



UNIVERSITY OF APPLIED SCIENCES IN NYSA



International
Summer Programme



UAS Nysa 2023

About The Programme

The summer programme in UAS in Nysa focuses and encourages students' personal development in Business, Management and IT areas therefore, we invite students from all around the world to take part in our International Summer Programme. The program aims to provide academic professional courses and additionally business and cultural activities. The time spent at our university and in the city will give a unique chance to all the participants to attend classes provided by the specialists and experts from all over the world and to spend unforgettable time in the magic Town Nysa. Join us now! Gain an amazing international experience and participate in academic courses in the heart of this part of Europe!

You may also do Your short term Erasmus+ mobility if You are from EU, just ask your International Office for details! Financial supports are provided in such cases. If You are from countries outside the EU, please check if there are any scholarships available at Your University. In case of questions please contact Your University or our office: ico@pans.nysa.pl

Programme Coordinator – Anna Opałka M.Sc., Head of External Relations Department and ICO

Programme Highlights

- Participate in the international program with students coming from all around the world
- Attend intensive courses, fully recognized upon completion, related to your professional interests
- Get additional credits
- Participate in courses held in various forms, such as practical classes, labs, lectures etc
- Professional academics and specialized practitioners in each subject field
- Travel easily around Poland and the rest of Central-Eastern Europe

List of courses carried out throughout the programme

- Strategic Management

(Scott Venezia, Ph.D., CETYS, Mexico;
Jaikumar Kulkarni, Professor ASM Group of Institutes Chinchwad PUNE, India)

- Financial Management

(Mahdy Elhousseiny, Ph. D., California State University, Bakersfield, USA)

- Business Analytics

(Geoffrey Dick, Ph.D., St. John`s University NY, USA)

- Global Issues (Social, Economic Environment)

(Sebastian Zatylny M.A., UAS in Nysa, Poland;
Laura Seilig, M.A., FH Mittweida, Germany)

- **Prof. Scott Venezia, CETYS University System, Mexico**

Prof. Scott Venezia is Dean for International Affairs for CETYS University System (Mexico). He holds an undergraduate degree in Management, an MBA with a concentration in Finance and a Doctoral Degree in Business Management with a concentration in Strategic Management. He is co-author of two books and has published over 30 articles related to his field. He has participated in different activities, projects and initiatives related to his work in Argentina, Austria, Bulgaria, Canada, Chile, Colombia, Czech Republic, England, Finland, France, Germany, Holland, Hungary, India, Mexico, Morocco, Poland, Portugal, Puerto Rico, Spain, South Africa, South Korea, Switzerland, and USA. Dr Venezia is an American Council on Education Fellow (USA) Class of 2010-11, a graduate of NAFSA's International Academy, and a graduate of USA's American Council on Education's 'Institute for Leading Internationalization'. At CETYS University he teaches courses related to International Business, Entrepreneurship and Strategic Management. He is also a visiting professor at the University of Finance and Administration in Prague (Czech Republic) and at the University of Alcala, in Alcala (Spain) in the areas of Entrepreneurship and Innovation. Also a business owner, he has business interests both in USA and Mexico, and has served as a consultant to organizations in Mexico and abroad.

- **Prof. Jaikumar A.Kulkarni, ASM Group of Institutes, India**

Prof. Jaikumar A.Kulkarni has a Bachelor in Mechanical Engineering, an MBA (Germany) and has completed an Strategic Management Module with the Indian Institute of Management (IIM). With over 37 years of experience in industry, he has 15 years of teaching experience, teaching Strategic Business Management and current trends in management. He is a visiting professor at CETYS University (Mexico). Prof. Kulkarni was recognized in 2016 with the 'Best Professor in Strategic Management' award by Association of Management Professors of India (AMP). He has presented 25 research papers in international conferences, and has authored 11 books on business case studies, among them: Case Studies in Management (Pearson Education, 2011); Innovative Management (Partridge Publishers, USA 2015); A Bouquet of Business Case Studies (shakespeare.com, 2020); and Indian Business Case Studies (8 volumes, Oxford University Press, 2022).

