



STEYR CAMPUS

INVITATION – INTERNATIONAL TEACHING DAYS 2019 SCHOOL OF MANAGEMENT

13th – 15th May 2019

INTERNATIONAL TEACHING DAYS 2019

The International Teaching Days have already become a tradition at the School of Management in Steyr. Organized for many years, it gives local and international professors, researchers and students the chance to connect with each other over common academic topics.

The target groups:

- » lecturers
- » researchers
- » students

Besides the International Teaching Days, we also offer our guest lecturers the possibility to hand in papers for publication and to engage in scientific discussions during the Cross-Cultural Business Conference. In order to increase the international atmosphere, each guest lecturer or researcher is invited to bring along a group of students, who will participate in the lectures offered during the International Teaching Days.

A) Guest Lectures

Each lecturer is invited to give one guest lecture lasting for two hours. During the International Teaching Days, we will focus on different lecture topics for each day. The topics reflect our study programmes in Steyr. The topics, which reflect our study programme in Steyr, are Global Sales and Marketing (GSM), Marketing and Electronic Business (MEB), Accounting, Controlling and Financial Management (CRF), International Logistics Management (ILM), Production and Management (PMT), and Process Management and Business Intelligence (PMBI). Below is a schedule for the topics.

B) Cross-Cultural Business Conference

The Cross-Cultural Business Conference will take place on 16th – 17th May 2019.

For more information please visit www.fh-ooe.at/ccbc2019 or email cc-conference@fh-steyr.at





Topics for Guest Lectures

Global Sales and Marketing (GSM)

- » Sales/Sales Management
- » B2B Marketing
- » Customer Centricity
- » Leadership
- » International HRM
- » Cross Cultural Management
- » Emerging Markets
- » Industrial Service/Service Innovation

International Logistics Management (ILM)

Supply Chain Management (SCM)

- » Logistics
- » Supply Chain Management
- » Warehousing & Transport

Production and Management (PMT)

Operations Management (OMT)

- » Operations Management
- » Sourcing
- » Inventory Management

Accounting, Controlling, and Financial Management (CRF)

- » Finance
- » Controlling
- » Accounting
- » IFRS

Marketing and Electronic Business (MEB)

- » E-Business
- » E-Commerce
- » Marketing

Process Management and Business Process Intelligence (PMBPI)

- » Process Management
- » Quality Management
- » Outcome Measures

Schedule of the International Teaching Days

Monday 13th May

- 09:30 – 10:30 Opening Meeting and Group Picture
- 10:30 – 12:30 Lectures
- 12:30 – 13:30 Lunch
- 13:30 – 15:30 Lectures
- 16:00 – 18:00 BMW Company Visit

Tuesday 14th May

- 08:00 – 10:00 Lectures
- 10:00 – 10:30 Break
- 10:30 – 12:30 Lectures
- 12:30 – 13:30 Lunch
- 13:30 – 15:30 Lectures
- 16:30 – 18:00 Guided Tour of Steyr
- 18:00 – 21:00 International Teaching Days Dinner

Wednesday 15th May

- 09:00 – 16:30 Excursion
- 17:30 – 21:00 International Fair

Thursday 16th May

- Cross-Cultural Business Conference

Friday 17th May

- Cross-Cultural Business Conference

Registration Process

International Teaching Days: Please register online at www.fh-ooe.at/int-week-steyr.

Registration closes 31st March 2019

Cross-Cultural Business Conference: For the conference, please register online at www.conftool.net/ccbc2019 until 23rd April 2019 or email cc-conference@fh-steyr.at

Accommodation

Below is a list of hotel recommendations. We have reserved rooms for lecturers and researchers in those hotels. Please mention "International Week" when booking one of these rooms. This is especially important to receive a discount if applicable.

