Silesian University in Opava,
School of Business Administration in Karviná, Czechia

APRIL 24-28, 2023

INTERNATIONAL WEEK

Erasmus+

STARS EU Strategic alliance for regional transition

SILESIAN UNIVERSITY
SCHOOL OF BUSINESS ADMINISTRATION IN KARVINA

PROGRAMME

This event is designated for academics and administrative staff from partner universities involved in any aspects of international relations.

A special stream of this year's edition will be the **STARS EU STAFF WEEK** organised by the Strategic Alliance for Regional Transition (STARS EU). Five working groups (WGs) will be covered by the STARS EU Staff Week (STARS EU offices, Erasmus without paper, Strategy advisers, E-learning experts and Communication managers).

MONDAY, APRIL 24, 2023

13:00 – 15:00	City mini-tour (Meeting at University square)	Karviná
15:30 – 18:00	Workshop "Introductory golf lesson for beginners" (Meeting at University square)	Golf resort Lipiny
18:00 – 19:00	Refreshments	Golf resort Lipiny

TUESDAY, APRIL 25, 2023

9:00 – 10:00	Registration	Main foyer
10:00 – 11:00	Opening ceremony and presentation of SU SBA	Small auditorium / Malý sál
12:00 – 13:00	Lunch	Hotel - Restaurant "Na Fryštátské"
13:05 – 14:40	**Lectures**	
	Global central banking and monetary policy at the crossroad (Aleksandra Nocoń, University of Economics in Katowice, Poland)	room A423
	Taking the future in your own hand - youth work and skills (Ana-Maria Bercu, Alexandru Ioan Cuza University of Iasi, Romania)	Large auditorium / Velký sál
	Consumer Behavior (Mehmet Recai Uygur, SMK University of Applied Social Sciences, Lithuania)	room A309
	Marketing Management (Erkan Bil, Canakkale Onsekiz Mart University, Turkey)	room A308
13:15 – 15:00	Excursion to the Leaning Church (Meeting at University square)	Karviná
15:00 – 15:30	Coffee break	Small auditorium / Malý sál
18:00	Welcome dinner	Restaurant "Fryštátská Chalupa"

STARS EU STAFF WEEK PROGRAMME (for all IW participants)

11:00 – 12:00	Presentation "STARS EU: Who we are?" (Rima Dijkstra, Hanze University of Applied Sciences, the Netherlands; Daniel Stavarek, Silesian University in Opava, Czechia)	Small auditorium / Malý sál
13:30 – 15:00	World café "Discussion on European University Initiative" (Rima Dijkstra, Hanze University of Applied Sciences, the Netherlands)	Small auditorium / Malý sál
15:30 – 16:30	Presentation "What makes European University Alliance successful?" (Niels Hexspoor, Aurora Alliance, Palacký University Olomouc, Czechia)	Small auditorium / Malý sál

WEDNESDAY, APRIL 26, 2023

8:05 – 9:40	**Lectures**	
	Partnerships in higher education – individual and organizational benefits (Irina Teodora Manolescu, Alexandru Ioan Cuza University of Iasi, Romania)	room A211
9:30 - 10:00	Coffee break	3rd floor (near A309)
10:00 – 11:30	Presentation of participating universities, networking	room D003
9:45 – 10:30	**Lectures**	
	Global central banking and monetary policy at the crossroad (Aleksandra Nocoń, University of Economics in Katowice, Poland)	room A406
	Marketing Management (Erkan Bil, Canakkale Onsekiz Mart University, Turkey)	room A216
10:35 – 11:20	**Lectures**	
	Consumer Behavior (Mehmet Recai Uygur, SMK University of Applied Social Sciences, Lithuania)	room A412
	Taking the future in your own hand - youth work and skills (Ana-Maria Bercu, Alexandru Ioan Cuza University of Iasi, Romania)	AULA
11:30 – 12:30	Lunch	Hotel - Restaurant "Na Fryštátské"
12:45 – 14:00	Interactive presentation "International project e-HOTEL. Report from ongoing Erasmus project – Strategic Partnership KA220", Krystyna Heinz (Silesian University in Opava, Czechia)	room B206
14:00 – 14:30	Coffee break	3rd floor (near A309)
14:45 – 17:30	Excursion to Marlenka factory (Meeting at University square)	Frýdek-Místek

STARS EU STAFF WEEK PROGRAMME (for STARS EU members)

10:00 – 11:30	**Working groups I** (5 parallel sessions, hybrid)		
	STARS EU offices	Link for MS TEAMS	room A305
	Erasmus without paper	Link for MS TEAMS	room D117 (UNISPACE)
	Strategy advisers	Link for MS TEAMS	room A308
	E-learning experts	Link for MS TEAMS	room A309
	Communication managers	Link for MS TEAMS	room B007 (CreativeLab)
13:00 – 14:30	**Working groups II** (5 parallel sessions, hybrid)		
	STARS EU offices	Link for MS TEAMS	room A305
	Erasmus without paper	Link for MS TEAMS	room D117 (UNISPACE)
	Strategy advisers	Link for MS TEAMS	room A308
	E-learning experts	Link for MS TEAMS	room A309
	Communication managers	Link for MS TEAMS	room B007 (CreativeLab)

