

## INTERNATIONAL WEEK

Political, Economical, and Legal aspects of globalization

Not too long ago, a company could be successful by focusing only on making and selling goods and services within its national boundaries. International considerations were minimal. Today, everything has changed. Globalization has changed the way modern companies do business. Jobs, knowledge, and capital are now able to move across borders with far greater speed and far less friction than was possible only a few years ago. **What are the modern challenges for companies in the field of Finance, Marketing, Law, Political Science, etc...? .**

The exchange of teaching approaches and the transmission of different opinions can be the key to understanding what aspects are important when companies approach global markets. Knowledge of local markets, including rules, law, customers, cultural context, politics, logistics, etc... and their interaction with a global strategy are the bases that allow a friendly approximation to the global market.

The language of the International days is English.

**Who:** The participants of the international days are lecturers of business, law, economics, and political science field from our partner universities (or not). The students are both Spanish and international on undergraduate level.

The participants should cover their travel and accommodation costs through Erasmus mobility programme (TSM-Teaching Staff Mobility).

**When:** From 28 of January to 01 of February 2013.

**Where:** Universidad CEU Cardenal Herrera, Valencia.

**Why:** The objectives of this meeting are:

- To discover different specific realities of the European context in our disciplines, emphasizing those approaches more specifically linked to each local culture. The overlapping of realities should reflect both the wide range of existing and potential synergies and also the contact points between the parties. To share strategies and points of view for generating a common knowledge.
- To present successful cases.
- To augment international collaboration between the partner institutions and companies.

- To share teaching strategies and methodological disciplines around practical or theoretical disciplines linked to the globalization.

**What:**

- A. Lectures and conferences (In English)
- B. Thematic workshops and special classes.

The program is open to all the scholars interested in the subject coming from any European institution, and will be based in the ERASMUS Staff Mobility grants.

**How:**

1. All candidates must submit their proposals for participation to the contact address listed below until **December 01st**, including the following information:
2. The selected applicants will be notified by email before **December 15th** and sent an invitation letter to enable them to apply for the ERASMUS Staff Mobility grant at their institution. Preference is given to candidates from institutions with existing exchange agreement or institutions interested in achieving it.
3. All the administrative documentation of the academic exchange must be completed before **January 15th** to make possible the participation.

Contact:

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