



The new idea in education !





HUMAN
RESOURCE
DEVELOPMENT
CENTRE



Lifelong
Learning
Programme



ERASMUS Intensive Programme

2013-ERA-IP-2/24.07.2013

*“Strategic Business Decisions in a Risky
and Rapidly Changing Environment”*



The Intensive Program “Strategic Business Decisions in a Risky and Rapidly Changing Environment” aims to prepare professionals with in-depth knowledge as well as capabilities of strategic decision making in a risky and rapidly changing environment.

SPECIFIC OBJECTIVES

1. To extend and update the theoretical knowledge being acquired in the area of strategic management, entrepreneurship and risk management.
2. To deepen the competencies related to the specific nature of the decision making process in the contemporary business organization.
3. To enhance the communication skills for successful interaction in multinational teams and environment.
4. To facilitate the adaptability of students to the common European labor market by strengthening the linkage between higher education and the real needs of the European economies.



Partners:

- [Polytechnic Institute of Beja, Portugal](#)
- [University of Economics and Management, Prague, Czech Republic](#)
- [University of Barcelona, Spain](#)
- [University of Debrecen, Hungary](#)
- [Trakya University, Edirne, Turkey](#)
- [Burgas Free University, Bulgaria](#)



WORKING PROGRAM

Day	Activity		
2. 07. 2014	Arrival and Accommodation	10. 07. 2014 8.30 – 15.30	Topic: Quantitative and Qualitative Methods for Business Environment
3. 07. 2014 8.30 – 15.30	Opening Ceremony Topic: External and Internal Risks Prof. Maria Adelaide Tareco Polytechnic Institute of Beja	11. 07. 2014 8.30 – 15.30	Forecasting Assoc. Prof. Engin Demirel Trakya University - Edirne
4. 07. 2014 8.30 – 15.30	Topic: Risk assessment and management Ing. Miroslav Špaček, PhD University of Economics and Management - Prague	12.07.2014 8.30 - 15.30	Topic: Strategic Behavior and Game Theory Assoc. Prof. Evgenia Nikolova Assoc. Prof. Mariya Neycheva Burgas Free University
5. 07. 2014 6. 07. 2014 8.30 – 15.30	Topic: Strategic Planning under Uncertainty Assoc. Prof. Dr. József Gáll University of Debrecen	13.07.2014 8.30 – 15.30	Topic: Strategic Behavior and Game Theory Assoc. Prof. Evgenia Nikolova Assoc. Prof. Mariya Neycheva Burgas Free University
7. 07. 2014 8.30-15.30 8. 07. 2014 8.30 – 11.30	Topic: Strategic Management Prof. Carlos Grau Alguilero Prof. Esther Subira Lobera University of Barcelona		Evaluation of Students' Knowledge and Skills
8. 07. 2014 11.30 – 15.30 9. 07. 2014 8.30 – 15.30	Topic: Strategic Marketing Planning Prof. Carlos Grau Alguilero Prof. Esther Subira Lobera University of Barcelona	14.07.2014 8.30 – 15.30	Management Software for Business Decisions. Visit to Lukoil - Burgas
		15.07.2014 8.30 – 17.00	Study Visit to the town of Nessebar Closing Ceremony
		16.07.2014	Departure



Welcome to the Burgas Free University!

Fruitful and successful work!