

**INTERNATIONAL ACADEMIC DAYS
March 30-April 03, 2020**

FORM OF INTEREST

Title:

Name:

Home Institution:

Department at Home Institution:

Department at Host Institution (tick what applies):

Business Administration

Business Computing

Subject area of teaching (Please indicate your two most preferable topics):

Business Administration	Business Computing
<ul style="list-style-type: none"> • Basic probabilities/Conditional probabilities/Bayes' theorem • Relations and properties/Representing relations • Advertising/PR • Strategic marketing • Organisational behaviour • Market research • Research methods • Business communication • Business English • Cost management techniques • Target costing • Life cycle • Environmental accounting • Competition and review of audit engagements • Group financial statements • Audit reports • Market mechanism and the decision process of business firms 	<ul style="list-style-type: none"> • Artificial intelligence • Educational technology, mobile learning, computer-supported collaborative learning • Management of information systems • Cloud computing • Computer networks, communication technology, cyber security • Systems analysis and design • Software engineering • Design thinking • E-business and e-commerce • Innovative technologies and applications

<ul style="list-style-type: none">• The market structure on business firms• Change and business organisations/measures• Strategic management• Principles of capital market efficiency• Interest rate parity, purchasing power parity• Management of long-term assets and liabilities• Monopoly and imperfect or monopolistic competition, oligopoly	
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Other suggested topics for teaching (Please specify):

Signature of staff member

Date
