

Dear International Partner,

We are glad to invite you to the

INTERNATIONAL WEEK
held between April 25-30, 2022
at the University of Economics in Katowice, Poland

The general theme of the week is:

Internet Communication Management

The purpose of the event is to enhance international collaboration with our partners primarily in the field of teaching and learning. It will also be an opportunity for meeting and networking.

The topics proposed are interdisciplinary and suitable for both Polish and international students studying at our university in various programmes at the faculties of Informatics and Communication, Management, Economics, and Finance and Insurance. Hence, the lecture content can be either tailored to the needs of a highly specialized group or suited to a wider audience consisting of students of various specialisations.

The foreign lecturers will be asked to deliver a series of lectures (8 or 16 academic hours) to one student group in their respective field. The courses' proposals are in the table. The content of the proposed lectures does not have to be limited to the specific topics listed below, as long as it reflects the general theme of the week. Anyway, the proposed course should be original and unique, and not included in the mandatory course lists at any university.

The thematic list covers the following topics in two categories:

Management & Marketing	Information Communication Technologies
Cross Culture Business Communication; Marketing Activities & Quality; e-Citizenship; Marketing Communication Online; e-Promotion & e-Communication; Economics & Management Science Challenges; Ambient Marketing Creative Skills Development and Implementation; Social Networking; Strategy Business Games; Multimedia Design; Content Management & Digital Rights Management; Data Science & Data Governance; Industry 4.0; Decision Making in Distributed Environment; Management 3.0;	Artificial Intelligence for Business and Services; Smart City; Introduction to Cybersecurity; Information Processing & Data Science Technology; Business Modelling; Business Information System Design; Cloud Computing; Information Technology Management; Search Engine Marketing ; Information Retrieval; Knowledge Engineering; Blockchain Applications; Logistics Information Systems; Ambient Technologies; Internet of Things;

Prospective participants are asked to discuss their topics with the academic coordinator of the International Week:

Prof. Małgorzata Pańkowska

Faculty of Informatics and Communication

Tel: +48 32 257 7292, mobile: +48 601 155 460, fax: +48 32 257 7200

E-mail: pank@ue.katowice.pl

Please note that lectures and classes need to be delivered in English. However, we leave the choice of teaching methods to the lecturers. Those could be classic lectures, workshops, discussions, projects and/or students' presentations, etc.

We would like to invite the teachers to stay with us for the five days between Monday and Friday. Besides teaching, the programme will comprise other activities, including the Scientific Conference, meetings with teaching staff and networking as well as a number of social activities.

Located close to the University:

[Ibis Budget Hotel](#)

[Novotel Katowice Centrum](#)

(if you choose this hotel, we send you information about a discounted price)

[Qubus Hotel Prestige Katowice](#)

[Hotel Diament Plaza Katowice](#)

[Hotel Diament Spodek](#)

[Quality Silesian Hotel](#)

[Economy Silesian Hotel](#)

[Hotel Katowice single](#)

[EuroResidence Apartament Home](#)

Please find enclosed a separate file with the registration form and the programme draft. We kindly ask you to fill in the registration form and send it by e-mail to pank@ue.katowice.pl by **15th of January 2022.**

Please feel free to forward a copy of this invitation to your colleagues at your university.

We are very much looking forward to seeing you in Katowice!

Contacts:

Prof. Małgorzata Pańkowska, Academic Coordinator of the International Week:

pank@ue.katowice.pl, tel: +48 32 257 7292

Erasmus office/International Relations, erasmus@ue.katowice.pl tel. +48 32 257 7124 (Erasmus Mobility Agreements, scholarship possibilities)

See us on <http://www.intweek.ue.katowice.pl>

REGISTRATION FORM

Please return no later than **15th of January 2022**

Personal information

Institution:			
Family Name:		First Name:	
Position:			
Country		Address:	
Tel:		Address:	
E-mail:			

The aim of your visit

<input type="checkbox"/>	Teacher mobility
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Course details

Course title:	
Academic hours: NOTE! Not less than 8 academic hours	
Aim:	
Contents:	
Recommended reading:	
Target audience request	<input type="checkbox"/> Bachelor level students <input type="checkbox"/> Master level students
Teaching methods	
Assessment methods	

NOTE: Please attach your academic CV when returning your registration form as well as the Syllabus Form. Please, take into account that we kindly ask you to provide for students 8 -16 hours of lectures.

If two teachers provide similar courses, we combine them into one course. Then one teacher has got only 8 hours, otherwise one teacher has got 16 hours autonomous course.

We are kindly asking you to prepare materials for 16 teaching hours and by 10 April 2022; we will let you know how many hours you could have.

You are permitted to organize traditional lectures, discussions, workshops, students' presentations. The student work evaluation method is also selected by you. You can prepare open questions or tests, you can ask students for essays, PowerPoint presentations, or small projects.

For the International Week courses the computer labs and multimedia lecture rooms are reserved.

After your registration, you receive the Course Description Card and you will be asked to precisely present the course goals, contents, needed software, references, and student work evaluation methods.

During the week, each teacher will work with a group of about 24 students.

The lists of students, including names and email addresses, will be available by 15th of April, 2022. In April 2022, we will ask teachers for online materials for students.

The online materials will be inserted into the Google Classroom for students, so they can prepare to the course before the teachers' arrivals. For on-line course, teachers can use Google Meet or MS Teams.

During the teaching days you will have coffee and lunch for free.

Please indicate your preference:

I would like to teach on:

- Monday
- Tuesday
- Thursday

I will use

- Special software: _____

I would like participate in

- Dinner and piano concert (Mon, April 25)
- Students Dancing Assemble Performance (Tue, April 26)
- "Smart Technology & Smart Research" conference combined with presentations of 11th International Week Teachers (Wed, April 27)
- Trip to Silesian Museum in Katowice (Wed, April 27)
- musical/opera/symphonic orchestra concert (Thu, April 28)
- industry visit (Fri, April 29)
- mountain excursion (Sat, April 30)
- I need a Personal Letter of Invitation
- I'm going to come to the International Week within TS Erasmus Programme, therefore the travel, accommodation and meals (outside the official programme) will be paid for by my home institution, according to the ERASMUS bilateral agreement between the University of Economics in Katowice, Poland and home institution.



University
of Economics
in Katowice



Erasmus+

Preliminary arrival date:

Preliminary departure date:

International Relation's Officer in charge at my home institution is:

Name:

Address:

Phone:

Fax:

E-mail:

Please send the completed registration form and academic CV by e-mail/fax by
15th of January, 2022

E-mail: pank@ue.katowice.pl, intweek@ue.katowice.pl

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