

# SUMMER UNIVERSITY WARSAW 2013





Come to Warsaw and experience  
**BEST HOLIDAYS** you have ever had!

Course main subject: How to be a competitive firm in Poland and Central Europe – a recipe for success.

Course dates: 1-12 July 2013

Application deadline : 31 May 2013

Price: 599 euro

Check out on: [www.sgh.waw.pl/suw](http://www.sgh.waw.pl/suw)

8 ECTS  
in 14 days!



**Summer University Warsaw (SUW)** is a 2-week-long course on economics and management carried out by Warsaw School of Economics (SGH). The program is organized during summer holidays, usually in July, in Warsaw, Poland. SUW is a chance for you to broaden your economic knowledge as well as to meet new cultures and people from different countries.



## Summer University Warsaw is:

an unforgettable experience, because:

You will meet new students from various countries and business and economic schools from whole Europe

Trips to famous cities and places like Cracow, Sandomierz, Wieliczka and Oswiecim will make you know the Polish culture better

Partying in the best clubs and pubs in Warsaw will provide you an unforgettable experience :)

Common meals, spending free time and sharing different cultures will help you in making friendships for life!

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.

# Academic programme

## *How to be a competitive firm in Poland and Central Europe – a recipe for success.*

### Module 1. The Economies of Central Europe countries

- The Economic Situation of Poland and Central Europe
- The Experience of the Eastern Expansion of the EU
- The Impact of the European Union on the Development of Poland and Central Europe
- The Competitiveness of Polish Economy in the Global World

### Module 2. Contemporary Business Environment in Poland and Central European Countries

- The Specific Nature of the Organizational Culture in Polish Enterprises
- Consumer Behaviours
- Corporate governance of a Business Activity in Poland and other Central European countries
- How to Run a Business in Poland

### Module 3. Selected Topics in the Scope of Management Sciences

- International Management
- Market and Marketing Research
- Financial Management
- Personnel Management within the Central European Market
- Coaching in Management
- Negotiations as an Element of Gaining Competitive Advantage
- Innovation Management in Organization



## Pieter Bynens (SUW 2013) country: Belgium

SUW is a great way to get an extra credit and to broaden your knowledge about the history and economic development of Poland. There's a variety of subjects covered in the lectures which keeps it interesting at all time. During your spare time, there's an excellent organising team that makes sure you make the most of your stay in Warsaw. During the day, they take you to the old town, the city centre, musea,... After that, you get to know the famous Warsaw nightlife. The best part, in my opinion, was meeting people from all around the world. In just two weeks, you form a small melting pot of cultures, giving you the opportunity to get to know other cultures and share your own. All in all, it was an intense experience that I will cherish for the rest of my life.

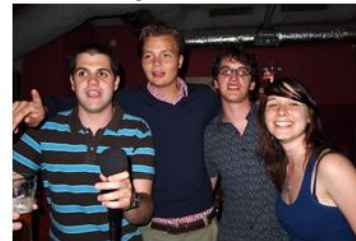
and after lectures...



sightseeing



Warsaw by night



parties



games&sports

## Maia Adamia country: Georgia

I spent at SUW the most wonderful and unforgettable 14 days of my life. I had an opportunity to meet various people from all over the world. We had trip to Cracow which was really amazing. Visiting Auschwitz quite stressed me, but to tell the truth everyone must see it. We went to clubs or bars and it was quite difficult to stand up early in the morning for lectures, but somehow we managed to do that. :) I advice everyone to visit Poland, because it is really very beautiful place.