

INTERNATIONAL WEEK_2024

19TH - 23RD FEBRUARY



BUSINESS 2nd YEAR (A)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:15-9:15			Viktoria Navickienė <u>D.2.7</u> Paula Rico	John Gaynor <u>D.2.7</u> Jose Manuel Campo	
9:15-10:15		Bert Forschelen <u>D.2.7</u> Ana Lopáz	Viktoria Navickienė <u>D.2.7</u> Ana Lopáz	John Gaynor <u>D.2.7</u> Jose Manuel Campo	
10:15-10:45	COFFEE BREAK				
10:45-11:45	Welcome Session Theatre Paula Rico	Bert Forschelen <u>D.2.7</u> Adrián Broz	John Gaynor <u>D.2.7</u> Ana Lopáz		
11:45-12:45		Viktoria Navickienė <u>D.2.7</u> Adrián Broz	John Gaynor <u>D.2.7</u> M ^o José Navarro (from 11:45 to 12:15)		
12:45-13:45		Viktoria Navickienė <u>D.2.7</u> Adrián Broz	Masterclass Theatre (from 12:15 to 13:45)		
13:45-14:45					



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LECTURERS

Lecturer: Bert Forschelen

University: University AS Kaiserslautern (Germany)

Department: Economics

Title of the course: Classical Theories, Methods and Strategies are obsolete

Lecturer: John Gaynor

University: Atlantic Technological University - Sligo Campus (Ireland)

Department: Business

Title of the course: How the finance function is evolving to support business management.

Lecturer: Viktorija Navickienė

University: Kauno kolegija HEI (Lithuania)

Department: Faculty of Business, Department of Communication

Title of the course: Changing Customer Beliefs and Values vs. Sustainable Marketing



USEFUL INFORMATION

Assessment: Attendance 100% of the classes (in case of absence a doctor/employer's note is required, but only a maximum 15% of the class time can be justified) + passing teachers' assignments.

Attendants: 2nd year students (Degree in Business).

Credits: 1

