

4th INTERNATIONAL WEEK

Facultad de Ciencias Económicas y Empresariales

León, 7th-11th May

Do we know something about European countries?

curso gratuito

Se admite solicitud de asistencia para toda la Semana o para Seminario/s concretos

plazas limitadas

certificados de asistencia

impartido en inglés

hasta 5 mayo

Seminars

7 Monday	08.30-09.00	Opening
	09.00-11.00	"The Economy of the Czech Republic from Different Perspectives". Mr. PREMYSL PÁLKA , Tomas Bata University (Czech-Republic)
	11.30-13.30	"POST ANALYTICS. Investigación avanzada de Mercados en León". Mr. EMILIO DEL PRADO , <i>Presentación de la empresa en español</i>
	13.30-14.00	"Presentation of the institution: Tomas Bata University in Zlín". Mrs. MARTINA HUDEČKOVÁ , Tomas Bata University (Czech-Republic)
	14.00-14.30	"Presentation of the institution: HU University of Applied Sciences Utrecht". Mrs. JELLY J. OFFEREINS , University of Applied Sciences Utrecht (Netherlands)
8 Tuesday	09.00-11.00	"Oil and Stock markets". Ms. DUC KHUONG NGUYEN , ISC Paris School of Management (France)
	11.30-13.30	"Innovation and entrepreneurship in Portugal in the crisis context". Mrs. PAULA ODETE , Polytechnic Institute of Bragança (Portugal)
	13.30-14.00	"Presentation of the institution: School of Technology and Management (ESTiG) Polytechnic Institute of Bragança". Mrs. PAULA ODETE (Portugal)
	14.00-14.30	"Presentation of the institution: ISC Paris School of Management". Ms. DUC KHUONG NGUYEN (France)
9 Wednesday	09.00-11.00	"Intercultural communication and negotiation styles". Mrs. NÚRIA DOMÍNGUEZ RODRÍGUEZ , Radboud University Nijmegen (Netherlands). <i>Presentación en español</i>
	11.30-13.30	"The consumer behaviour in Finland". Mrs. PIA VÄKIPARTA-LEHTONEN , Helsinki Metropolia University of Applied Sciences (Finland)
	13.30-14.00	"Presentation of the institution: Business School, Helsinki Metropolia University of Applied Sciences". Mrs. PIA VÄKIPARTA-LEHTONEN (Finland)
	14.00-14.30	<i>Presentation of the institution: Universidad Radboud de Nimega (RU)</i> . Mrs. NÚRIA DOMÍNGUEZ RODRÍGUEZ (Netherlands). <i>Presentación en español</i>
	15.30-17.00	Markclip: Promoción internacional de nuevos productos". Mrs. COVADONGA BERTRÁN DEL RÍO , Markclip. <i>Presentación en español</i>
10 Thursday	09.00-11.00	"The CD/DVD covermount market in Belgium". Mrs. LINDA COOPMAN , De Hogeschool Brugge (Belgium)
	11.30-13.30	"Slovakia in 2012, the new beginning?". Ms. MIROSLAV FECKO , Faculty of Public Administration in Kosice (Slovakia)
	13.30-14.00	"Presentation of the institution: Kosice-Slovakia". Ms. MIROSLAV FECKO
	14.00-14.30	"Presentation of the institution: De Hogeschool West-Vlaanderen". Mrs. SYLVIE DESMET , De Hogeschool Brugge (Belgium)
	18.30-20.00	"Mercados digitales: nuevos retos de investigación". Mrs. LAURA LUDEÑA MUÑOZ , Google España y Portugal. <i>Presentación en español</i>
11 Friday	09.00-11.00	"Business model of filmed entertainment". Mrs. LINDA COOPMAN (Belgium)
	11.30-13.30	"The Higher Education System in Switzerland". Mr. SIGMAR WILLI , Sciences St. Gallen (Switzerland)
	13.30-14.00	"Presentation of the institution: FHS St.Gallen - University of Applied Sciences St. Gallen". Mr. SIGMAR WILLI (Switzerland)