- **Prof. Mahdy Elhousseiny, California State University, Bakersfield**

Mahdy Elhousseiny, Professor of Finance at California State University, Bakersfield (CSUB). Prior to CSUB, Dr. Elhousseiny held a faculty position at the University of South Dakota (USD) as an assistant professor of finance from September 2005 to September 2007. He moved to CSUB in September 2007. Dr Elhousseiny research interest focuses on testing Asset Pricing Models such as Arbitrage Pricing Theories (APT) and Capital Asset Pricing Models (CAPM) across different markets. He has presented numerous papers at national and international conferences. Dr. Elhousseiny is the recipient of many research grants and awards

- **Prof. Geoffrey Dick, St John's University New York**

Dr. Geoffrey Dick currently teaches at St John's University in New York City. First appointed full Professor of Information Systems in 2009, he has taught in many universities in the United States and around the world. He has a particular interest in online education and its future, including how it might be affected by the Covid-19 pandemic. He teaches in a range of Information Technology areas including IT management, Cybersecurity, Emerging Technologies and Business Intelligence. Prof. Geoff has taught and researched Information Systems for over 30 years. His research (over 100 publications) is mainly in the areas of telecommuting (his PhD) and on-line education – he is the recipient of the ICIS prize for best paper in education and was awarded the 2009 Emerald Management Review Citation of Excellence for one of the best papers published worldwide in the top 400 business journals. Recent publications have been in the CAIS, JITCAR, JISE and JITE-R. He has been a visiting fellow at UC Davis, the University of Malaya, the Tec de Monterrey in Mexico, University of Agder in Norway and has taught in the prestigious programs of the ESAN Summer School in Lima, Peru, the CETYS International Summer Program in Ensenada (where he holds a Foreign Professor appointment) and at ITAM in Mexico City.

- **Sebastian Zatylny, M.A., University of Applied Sciences in Nysa, Poland**

Assistant in the Faculty of Modern Languages at the University of Applied Sciences in Nysa. Former high school teacher of English. His scholarly interests include post-modern education, didactics and methodology of teaching English, teaching speaking skills in English, and global issues.

- **Laura Seilig, M.A., FH Mittweida, Germany**

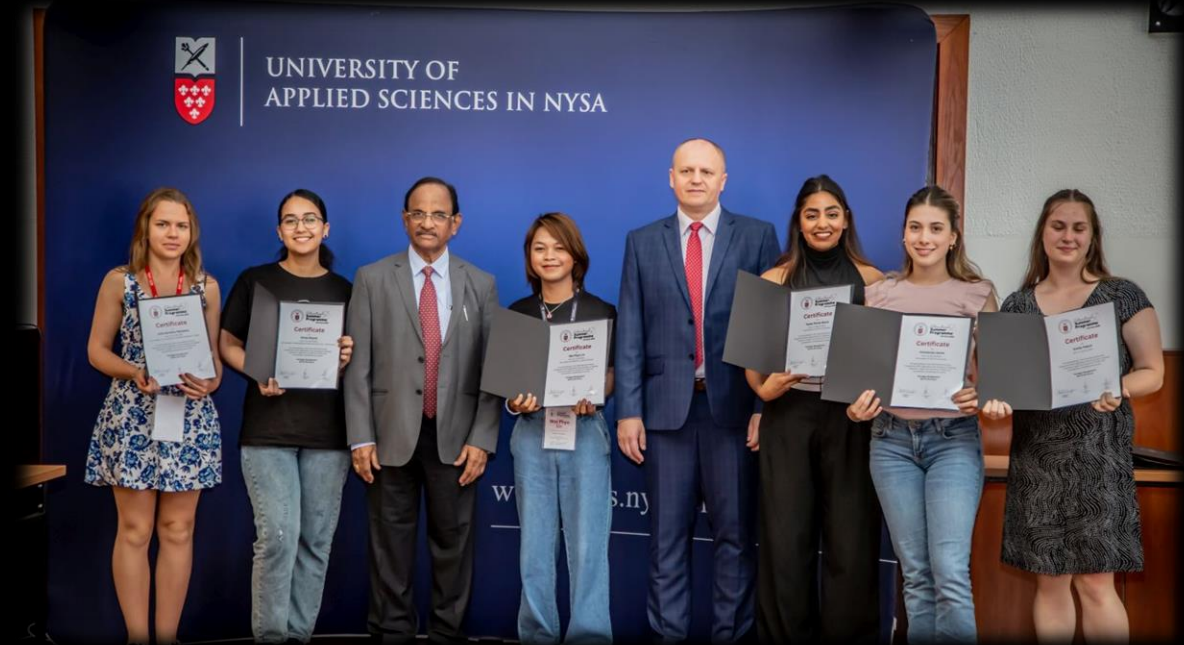
Ms. Laura Seilig is working in International Office at Mittweida University of Applied Sciences. She is responsible for the supervision and advising of International exchange and full-time students. Ms. Laura's research interests are in the area of global political economy, labor processes theory and socio economic inequality.

