



Warsaw School of Economics
Students' Union



DATE:
03-17 July 2011

APPLICATION DEADLINE:
May 2011



earn 8 ECTS in 2 weeks!

participate in this amazing programme and have fun with students from all over the world!

www.sgh.waw.pl/suw



Summer University Warsaw

Summer University is a very popular idea among students from all over the world. Summer University Warsaw is a chance for you to broaden your economic knowledge as well as to meet new cultures and people from different countries.

Warsaw School of Economics

- No. 1. business school in CEE

(Financial Times)

- The oldest Polish School of Economics with over 100 years of tradition.

- Graduates, doctorates, professors known all over the world (Leszek Balcerowicz, Leonid Hurwicz, Gary Becker, Grzegorz Kolodko).



Summer University Warsaw

is a great project that gives you:

- 2 weeks of academic courses combining theoretical as well as practical approach.
- 8 ECTS points after passing final exam.
- Possibility to take part in workshops prepared in cooperation with international companies.
- Opportunity to meet the most influential people from Polish politic and economic life.
- Exceptional intercultural experience in one of the most rapidly developing countries in Europe.



WARSAW!



OUR SCHOOL



SUW 2011 academic programme:

Management in Central Europe



Module 1. Economies of Central Europe Countries

*Experiences of economic transformation in Poland and other Central Europe countries
Strategies of successful enterprises on Central Europe market
Competitiveness of Polish economy against global background*

Module 2. Contemporary environment of an enterprise in Poland and other Central Europe countries

*Enterprise operation under different organizational cultures
Consumer behaviours
Corporate governance in Polish and other Central European economies
How to run business in Poland
Cooperation of Polish enterprises with foreign partners*

Module 3. Selected topics of management sciences

*International Marketing
Financial Management
Personnel management on the Central European market
Coaching in management
Negotiations as an element of gaining competitive advantage
Team management considering linking organizational cultures*



**sightseeing, parties
and having fun
included!**



AND AFTER LECTURES...

- WARSAW BY NIGHT
- PARTIES
- SPORTS
- SIGHTSEEING
- 3 DAY TRIP TO CRACOW AND SANDOMIERZ!



"Summer University at the Warsaw School of Economics is not only a great way to learn about several subjects concerning Poland and other Eastern countries, it is also a great way to have fun, explore the Polish culture and meet the other participants who come from all over the world."

Laurent, Belgium

"Don't hesitate in applying for SUW'11! I'm sure you won't be disappointed. This is a good way to have an international experience which is so important nowadays and, at the same time, meet new people, get in touch with a new culture and ways of thinking while having a wonderful time!"

Ana, Portugal

