15 th INTERNATIONAL WEEK Internet Communication Management

University of Economics in Katowice

Erasmus+

Dear International Partner,

We are glad to invite you to the

INTERNATIONAL WEEK
held between May 11-15, 2026
at the University of Economics in Katowice, Poland

The general theme of the week is:

Internet Communication Management

The purpose of the event is to enhance international collaboration with our partners primarily in the field of teaching and learning. It will also be an opportunity for meeting and networking.

The topics proposed are interdisciplinary and suitable for both Polish and international students studying at our university in various programmes at the faculties of Informatics and Communication, Management, Economics, and Finance and Insurance. Hence, the lecture content can be either tailored to the needs of a highly specialized group or suited to a wider audience consisting of students of various specialisations.

The foreign lecturers will be asked to deliver a series of lectures (8 or 16 academic hours) to one student group in their respective field. The courses' proposals are in the table.

The thematic list covers the following topics in two categories:

Management & Marketing	Information Communication Technologies
Agility and Pragmatism in Business; Cross Culture Business Communication; Entrepreneurship; Economics & Management Science Challenges; Creative Skills Development; Social Networking; Strategy Business Games; Society 5.0; Digital Rights Management; Data Science & Data Governance; Decision Making in Distributed Environment; Circular Economy	Artificial Intelligence for Business and Services; Large Language Models; Introduction to Cybersecurity; DAO, Blockchain Business Modelling; Cloud Computing; Information Technology Management; Search Engine Marketing; Information Retrieval; Knowledge Engineering; Business Information Systems; Ambient Technologies & Industry 4.0

The content of the proposed lectures does not have to be limited to the specific topics listed below, as long as it reflects the general theme of the week. Anyway, the proposed course should be original and unique, and not included in the mandatory course lists at any university. We are open for your original courses.

Prospective participants are asked to discuss their topics with the academic coordinator of the International Week:
Prof. Małgorzata Pańkowska
Faculty of Informatics and Communication
Tel: +48 32 257 7292, mobile: +48 601 155 460, fax: +48 32 257 7200
E-mail: pank@ue.katowice.pl

Please note that lectures and classes need to be delivered in English. However, we leave the choice of teaching methods to the lecturers. Those could be classic lectures, workshops, discussions, projects and/or students' presentations, etc.

We would like to invite the teachers to stay with us for the five days between Monday and Thursday. Besides teaching, the programme will comprise other activities, including the Scientific Conference, meetings with teaching staff and networking as well as a number of social activities on Friday and Saturday. All the course will be provided at University of Economics in Katowice, Bogucicka street, CNTI Building.

Located close to the University:
Ibis Budget Hotel
Novotel Katowice Centrum
Qubus Hotel Prestige Katowice
Hotel Diament Plaza Katowice
Hotel Diament Spodek
Quality Silesian Hotel
Economy Silesian Hotel
Hotel Katowice single
EuroResidence Apartament Home

Please find enclosed a separate file with the registration form and the programme draft. We kindly ask you to fill in the registration form and send it by e-mail to pank@ue.katowice.pl by **15th of January 2026.**

Please feel free to forward a copy of this invitation to your colleagues at your university.

We are very much looking forward to seeing you in Katowice!

Contacts:

Prof. Małgorzata Pańkowska, Academic Coordinator of the International Week:
pank@ue.katowice.pl, tel: +48 32 257 7292

Erasmus office/International Relations, erasmus@ue.katowice.pl tel. +48 32 257 7124 (Erasmus Mobility Agreements, scholarship possibilities)

See us on http://www.intweek.ue.katowice.pl