

# International Teaching Days 2025

Where international perspectives  
meet practical learning.





# Welcome to International Teaching Days 2025

We are excited to invite you to the annual International Teaching Days at our Steyr Campus! This unique event brings together educators from around the world to share knowledge, collaborate, and engage with local students.

Whether you're a professor, lecturer, or researcher, you have the opportunity to host a workshop or case study, providing students with fresh perspectives and valuable insights. Let's work together to create impactful educational experiences!

12th - 14th May 2025



Teach, learn, practice or do all together with our interactive seminars and workshops.



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

# Schedule of the Teaching Days

## Monday, 12th May

09:00 – Registration of the participants  
09:30 – Opening meeting  
10:30 – Campus Tour  
12:30 – Lunch break  
13:30 – Job shadowing/ Company visit  
18:00 – Welcome Dinner

## Tuesday, 13th May

09:30 – Teaching sessions  
11:30 – Half day excursion including lunch  
18:00 – Return to Steyr

## Wednesday, 14th May

09:30 – Teaching sessions  
12:00 – Lunch Break  
13:00 – Teaching sessions  
15:30 – Teaching sessions  
17:30 – Closing ceremony  
18:00 – International Fair

Save the Date!  
12th - 14th  
May 2025



(c) Julia Ludwig

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



Explore Austria through craft and culture excursions.



## About the Event

### Target groups

Professors, lecturers, and researchers can host workshops or case studies, offering students fresh perspectives and insights.

If you're an undergraduate, graduate, PhD student, or non-teaching staff, everyone is welcome on this exciting journey!

- Lecturers
- Researchers
- Students
- Industry professionals
- International guests

### Teaching format

Each attendee is invited to conduct a 2-hour session for the bachelor students of Steyr campus. The format is of your choice as it can be:

- workshop
- interactive seminar
- case study
- any other format that offers applied learning

You are also very welcome to join teaching sessions of your colleagues at any time slot.

# Teaching topics for seminars

Throughout the International Teaching Days, we will explore various workshop themes aligned with our Management and Business study majors.

If you are an expert in following fields and topics, don't hesitate to register and let's work together to create impactful educational experiences!

## Global Sales and Marketing

- Sales/Sales Management
- Marketing
- Leadership & International HRM
- Cross-cultural Management
- Industrial Service/Service Innovation
- AI and digitalization for Marketing & Sales

## International Logistics Management

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

## Marketing and Electronic Business

- Digital Transformation and Change Management
- Remote Work and Virtual Teams
- Personalization in E-Commerce
- AI in digital marketing
- Data-driven marketing and personalization
- SEO and content optimization



Contribute to engaging discussions and collaborations

## Accounting, Controlling, and Financial Management

- Accounting & Finance
- Controlling
- Risk management
- Taxation
- MIS

## Smart Production and Management

- Operations Management
- Inventory Management
- AI in Operations
- Sustainable Business Models
- Digital Transformation
- Manufacturing

## Process Management and Business Process Intelligence

- Process Management
- Quality Management
- Outcome Measures
- Business Intelligence
- Benchmarking
- Process Automation



Expand your knowledge and engage in discussions on the latest international and intercultural advancements.

# Cross-Cultural Business Conference 2025

14th – 16th May 2025

In addition to our International Teaching Days, we are offering the opportunity to join the Cross-Cultural Business Conference.

This year's conference theme, "Charting the Course: International Business in the Transformational Era," emphasizes the challenges and opportunities of global business in a rapidly changing world.

For questions and registration:

→ **W:** [fh-ooe.at/ccbc-2025](https://fh-ooe.at/ccbc-2025)

→ **E:** [cc-conference@fh-steyr.at](mailto:cc-conference@fh-steyr.at)

## Accommodation

Below you can find a list of hotel recommendations.

Please consider that the contingents reserved for these hotel are only available till 1st of April 2025. After this date, we cannot guarantee a room for you.

### → Gasthof Pöchhacker\*\*\*

Located at the western exit of Steyr, 8 minute walk to the university. Make your reservations using keyword "International Week"

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.

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

### → Hotel Minichmayr\*\*\*\*

In the city centre, 5 minute walk to the university. Make your reservations using the keyword "International Week"

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

### → Hotel Mader\*\*\*\*

Centrally located in the historic medieval city centre of Steyr. It takes 11 minute walk to reach the university.

mader@mader.at  
mader.at/en

### → Stadthotel Styria \*\*\*\*

Nestled in the heart of historic Steyr, 12 minute walk to the university.

info@styriahotel.at  
stadthotel-steyr.at



Looking forward seeing you at Steyr Campus!



Connect with colleagues from the field, deepen your professional skills, and exchange valuable experiences.

## Finances & Costs

→ Free of charge for professors/ lecturers teaching

→ € 150 for visiting staff

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+ Staff Mobility". Please ask your International Office for advice.

## Registration process

Please register online at:



→ [Registration form for International Teaching Days 2025](#)

Registration closes 14th February 2025

## Contact for questions

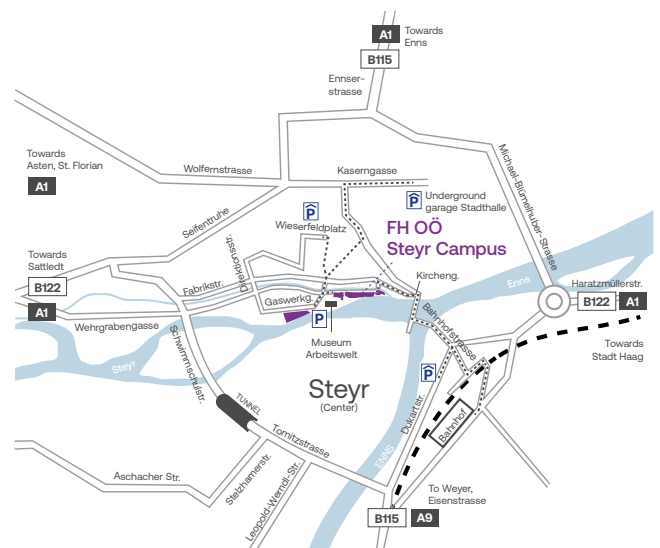
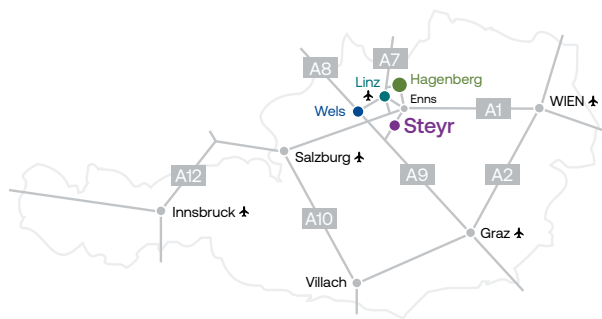
For guest professors and visitors participating in the International Teaching Days:

→ Andrea Mayr MA  
→ Olesia Lanina MA

Email: [international@fh-steyr.at](mailto:international@fh-steyr.at)

Website: [fh-ooe.at/international-teaching-days-2025](http://fh-ooe.at/international-teaching-days-2025)

# Visit us at Steyr Campus.



**Aim** → higher

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