**** Hotels

» Hotel Minichmayr

In the city centre, 5 minute walk to the university
office@hotel-minichmayr.at, www.hotel-minichmayr.at

» Landhotel Mader

On the main square in Steyr, 6 minute walk to the university
mader@mader.at, www.mader.at

» Cityhotel Styria

On the main square in Steyr, 6 minute walk to the university
info@styriahotel.at, www.styriahotel.at

*** Hotels

» Gasthof Pöchhacker

Located at the western exit of Steyr, 8 minute walk to the university
www.gasthof-poechhacker.at

More hotel options: www.steyr.info

Finances & Costs

International Teaching Days (13th – 15th May)

- » Free of charge for professors teaching
- » € 50 for guests
- » Costs of whole social programme for participating spouses: € 50

Cross-Cultural Business Conference (16th – 17th May)

- » Regular (Conference Visitor and Presenter): € 380
- » Early Payment until 16th April 2018: € 340
- » Student (Presenter and Visitor): € 240

Please be aware that the University of Applied Sciences Upper Austria cannot cover your travel expenses. If you come from a European partner institution and teach here in Steyr you can receive funding via "Erasmus+ Teaching Staff Mobility". Please ask your International Office for advice.

CONTACT FOR QUESTIONS

For guest professors and visitors participating in the International Teaching Days:

Dipl.-Päd. Marlies Schmidthaler
Head of International Office
international@fh-steyr.at
www.fh-ooe.at/int-week-steyr

For participants of the Cross-Cultural Business Conference:

Prof. DI Dr. Margarethe Überwimmer,
Prof. Mag. Robert Füreder, Dr. Michael Schmidthaler,
Anna Scharnreithner, Natalie Fürst
cc-conference@fh-steyr.at | www.fh-ooe.at/ccbc2019

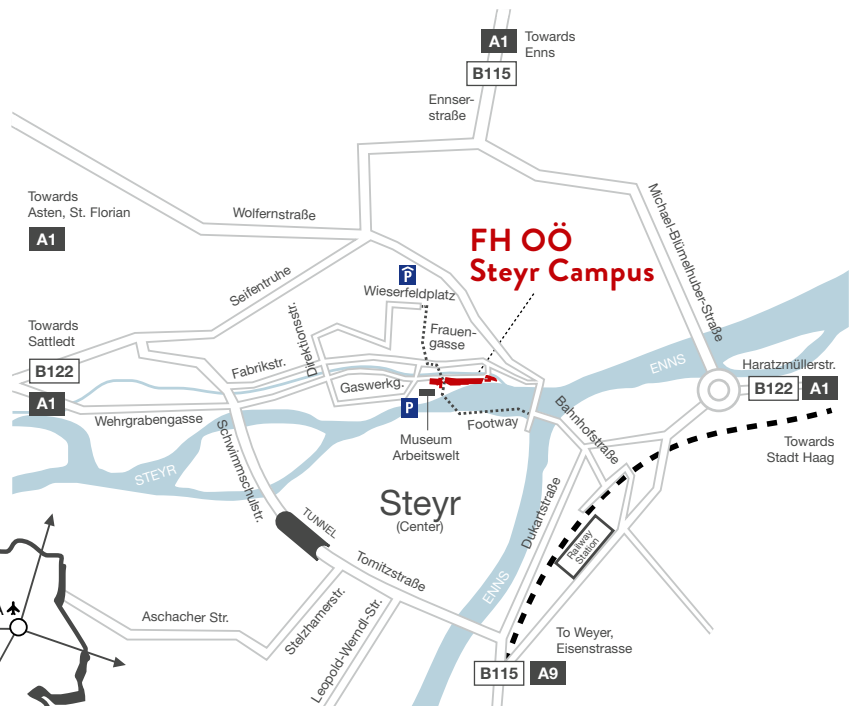
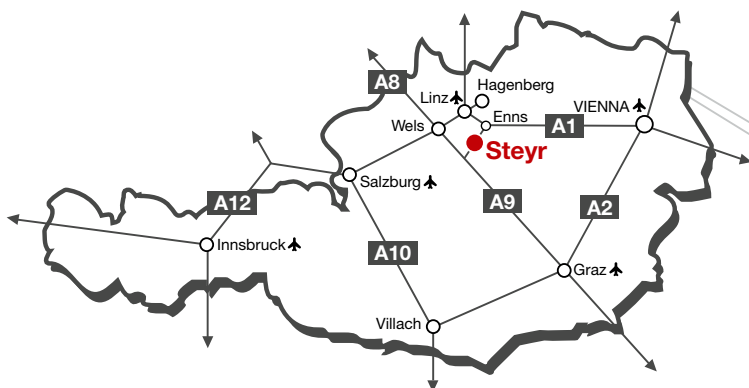


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