

12–16 MAY 2025

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

INTERNATIONAL WEEK



**SILESIA
UNIVERSITY**
SCHOOL OF BUSINESS
ADMINISTRATION IN KARVINA



**SILESIA
UNIVERSITY
IN OPAVA**



Erasmus+



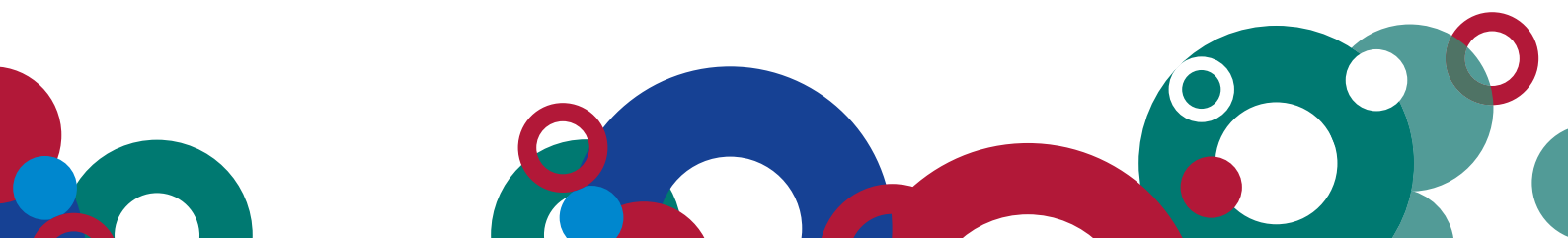
Co-funded by
the European Union

DETAILED PROGRAMME

Monday, 12 May 2025		Place
15:00 – 18:00	Informal networking and refreshments Social Evening in „Lodičky”: Wine & Beer Tasting and Networking	Lodičky <i>Meeting point: University square</i>
Tuesday, 13 May 2025		Place
9:00 – 9:30	Registration	Main foyer
9:30 – 11:00	Opening ceremony and presentation of SU SBA	Small auditorium (Malý sál)
11:00 – 11:30	Family photo	Small auditorium (Malý sál)
11:30 – 13:00	Lunch	Main foyer
13:00 – 14:00	Workshop: Inside Your Shopping Brain: How Neuromarketing Influences Your Choices (Radka Bauerová, Silesian University in Opava, Czechia)	A308
14:00 – 14:30	Coffee break	Dean's foyer
14:30 – 15:30	Workshop: What Does Science Know About Creativity? (Martin Klepek, Silesian University in Opava, Czechia)	A308
13:00 – 15:30	STARS EU activities (parallel sessions, hybrid)	
	Regional Transition Accelerator (WP2)	Link for hybrid meeting A422
	Curriculum Lab (WP3)	Link for hybrid meeting A309
	Entrepreneurship & Innovation TIG	Link for hybrid meeting A328
	Digital Transformation TIG	Link for hybrid meeting D101
15:30 – 17:00	Excursion: City mini tour	Karviná <i>Meeting point: University square</i>
18:00	Welcome dinner	Main foyer

Wednesday, 14 May 2025**Place**

9:00 – 11:30 STARS EU activities (parallel sessions, hybrid)		
Regional Transition Accelerator (WP2) <i>Note: 9:00 – 10:30 Workshop: Regional Innovation Ecosystem in Motion: The Role of Universities</i>	Link for hybrid meeting	A422
Curriculum Lab (WP3 - Group 1)	Link for hybrid meeting	A305
Curriculum Lab (WP3 - Group 2)	Link for hybrid meeting	B201
Curriculum Lab (WP3 - Group 3)	Link for hybrid meeting	A309
Co-creation Campus (WP5 - Group 1)	Link for hybrid meeting	A328
Co-creation Campus (WP5 - Group 2)	Link for hybrid meeting	A335
Digital Transformation TIG	Link for hybrid meeting	D101
9:00 – 11:30 Lectures for students		
Digital Tools for Management Control: Corporate Performance Measurement (CPM) Practices <i>(Joaquim Leite, Bragaça Polytechnic University, Portugal)</i>		B101
Co-Creation Campus: Rethinking Teaching and Learning Together <i>(Ipek Eker, Çanakkale Onsekiz Mart University, Turkey)</i>		B207
9:00 – 10:30 Workshop: Regional Innovation Ecosystem in Motion: The Role of Universities <i>(Roman Zajíc, Moravian-Silesian Innovation Centre, Czechia)</i>		A422
10:00 – 10:30 Coffee break		Dean's foyer
11:30 – 13:00 Lunch		Main foyer
13:00 – 15:30 STARS EU activities (parallel sessions, hybrid)		
Regional Transition Accelerator (WP2)	Link for hybrid meeting	A422
Curriculum Lab (WP3)	Link for hybrid meeting	A309
Co-creation Campus (WP5 - Group 1)	Link for hybrid meeting	A328
Co-creation Campus (WP5 - Group 2)	Link for hybrid meeting	A335
Entrepreneurship & Innovation TIG and Digital Transformation TIG	Link for hybrid meeting	A308
13:00 – 15:30 Workshop: Out-of-the-Box Networking <i>(Veronika Maťková, Dana Chlupová, Silesian University in Opava, Czechia)</i>		B206
14:00 – 14:30 Coffee break		Dean's foyer
15:30 – 18:00 Excursion: POHO 2030: Post-Mining Landscape Revival Hub		POHO Park <i>Meeting point: University square</i>