THURSDAY, APRIL 27, 2023

9:45 – 10:30	**Lectures**	
	Partnerships in higher education – individual and organizational benefits (Irina Teodora Manolescu, Alexandru Ioan Cuza University of Iasi, Romania)	room A211
10:30 – 10:45	Coffee break	Small auditorium / Malý sál and 3rd floor (near A309)
10:45 – 12:15	Workshop "Teaching abroad – benefits and how to deal with intercultural differences", Diederich Bakker (Hanze University of Applied Sciences, the Netherlands)	Small auditorium / Malý sál
12:30 – 13:30	Lunch	Hotel - Restaurant "Na Fryštátské"
13:55 – 15:30	Presentation "How co-operation between universities and Innovation agencies helps boosting entrepreneurship in regions in transition? – case study of Moravian-Silesian region", Adéla Hradilová (Moravian-Silesian Innovation Centre, Ostrava, Czechia)	Small auditorium / Malý sál
15:30 – 16:00	Coffee break	Small auditorium / Malý sál
17:45	Gala dinner (Meeting at University square)	Chateau Petrovice

STARS EU STAFF WEEK PROGRAMME (for STARS EU members)

9:00 – 10:30	**Working groups III** (4 parallel sessions, hybrid)		
	STARS EU offices	Link for MS TEAMS	room A305
	Erasmus without paper	Link for MS TEAMS	room D117 (UNISPACE)
	Strategy advisers	Link for MS TEAMS	room A308
	E-learning experts	Link for MS TEAMS	room A309
11:00 – 12:30	STARS EU Steering Committee	Link for MS TEAMS	room A308

FRIDAY, APRIL 28, 2023

10:00 – 12:00	Delivering confirmation documents	room A302

WI-FI

INTER1 ouyae3

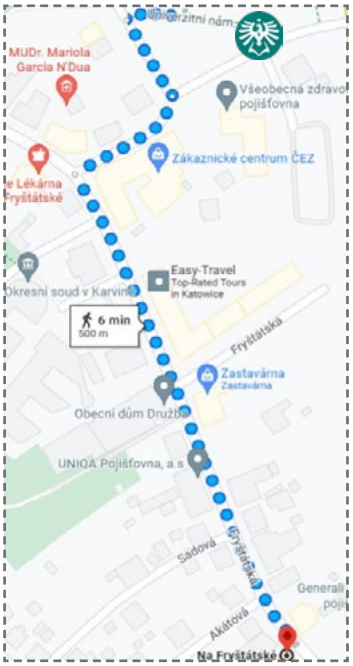
INTER2 umai3p

INTER3 aexa3u

VENUE FOR LUNCHES

HOTEL NA FRYŠTÁTSKÉ

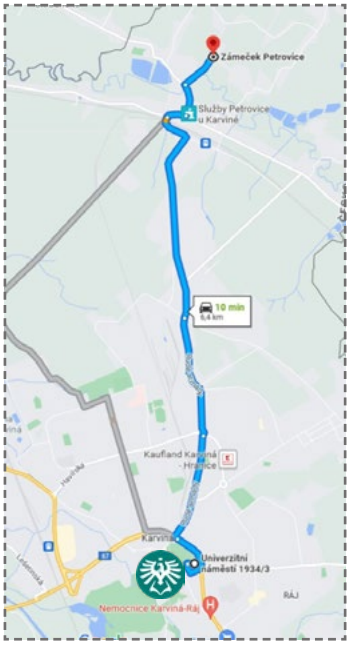
Fryštátská 202/64, 733 01 Karviná-Fryštát



VENUE FOR WELCOME DINNER

PENZION FRYŠTÁTSKÁ CHALUPA

Fryštátská 165, 733 01 Karviná



VENUE FOR GALA DINNER

CHATEAU PETROVICE

Prstná 1, 735 72 Petrovice u Karviné

INTERNATIONAL WEEK EXCURSIONS

24. 4.

KARVINÁ MINI-TOUR / 13:00 - 15:00

Karviná used to be an industrial town for many decades, famous for its coal mining. Since then, Karviná has been undergoing a progressive restructuring, nowadays focusing on other activities, such as spa tourism. Our guide will take you to Masaryk town square, Chateau Fryštát and the neighbouring castle park. Meeting point on the university square.

GOLF LESSON for BEGINNERS / 15:30 - 18:00

24. 4.

Kick off the week in style! Come join us on Monday afternoon for a golf lesson in Golf Resort Lipiny, an eighteen-hole golf course just outside of Karviná. An introductory golf lesson will be followed by a game under the guidance of a coach. Departure by bus from the university square.

25. 4.

LEANING CHURCH / 13:15 - 15:00

Let's see the leaning Church of St Peter of Alcantara. The ground where this church stands has sunk by 37 meters due to the collapse of mine tunnels under the site. Now the church is leaning 6.8 degrees to the south – even more than the world-famous Leaning Tower of Pisa! Departure by bus from the university square.

MARLENKA FACTORY / 14:45 - 17:30

26. 4.

On Wednesday, we will take you to the Marlenka factory in Frýdek-Místek where you can try out different types of the traditional honey cake "Marlenka" along with a cup of coffee!
Departure by bus from the university square.

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NOTES

CONTACTS

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