

Dear International Partner,

We are glad to invite you to the

INTERNATIONAL WEEK
held between 25-30 April, 2016
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 content of the lectures does not have to be limited to the specific topics listed below, as long as it reflects the general theme of the week.

The thematic list covers the following topics in two categories:

Management & Marketing	Information Communication Technologies
Business Communication Management	Internet Communication technologies and tools
Communication in e/m-Business	Web Analytics & Web Intelligence
Internet Communication for Management and Marketing Research	Web 2.0 technologies and tools
Cross-cultural Business Communication	Communication, Collaboration and Information Sharing
Internet Communication – Best Practices	Interoperability in e-Business and in e-Government
Virtual Communities, Social Networks	Business Process Modelling
Impact Measurement of Communication Management	Ontologies and Semiotics
e/m-Learning, e/m-Training and Executive Training, m-Libraries	Business Information System Design
Strategy Business Games	Internet Communication Security
Content Management & Digital Rights Management	Cloud Computing
Ethical issues in Internet Communication	Information Technology Management
EU & global integration in Internet	Search Engine Marketing
Big Data application	Information Retrieval
Operational Research and Decision Making in Distributed Environment	Knowledge Engineering
Management 3.0	Geographical Information Systems
	Logistics Information Systems
	Ambient Technologies, Internet of Things
	Smart City

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 7277, mobile: +48 601 155 460, fax: +48 32 257 7277

E-mail: malgorzata.pankowska@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. However, this period may be changed, if needed. Besides teaching, the programme will comprise other activities, including the Bologna Seminar, meetings with students and networking as well as a number of social activities.

As there are other events taking place in Katowice at the same time, many hotels are fully booked already, and so we **strongly** recommend **to proceed with hotel reservation as soon as possible**. Below you will find a number of hotels, mostly centrally located, that are still available.

Located close to the University:

[Ibis Budget Hotel](#) double/twin room: 141 PLN (33 EUR) / night

[Novotel Katowice Centrum](#) double/twin room: 470 PLN (111 EUR) / night

(if you use the attached reservation form, you can get a discounted price of 390 PLN/night)

Other hotels:

[Qubus Hotel Prestige Katowice](#) single room 127 EUR/ night

[Hotel Diament Plaza Katowice](#) single/double room 102 EUR/night

[Hotel Diament Spodek](#) 113EUR/night

[Quality Silesian Hotel](#) single/double/twin room 77EUR/night

[Economy Silesian Hotel](#) single room 47EUR/night, twin room 54EUR/night

[Hotel Katowice single](#) room 31EUR/night, double/twin room 47EUR/night

[EuroResidence Apartament Home](#) single room 43EUR/night, standard double/twin room 54EUR/night

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 malgorzata.pankowska@ue.katowice.pl or by fax: +48 32 257 7277 by **15th of January 2016**.

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:

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