



STEYR CAMPUS

**INVITATION – INTERNATIONAL TEACHING DAYS 2023
SCHOOL OF MANAGEMENT**

8th – 10th May 2023

www.fh-ooe.at



**UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA**

INTERNATIONAL TEACHING DAYS 2023

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), Smart Production and Management (SPMT), 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 11th – 12th May 2023.

For more information please visit www.fh-ooe.at/ccbc2023 or email cc-conference@fh-steyr.at





Topics for Guest Lectures

Global Sales and Marketing (GSM)

- » Sales/Sales Management
- » Marketing
- » Export Management
- » Customer Centricity
- » Leadership & International HRM
- » Cross-cultural Management
- » Emerging Markets
- » Industrial Service/Service Innovation
- » Sustainable business models
- » AI apps and digitalization for Marketing & Sales

International Logistics Management (ILM)

Supply Chain Management (SCM)

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

Smart Production and Management (SPMT)

Operations Management (OMT)

- » Operations Management
- » Sourcing
- » Inventory Management

Accounting, Controlling, and Financial Management (CRF)

- » Accounting
- » Finance
- » Controlling
- » Risk management
- » Taxation
- » MIS
- » Digitization
- » Sustainability

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 8th 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 Company Visit

Tuesday 9th 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 10th May

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

Thursday 11th May

- Cross-Cultural Business Conference

Friday 12th May

- Cross-Cultural Business Conference

Registration Process

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

Registration closes 5th April 2023

Cross-Cultural Business Conference: For the conference, please register online at www.conftool.net/ccbc2023 until 2nd May 2023 or email cc-conference@fh-steyr.at

Accommodation

Below you can find a list of hotel recommendations. Upon reservation, please indicate “FH-Steyr” for accessing the rooms allocated for the International Teaching Days.

Hotels

» **Gasthof Pöchhacker**

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

» **Harry's Home Hotel**

On the edge of the historic old town, 13 minute walk to the university
steyr@harrys-home.com, www.harrys-home.com/steyr/en

» **Hotel Minichmayr**

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

More hotel options: www.steyr.info

Finances & Costs

International Teaching Days (8th – 10th May)

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

Cross-Cultural Business Conference (11th – 12th May)

- » Regular (Conference Visitor and Presenter): € 480
- » Early Payment until 9th April 2023: € 440
- » 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:

Andrea Mayr MA | Head of International Office
international@fh-steyr.at | www.fh-ooe.at/int-week-steyr

For participants of the Cross-Cultural Business Conference:

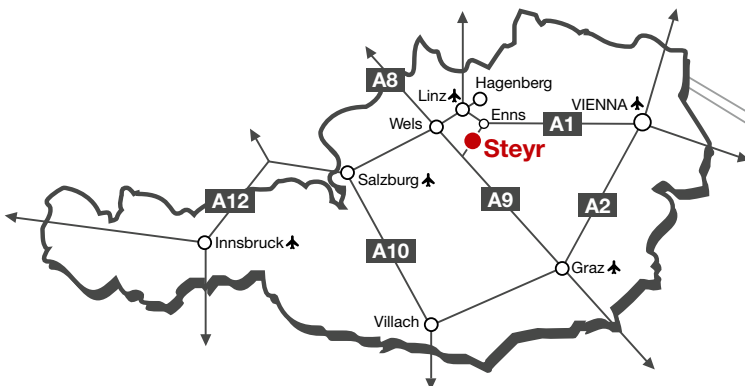
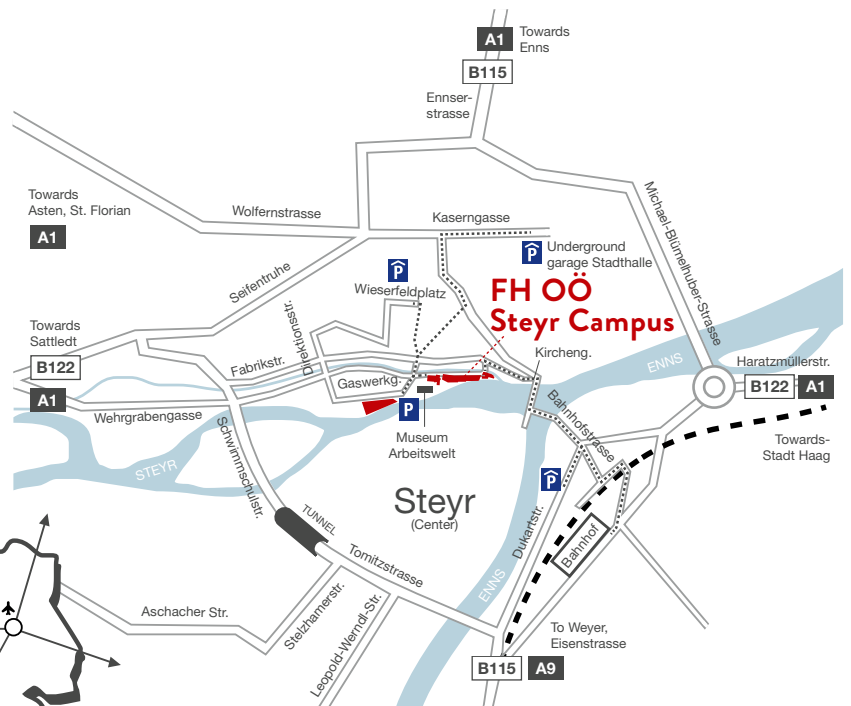
Prof. DI Dr. Margarethe Überwimmer, Prof. Mag. Robert Füreder, Prof. Dr. Piotr Kwiatek, Laura Casati MA
cc-conference@fh-steyr.at | www.fh-ooe.at/ccbc2023



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