

## **UBB FSEGA International Business Summer School Online Program (15-19 July 2024)**

This dynamic program offers two specialized tracks, allowing students to deepen their knowledge and skills in their area of interest. The program will be held from **15th July to 19th July 2024 online, via Zoom**, and is designed to provide a comprehensive and engaging learning experience.

### **Program Tracks:**

#### *Track 1: Current Issues in Management & Marketing*

This track will explore contemporary challenges and strategies in management and marketing. Students will delve into topics such as human resource practices, collaborative negotiations, branding, and innovation. The curriculum is designed to equip students with cutting-edge insights and practical skills to excel in today's fast-paced business environment.

#### *Track 2: Corporate Finance, Reporting, and Communication*

This track focuses on the critical aspects of corporate finance, financial reporting, and communication. Students will gain a deep understanding of financial analysis, foreign exchange market, investment strategies, and effective financial communication. This track is ideal for students aiming to pursue careers in finance, accounting, or corporate management.

### **Program Highlights:**

- Expert Faculty: Learn from distinguished professors of the UBB FSEGA
- Interactive Workshops: Engage in hands-on activities and real-world case studies.
- Networking Opportunities: Connect with peers and professionals from round the globe.

**How to Apply:** Interested students can find more information on this [website](#) and apply through the following [link](#).

**Application Deadline:** 10th July 2024. Students from partner universities will benefit from a wave of tuition. There is a maximum limit of 30 students who will be admitted to each track of the program. Applications will be reviewed on a rolling basis until cohort limit is reached.

We believe that this program will provide valuable educational and cultural experiences for your students, helping them to expand their horizons and prepare for successful careers in international business.