

PROGRAMACIÓN SEMINARIOS INTERNACIONALES

CURSO 2022-23/SEMESTRE B

Fecha: 25 y 27 de abril

Profesorado: Magdalena Wiercioch y Ewelina Rabiej, Uniwersytet Rzeszowski (Polonia)

Temas:

Home budget management

During the seminar, I am going to show how to create a simple home budget in 30 minutes. I will charm away a topic that scares many people. I will give a ready template, I will show step by step how to plan a budget and I will help to calculate how much people can and should save every month to accumulate an amount to cover irregular expenses. Finally, I will also give smart tips on how to save money.

The financial analysis of a company and the risk of bankruptcy

The seminar is on the methods of financial analysis of a company and assessment of the risk of bankruptcy. The issue is highly relevant in the context of the economic crisis caused by the COVID-19 pandemic.

Fecha: 25 y 26 de abril

Profesorado: Olga Kissová y Gabriela Vyletelová, University of Zilina (Slovakia)

Tema: Learning Business English: Branding and Marketing

Branding - the students will learn collocations with the word “brand” such as brand awareness, brand image, and many others as well as collocations with the word “product” such as product endorsement, product placement, and more. Moreover, we will have a look at the difference between brand name and trade name as well as a brand extension and line extension. At the end of the presentation, there will be a short quiz on what the students remember. Marketing - the students will learn what is marketing, the 4 Rs, 4 Ps, 4 Cs, we will have a look at various marketing strategies, students will try to identify various marketing strategies, talk about who is an influencer and we will discuss new marketing trends.

Fecha: 9 y 10 de mayo

Profesorado: Jiri Mach, Czech University of Life Sciences, Faculty of Economics and Management (República Checa)

Tema: The use of agricultural production for non-food uses including renewable energy sources and the impact on the economics of this sector

I will start with (i) the total production in the world and then (ii) in the European Union. Then I focus on (iii) the largest exporters and importers of the commodity. This is followed by (iv) growing conditions and how they can affect costs. For European countries, (v) the impact of the CAP is sometimes also important. This is followed by (vi) an analysis of costs and (vii) some specifics (e.g. for cereals bioethanol production, for oilseeds biodiesel production, etc.).

Fecha: 16 y 17 de mayo

Profesorado: Marie Milkusova, VSB Ostrava (República Checa)

Tema: What is a family business?

The topics to be dealt with will be the fundamental dilemma: family or business; the three circles model; corporate governance of a family business; succession to the next generation: three dimensions; different points of view on the succession; family genogram; stages of ownership; making decisions; scenarios – balancing family and business.

Fecha: 18 mayo

Profesorado: Anna Zalcewicz, Technical University of Warsaw (Poland)

Tema: Challenges for the financial market

The lecture is devoted to legal challenges in the regulation of the financial market in connection with the current changes in the socio-economic environment. The modern financial market poses many challenges for consumers and for the state. This is due to the emergence of new technologies, the possibility of using the information on behavioral factors on the financial market, or the introduction of the requirement to take into account aspects of sustainable development. This requires proper identification of risks in order to prevent them and enact appropriate legal regulations.