Strategic Management

This course will enable students to develop strategic skills which in turn will allow them to help businesses and companies in their quest for higher levels of competitiveness and above average returns. Students will apply strategic thinking to decision making situations in international environments, which include environmental analysis and diagnosis skills, understanding of the competitive strategy, and positioning of the company in the competitive environment through case analysis, resource management and development of skills, as well as aligning the conceptualization of the strategy with its execution in order to improve team problem-solving and decision making.

Contents of the Course:

1. Strategic Dimension
2. Assessment of the Internal and External environments of the business.
3. Competitive Strategies
4. Strategy Implementation



Financial Management

Financial Management deals with theory and practice of financing the business firm under uncertainty. Also included in this course are: financial Markets, risk valuation, financial analysis and forecasting, capital budgeting, working capital management, and capital structure. Statistical and financial analysis also included utilizing computer applications with an emphasis on spread sheets.

Contents of the Course:

1. Introduction to Financial Management
2. Fundamental Concepts in Financial management
3. Financial Assets
4. Capital Budgeting
5. Capital Structure
6. Working Capital Management



This course has the objective of preparing students for the advent of big data and analytics as a management resource in their organizations, against a background of the current wave of emerging technologies. Using current academic and practice-based readings and case studies, the course will examine the key issues in the establishment, utilization and maintenance of the necessary analytical tool framework and resources. While based primarily on academic articles and practice-based papers, which students will read and present as a summary to class, they will also be invited to identify potential big data sources that might be relevant to their current or expected organizations, and design an analytical implementation program to take advantage of the opportunities it provides, while identifying relevant problem areas. Students, working in teams, will develop and present a practical, business analytics proposal as part of the course.

Contents of the Course:

1. Introduction, overview of course, Introduction to Business Analytics and Lessons from Industry so far, Big Data – industry Use, Discussion on readings, preliminary thoughts on managing the function
2. Types of Analytics; Data Scientists – who are they? How to recruit them? How to manage them? The role and responsibilities of the Chief Data Officer
3. Managerial Implications from Data Technologies Interview with Data Analyst. The CAO and The CDO Outsourcing the Chief Data Officer and Analytics Functions
4. Management issues: Data Governance, Ethical issues, Security and privacy, Implications of the Internet of Things. Responsibilities of the IT Professional (and the data analyst!)
5. Closing: Course review, presentation preparation time and in team consultations, Team Presentations

Business Analytics



Globalization and interconnected economic policies has had far-reaching effects on our lifestyle. It has led to faster access to technology, improved communication and innovation. Apart from playing an important role in bringing people of different cultures together, it has ushered a new era in economic prosperity and has opened up vast channels of development. However, globalization has also created some areas of concern, and prominent among these is the impact that it has had on our day-to-day's life, not only financially but also ethically. The goal of the course is to raise awareness of global issues that concern modern societies. The course is divided into two parts: The first part outlines how international economic relations and institutions are interconnected and creates a sphere of economic globalization. It also outlines three traditional approaches to international political economy that help to identify key actors, process, and level of analysis. The second part focuses on social problems. Students are introduced to the concepts of human rights and their protection, and afterwards some of the global issues are presented. The participants are to prepare projects about selected problems. Furthermore, some ethical considerations are introduced both in economic and social activities of the people.

