STEUR CAMPUS

INVITATION – INTERNATIONAL TEACHING DAYS 2020
SCHOOL OF MANAGEMENT

11th – 13th May 2020

www.fh-ooe.at
INTERNATIONAL TEACHING DAYS 2020

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), Production and Management (PMT), and Process Management and Business Intelligence (PMBI). Below is a schedule for the topics.

B) Cross-Cultural Business Conference


For more information please visit www.fh-ooe.at/ccbc2020 or email cc-conference@fh-steyr.at
Topics for Guest Lectures

Global Sales and Marketing (GSM)
- Sales/Sales Management
- B2B Marketing
- Customer Centricity
- Leadership
- International HRM
- Cross Cultural Management
- Emerging Markets
- Industrial Service/Service Innovation

International Logistics Management (ILM)
Supply Chain Management (SCM)
- Logistics
- Supply Chain Management
- Warehousing & Transport

Production and Management (PMT)
Operations Management (OMT)
- Operations Management
- Sourcing
- Inventory Management

Accounting, Controlling, and Financial Management (CRF)
- Finance
- Controlling
- Accounting
- IFRS

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 11th 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 BMW Company Visit

Tuesday 12th 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 13th May
09:00 – 16:30 Excursion
17:30 – 21:00 International Fair

Thursday 14th May
Cross-Cultural Business Conference

Friday 15th May
Cross-Cultural Business Conference
Registration Process

**International Teaching Days:** Please register online at www.fh-ooe.at/int-week-steyr.
Registration closes 10th April 2020

**Cross-Cultural Business Conference:** For the conference, please register online at www.conftool.net/ccbc2020 until 4th May 2020 or email cc-conference@fh-steyr.at

Accommodation

Below is a list of hotel recommendations. We have reserved rooms for lecturers and researchers in those hotels. Please mention “International Week” when booking one of these rooms. This is especially important to receive a discount if applicable.

**** Hotels

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

- **Landhotel Mader**
  On the main square in Steyr, 6 minute walk to the university
  mader@mader.at, www.mader.at

- **Cityhotel Styria**
  On the main square in Steyr, 6 minute walk to the university
  info@styriahotel.at, www.styriahotel.at

*** Hotels

- **Gasthof Pöchhacker**
  Located at the western exit of Steyr, 8 minute walk to the university
  www.gasthof-poechhacker.at

More hotel options: www.steyr.info

Finances & Costs

**International Teaching Days** (11th – 13th May)

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

**Cross-Cultural Business Conference** (14th – 15th May)

- Regular (Conference Visitor and Presenter): € 380
- Early Payment until 14th April 2020: € 340
- 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:
Dipl.-Päd. Marlies Schmidhalter
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, Dr. Michael Schmidhalter,
Anna Scharreithner
cc-conference@fh-steyr.at | www.fh-ooe.at/ccbc2020