Thursday, 15 May 2025			Place
9:00 – 11:30	STARS EU activities (parallel sessions, hybrid)		
	Steering Committee	Link for hybrid meeting	A308
	Regional Transition Accelerator (WP2)	Link for hybrid meeting	A422
	Curriculum Lab (WP3)	Link for hybrid meeting	A309
	Co-creation Campus (WP5 - Group 1)	Link for hybrid meeting	A328
	Co-creation Campus (WP5 - Group 2)	Link for hybrid meeting	A335
	Digital Transformation TIG	Link for hybrid meeting	D101
9:00 – 11:30	Lectures for students		
	APA 7th format for citations and references using Zotero and Mendeley (<i>Joaquim Leite, Bragança Polytechnic University, Portugal</i>)		B307
	Co-Creation Campus: Rethinking Teaching and Learning Together (<i>Ipek Eker, Çanakkale Onsekiz Mart University, Turkey</i>)		B308
9:30 – 11:00	Workshop: Czech It Out! – Czech Culture and Language (<i>Janusz Karpeta, Silesian University in Opava, Czechia</i>)		A423
10:00 – 10:30	Coffee break		Dean's foyer
11:30 – 13:00	Lunch		Main foyer
13:00 – 15:30	STARS EU activities (parallel sessions, hybrid)		
	Steering Committee	Link for hybrid meeting	A308
	Regional Transition Accelerator (WP2)	Link for hybrid meeting	A422
	Co-creation Campus (WP5 - Group 1)	Link for hybrid meeting	A328
	Co-creation Campus (WP5 - Group 2)	Link for hybrid meeting	A335
	Digital Transformation TIG	Link for hybrid meeting	D101
13:00 – 15:30	Workshop: Internationalization of Curriculum (<i>Jos Beelen, The Hague University of Applied Sciences, Netherlands, Eva Janebová, Mestenhauser Institute for International Collaboration, Czechia</i>)		A309
14:00 – 14:30	Coffee break		Dean's foyer
17:00	Gala dinner		Main foyer

Friday, 16 May 2025			Place
10:00 – 12:00	Delivering confirmation documents		A302



EXCURSIONS & ACTIVITIES

Monday, 12 May 2025

Social Evening in „Lodičky“: Wine & Beer Tasting and Networking

A great opportunity to get to know your colleagues through a typical Czech activity – beer and wine tasting – in the beautiful Lodičky area, located in a large park by the lake. There will also be a classic Czech campfire with music, so don't miss out! It is recommended to wear comfortable clothes and to take into account the weather conditions. Everyone is warmly welcome. Meeting point on the university square.



Tuesday, 13 May 2025

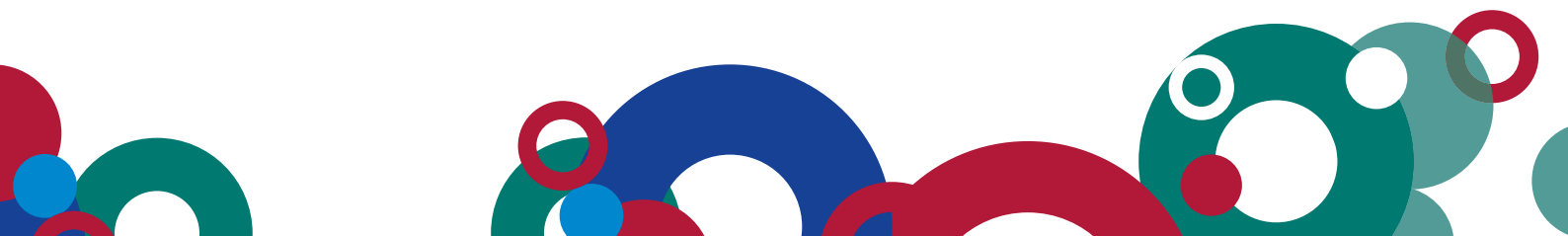
City mini tour

Learning through play isn't just for youths...This time, even adults can enjoy a treasure hunt full of fun facts and discoveries about the city – with the added bonus of a visit to Chateau Fryštát, located in the heart of Karviná. Meeting point on the university square.

Wednesday, 14 May 2025

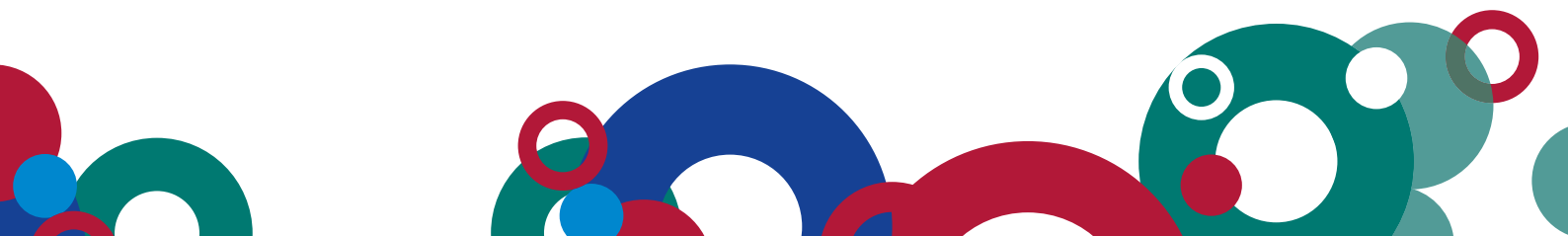
POHO 2030: Post-Mining Landscape Revival Hub

The POHO Park project aims to create a dignified center of the post-mining landscape, providing facilities not only for visitors to the Gabriela Mine, but also for those coming to the nearby Church of St. Peter of Alcantara. It is a strategic project of the Moravian-Silesian Region. Join us for a guided tour around the area and discover the vision for its transformation. Departure by bus from the university square.



NOTES





WIFI CONNECT

login: inter1
password: ro7dit

login: inter2
password: aiyaa4

login: inter3
password: eec3co

GO.SLU.CZ/INTWEEK



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