Contents of the Course:

1. Introduction: Economy, Globalization and Modern State
2. Development in the Developed World , Traditional and new approaches to Economic Globalization
3. Globalization debate in International Political Economy: Trends & Challenges, International Institutions in the Globalizing World Economy
4. Education and illiteracy, Ethical considerations, Human rights, Discrimination

Global Issues (Social, Economic Environment)



Industrial Visits

Schattdecor Sp. z o.o.

The students were given an opportunity to visit this company during their summer school programme. Schattdecor is specialized in the production of decorative surfaces! From a decorative paper printing company, they have become an expert in the production of decorative surfaces. Their commitment, attention to quality standards, reliable service is a guarantee of the best quality products, combined with advice on design and market trends. Their team: 2800 associates. 27 nations. 1 team. In addition to the headquarters in Germany, there are branches in Poland, Italy, Russia, China, Brazil, Turkey and the United States. They combine the creative work of their designers with the latest technology from the areas of printing, varnishing, impregnation and implementation technology. The students were given a session with the associates of the company in the end to clear their doubts and ensure that they understood the mission and vision of the company.



AKWA Sp. z o.o. Nysa

This company in Nysa works on supplying high quality water to the entire city by treating the contaminated water with high technology. The students together with the professors and lecturers were taken to the industry and were explained about the steps and processes of converting impure water into pure with the help of their high-tech machineries.



Summary



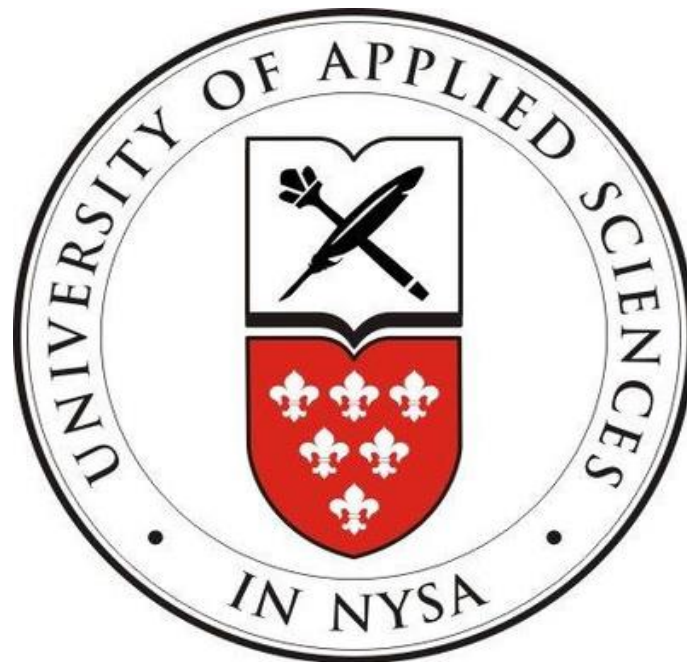
We have just concluded the 1st Summer International Programme hosted by the University of Applied Sciences in Nysa. During this programme, we had the pleasure of welcoming lecturers from each continent.

Participants came from the following universities: CETYS in Mexico, University of Belhadj Bouchaib ain Temouchent in Algeria, Ivan Franko National University of Lviv in Ukraine, University of Prishtina in Kosovo, Mae Fah Luang University in Malaysia, Baku Business University in Azerbaijan, Ahmedabad University in India, International University of Sarajevo in Bosnia & Herzegovina, Hochschule Mittweida in Germany and PANS Nysa.

In the span of 2 weeks, students attended 40 hours of classes carried out in various forms: lectures, exercises, workshops, group projects, visits to partnered companies (Schattdecor and AKWA), and a cultural and integrating rich programme.

The summer programme turned out to be a notable opportunity to test your language skills, to gain international experiences and also to create new friendships. PANS Nysa surely will remain in participants' hearts and minds for years to come. Polish students also took part in the program, who did an excellent job in the role of hosting and surrounding their colleagues from other countries with care and support.

In 2024 it is planned to organize another Summer Programme for which we warmly invite you, both students from abroad and Poland.



University of Applied Sciences in Nysa

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