



University of León

Faculty of Business Studies

Campus de Vegazana, 24071 LEÓN (España)

<http://www.economicas.unileon.es>

OFICINA DE RELACIONES INTERNACIONALES

Despacho 009

Horario: Martes y jueves de 16:00 a 20:00. Viernes de 10:00 a 14:00, Tfno: +34.987.291.969 Fax: +34.987.291.968

Email: feeint@unileon.es

International Masters



The **EMBS - European Master in Business Studies** is a **Master's degree in Management** officially integrated in the new European Bologna system of higher education. It is composed of **4 semesters in 4 different European countries** – Italy – France – Germany – Spain. The European Master in Business Studies (EMBS) gives you the opportunity to start your professional career.

Mobility



AMICUS

ERASMUS

SICUE

Double Degree with Xiantang University (China)

International Research Projects



CONSENT

SMART

RESPECT

COBEREN (COnsumer BEHAVIOUR Erasmus Network) tries to be a network of expert partners in Consumer Behaviour in Europe with the purpose of analysing and disseminating knowledge on Consumer Behaviour.

CONSENT (COnsumer SENTiment regarding privacy on User Generated Content Services in the digital economy)

SMART (Scalable Measures for Automated Recognition Technologies)

RESPECT (Rules, Expectations & Security through Privacy-Enhanced Convenient Technologies)

FIFTH INTERNATIONAL WEEK

INTERCULTURALITY



Faculty of Business Studies □ University of León □ Campus de Vegazana

Dear professors and students,
On behalf of the Faculty of Economics and Business Studies of the University of Leon, I am glad to invite you to the Fifth International Week to be developed at the Faculty from the 6th to the 10th of May.
I wish this International Week will contribute in your education and career!

Dr. José Miguel Fernández Fernández. Dean

a g e n d a

6 08.45-09.00 Opening

09.00-10.30 Mr. MARCOS SIERRA
EXCAL

Coffe break

10.45-12.30 Mrs. PAULA ODETE
Bragança (Portugal)

Cross-cultural corporate social responsibility

Coffe break

12.45-13.15 Bragança Institution

7 08.45-10.30 Mrs. MARTA CARABBA
Utrecht (Holland)

Inter-cultural awareness

Coffe break

10.45-12.30 Mr. ANTONIO JUÁREZ
Heilbronn (Germany)
Inter-cultural context

Coffe break

12.45-13.15 Heilbronn Institution

13.15-13.45 Utrecht Institution

8 08.45-10.30 Mrs. DOLORES GARCÍA
ISC (France)
Francia, ese vecino desconocido

Coffe break

10.45-12.30 Mrs. NOHELIA PEÑA
Tlaxcala (México)
México: Un mercado internacional

Coffe break

12.45-13.15 Tlaxcala Institution

13.15-13.45 ISC Institution

9 08.45-10.30 Mr. DAVID ABRIL
INTDEA
Dream chasers

Coffe break

10.45-12.30 Mr. STEPHANE DEVOLDERE
West-Vlaanderen (Belgium)
Interbrew

Coffe break

12.45-13.15 Mrs. KATY FERNÁNDEZ
Working and/or studying abroad

13.15-13.45 West-Vlaanderen Institution

10 08.45-10.30 Mr. PÄIVÖ LAINE
Seinäjoki (Finland)

Cross-cultural aspects of online communication

Coffe break

10.45-13.15 Mrs. MIRIAM MOLERO
& Mrs. SARA MOLERO
Plan Events

Coffe break

13.15-13.45 Seinäjoki Institution



TÍTULOS DE GRADO

Grado en Administración y Dirección
de Empresas

Grado en Comercio Internacional

Grado en Economía

Grado en Finanzas

Grado en Marketing
e Investigación de
Mercados



INSCRIPCIÓN: Gratuita

Se puede asistir a toda la semana o a sesiones concretas.
Es necesario rellenar el boletín de inscripción para confirmar la asistencia en <http://economicas.unileon.es/novedades/> o en el Despacho 009, Planta baja, Facultad de CCEE, Guillermo Fernández García
email: feeint@unileon.es, Tel. +34.987.291.969

Fecha límite de inscripción: **2 de mayo**
Se entregará certificado si se asisten tres o más días

May
6th-10th
2013

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Studies