns them into meaningful recommendations for domain-specific challenges.
- report in a professional and structured way on research to peers.
- work independently, systematically and accurately on a self-defined research question in a real business or organizational environment.
- act in an enterprising way and is solution-oriented, creative and innovative to optimize contextual business and organizational processes for a self-defined research question.
- adapt his/her behavior as a team member based on feedback or changed circumstances (assignment changes, negative or positive results, additional work, etc.).
- look proactively for learning opportunities and proactively shares new insights with others.

4th year students only – Advanced !!!

Lecturer Loise Dejager and Lecturer Elena Lievens

Artevelde Univ. of App. Sciences, Belgium

Sustainability: Interactive Exploration of A Hot Topic

Course Objective:

The student gains insight in the interconnectedness of people, prosperity, planet, partnership and peace and knows how to relate this knowledge to the Sustainable Development Goals.

- The student gains insight in the Sustainable Development Goals.
- The student investigates in a critical manner the origin and impact, both socially and environmentally, of a global business product.
- The student gains insight in the influence of Civil Society Organizations (CSOs) on (global) business and possible collaborations between them.
- The student learns to work constructively with diversity.

2nd, 3rd and 4th year students

IW Course Hours (5,6,7 May)

- *5th of May 2020 , Tuesday*
13.00-15.35
- *6th of May 2020 , Wednesday*
9.30 -12.15
- *7th of May 2020 , Thursday*
9.30 -12.15

Classes of the IW will be announced in April.

Thanks for listening...
QUESTIONS???

