

Invitation

International Teaching Days 2024





International Teaching Days 2024

Join us for an exciting transformation of our traditional International Teaching Days at the School of Business and Management in Steyr.

This year, we are offering students and professors the opportunity to actively participate in engaging workshops, fostering collaboration and learning on a global scale.

13th – 15th May 2024.



Travel with us to experience breathtaking nature and pure culture of Austria.



Discover diverse cultures and world cuisines at the International Fair organized by our incoming students.

International Teaching Days

The target groups:

- lecturers
- researchers
- students
- international guests
- industry professionals

To make it truly international and enhance the global atmosphere, we invite every guest lecturer and researcher to bring along a group of students who can participate in the International Teaching Days.

New Format

Our redefined approach to International Teaching Days prioritizes active learning and engagement. In our pursuit of this new direction, we have chosen to shift from traditional lectures to the dynamic formats of workshops, interactive seminars, discussions, and case studies. Each of these formats provides a hands-on, interactive approach that empowers students and professors to collaborate, exchange ideas, and gain practical insights, enhancing the overall learning experience.

Guest Workshops

Each professor or lecturer is invited to conduct a 2-hour workshop. Throughout the International Teaching Days, we will explore various workshop themes aligned with our Management and Business study majors. These topics include 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), as well as Process Management and Business Intelligence (PMBI). Check out our schedule below.



Cross-Cultural Business Conference

In addition to our International Teaching Days, we are offering the opportunity to join the Cross-Cultural Business Conference. This conference serves as a valuable platform for lecturers, researchers, and practitioners to expand their knowledge and engage in discussions on the latest international and intercultural advancements in various fields.

The Cross-Cultural Business Conference CCBC will take place on 15th–17th May 2024.

For more information and registration:



- fh-ooe.at/ccbc2024
- cc-conference@fh-steyr.at

Schedule of the International Teaching Days

Monday 13th May

09:00 – 10:30 Opening Meeting & Campus Tour
10:30 – 12:30 Workshops and seminars
12:30 – 13:30 Lunch
13:30 – 15:30 Workshops and seminars
16:00 – 18:00 Company Visit

Tuesday 14th May

08:00 – 10:00 Workshops and seminars
10:00 – 10:30 Break
10:30 – 12:30 Workshops and seminars
12:30 – 13:30 Lunch
13:30 – 15:30 Workshops and seminars
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

Teach, learn, or do both with our interactive seminars and workshops.



© Hannes Ecker

Explore Austria through craft and culture excursions.



Workshops/ Interactive seminars/ Case Studies

For Teaching Days our guests are encouraged to select a topic connected to the majors offered at our campus or propose their own subject within the broader scope of business and management.

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)

- Sustainable Supply Chain
- Digitalization in Logistics and Supply Chain Management
- AI in Logistics
- Circular Economy

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

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. Please consider that the contingent reserved to special rates for this hotel is only available till 25th of April 2024. After this date, we cannot guarantee a room for you.

info@gasthof-poechhacker.at
gasthof-poechhacker.at

→ Harry's Home Hotel

On the edge of the historic old town, 13 minute walk to the university. Please consider that the contingent reserved to special rates for this hotel is only available till 1st February 2024. After this date, we cannot guarantee a room for you.

steyr@harrys-home.com
harrys-home.com/steyr/en

→ Hotel Minichmayr****

In the city centre, 5 minute walk to the university. Please consider that the contingent reserved to special rates for this hotel is only available till 19th of April 2024. After this date, we cannot guarantee a room for you.

office@hotel-minichmayr.at
hotel-minichmayr.at

→ Hotel Mader****

Centrally located in the historic medieval city centre of Steyr. 11 minute walk to the university. Please consider that the contingent reserved to special rates for this hotel is only available till the 11th of April, 2024. After this date, we cannot guarantee a room for you.

mader@mader.at
mader.at/en

→ Stadthotel Styria ****

Nestled in the heart of historic Steyr, 12 minute walk to the university. Please consider that the contingent reserved to special rates for this hotel is only available till the 1st of April, 2024. After this date, we cannot guarantee a room for you.

info@styriahotel.at
stadthotel-steyr.at



More hotel options:
steyr.info

Registration Process

International Teaching Days



Please register online at
→ fh-ooe.at/en/steyr-campus/international-international-events/international-teaching-days-2024/

Registration closes 17th March 2024

Finances & Costs

International Teaching Days (13th – 15th May)

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

Please be aware that the University of Applied Sciences Upper Austria cannot cover your travel expenses. If you come from a European partner institution you can receive funding via “Erasmus+”. Please ask your International Office for advice.

Contact for questions

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

- Andrea Mayr MA
- Olesia Lanina MA

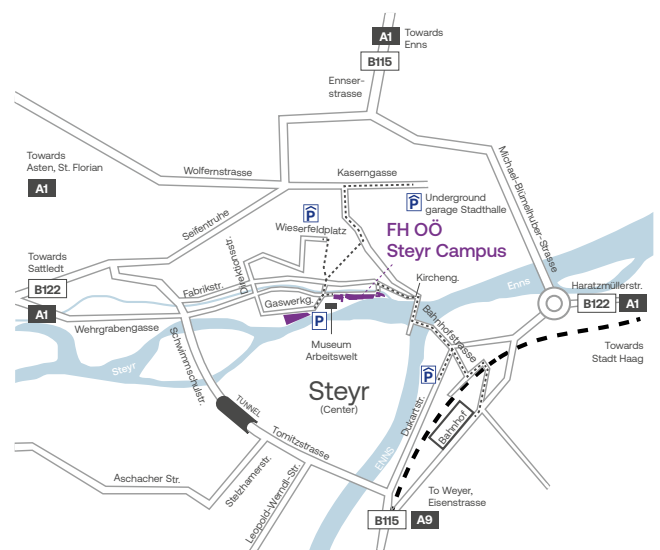
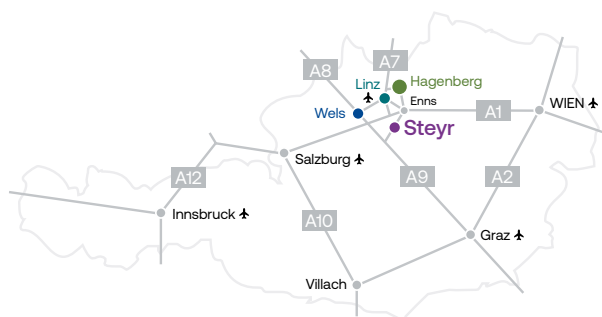
international@fh-steyr.at
fh-ooe.at/int-week-steyr

For participants of the Cross-Cultural Business Conference:

- Prof. DI Dr. Margarethe Überwimmer,
- Prof. Mag. Robert Füreder,
- Prof. Dr. Piotr Kwiatek,
- Matea Tavic

cc-conference@fh-steyr.at
fh-ooe.at/ccbc2024

Visit us at Steyr Campus.



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