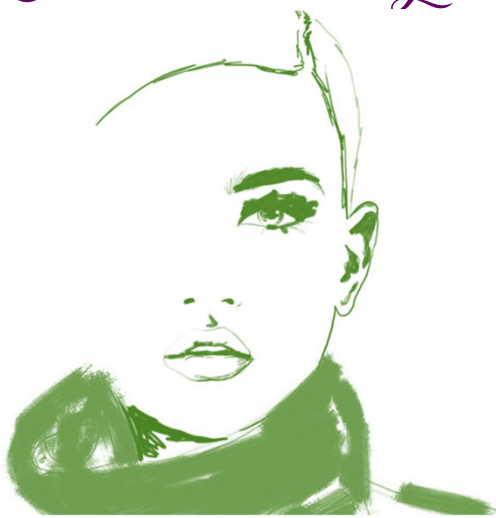


**6-10
MAY**

**XI INTERNATIONAL
WEEK**

It's time to change



Conference Room: Faculty of Business Studies

MONDAY 6

9.00-9.15 Opening Ceremony

9.15-10.30 Rosella Castellano

(University of Rome, Italy)

“Virtual reality, education and training”

10.30-12.00 Ženja Kansky Rožman

(Faculty of Economics in Ljubljana, Slovenia)

“Business English”

12.00-13.00 Petra Benyahya & Jana Matoskova

(Tomas Bata University in Zlin, Czech Republic)

“Culture of managerial communication”

TUESDAY 7

9.00-10.30 Henning Hummels

(Emden/Leer, Germany)

“Traveling the customer journey: The case of smartphones”

10.30-12.00 Tomáš Kala

(University of Hradec Kralov, Czech Republic)

“Entrepreneurship”

12.00-13.30 Albert Qarri & Fioralba Vela

(University of Vlora, Albania)

“Assessment of nature-based tourism business and tourist demand in Vlora bay and Karaburun-Sazan national marine park, Albania”

WEDNESDAY 8

9.00-10.30 Miriam Petracca

(Giustino Fortunato University, Italy)

“Touristic image: The role of social network”

10.30-12.00 Ilse Rasschaert

(Artevelde University College, Ghent, Belgium)

“Organizational change”

12.00-14.00 Johan Halsberghe

(Artevelde University College, Ghent, Belgium)

“Banks and the payments battlefield: A changing environment (selected topics from a Belgian perspective)”

THURSDAY 9

9.00-10.30 Antonio Blanco Prieto

(Fundación Alimerka)

“Responsibility in Management”

10.30-12.00 René Mira

(McDonalds)

“Marketing Plan in Mc Donalds”

12.00 Closing Ceremony

FRIDAY 10

TRIP

Cultural activities

6 Spanish language course
Presentation University of León
Campus and City tour



7 Spanish language course
“Your University in 8 minutes”



8 Spanish language course
Speed University “Dating”
Facilities visit:
Rectorado Building and
Language Center



9 Europe Minifair
Europe’s Day Ceremony
International Lunch
Farewell Dinner



10 Organized trip: Camino de
Santiago (1 hour walk),
Bierzo vineyards and Campus
de Ponferrada



what will you
find in our
International
Week?

Networking ⊕ Lectures
on cross-cutting issues
⊕ Workshops ⊕ Basic
Spanish Course ⊕
Introduction participant’s
Institutions ⊕ Cultural
program (City tour, tapas
tour, trips)



Puntuación extra para solicitar Erasmus/Amicus

Puntuación extra para tener la beca de colaborador
internacional

Certificado oficial

Comida del jueves incluida

Se concederá 1 crédito por la asistencia

Inscripción a través del curso de extensión universitaria:

<http://www.unileon.es/internacional>

asistencia voluntaria sin inscripción para sesiones puntuales