

INTERNATIONAL WEEK 15-19 APRIL 2019



International Week: Business Education without Borders

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The Faculty of Economics and Business Administration from Babes-Bolyai University organized the 4th edition of the International Week between 15th and 19th of April 2019. The theme of **International Week was Business Education without Borders**. During the event, over 150 Romanian and international students from the Faculty of Economics and Business Administration enrolled in classes taught by guest lecturers from abroad.



Courses

Courses were taught by international guest lecturers from our partner universities:

International guest lecturers	University/Company	Country	Course title
Prof. dr. Kathleen Welsh Voges	Texas A&M University-San Antonio	USA	Innovation & Creativity in Organizations
Dr. Dušan Kučera	University of Economics, Prague	Czech Republic	Managerial responsibility and ethics
Dr. Joanna Omieciuch	University of Finance and Management in Białystok, Poland	Poland	1. Ecotourism in Poland (5h) 2. Academic Business Incubators in Poland (3h)
Dr. Athanassios Stavrakoudis	University of Ioannina	Greece	Economics of the tidyverse era: data management from online databases
Dr. Anna Kuzior	University of Economics in Katowice	Poland	Accounting policy and its tools (based on IFRS)
Dr. Azat Safarian	Perm State University	Russian Federation	Innovation technologies in tourism
Prof. Dr. Berács József	John von Neumann University	Hungary	Strategic Marketing Management
Michael Charlton	Sheffield Hallam University	UK	Creative Problem Solving – Seeing the Bigger Picture using Systems Thinking
Lukas Mohr	University Trier	Germany	Multivariate Analysis as the backbone of Artificial Intelligence
Dr. Paweł Jamróz	University of Finance and Management in Białystok, Poland	Poland	Efficient Market Hypothesis – Poland case
Dr. Anna Kłoczko-Gajewska	Warsaw University of Life Sciences	Poland	Non-standard rural tourism based on local resources



- There are over 1000 Business Incubators in EU now.
- In the countries in transition there are about 250 Business Incubators.
- The most developed country in terms of Business Incubators is Poland with 70 units (40 of them are academic).



Workshop & Food Tasting

The Workshop Mind the Gap: The University and the Business Environment took place on Wednesday, 17th of April 2019. During this event, students had the chance to listen, discuss and talk with two young and enthusiastic entrepreneurs: Oana-Cătălina PENCU (Betfair Romania Development) and Alexandru Bogdan (digital marketing strategist). A very tasteful experience was the Food Tasting Event during which the international students cooked some traditional dishes from their home countries.



The international guest lecturers had the opportunity to discover Cluj through the city guided tour and visit the private museum "Poarta de su' Feleac", owned by Mr. Gheorghe Capusan. At the same time, the international guest lecturers had a taste of Transylvania through the visit of La Coline, a goat cheese factory nearby Cluj-Napoca, visit the Salt Mine in Turda and enjoy lunch at the famous restaurant called "Sarea'n bucate".

Key figures

11 international guest lecturers

More than **150** students enrolled in classes

More than **10** different dishes served during the Food tasting

2 keynote speakers during the workshop