



## Why choose Summer Schools at *University of Economy*?

- Broaden your international horizons
- Increase your knowledge and skills in your interest area
- Meet students from all around the world
- Get the opportunity to learn from experts
- Experience the beautiful country of Poland
- Take part in interesting study trips
- Increase your language skills
- Experience the beautiful country of Poland

### ADMISSIONS

**University of Economy**  
**International Affairs Office**  
 Garbary 2, 85-229 Bydgoszcz  
 +48 52 567 00 78  
 dsm@byd.pl

University of Economy is currently the largest non-state institution of higher education in Northern Poland. It was established in accordance with a directive issued by the Ministry of National Education on the 17th March 1999 and it has the same rights as all the other Polish State institutions of higher education.

The mission of University of Economy is to shape individuals capable of creative and critical thinking, striving for continuous improvement of their knowledge and professional skills to meet the standards of educated society, taking up the social and economic challenges of the present out of a sense of civic duty and respect for human dignity. The University aims at teaching students both the soft and hard skills that are essential in present-day multinational and multicultural Europe. Teachers coming from different parts of the world present significantly different approaches to knowledge transmission and share their international experience as well as good practices with students at UoE.

The University's modern campus is located in the very center of Bydgoszcz. It includes 13 buildings and recreational facilities in a compact complex with established greenery in a picturesque bend of the Brda River. Excellent transport links and proximity to rail and bus stations are additional advantages.

[www.summerschools.byd.pl](http://www.summerschools.byd.pl)



# Summer Schools

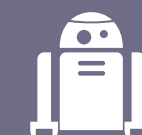
*Come to Poland and boost your future career !*

[www.summerschools.byd.pl](http://www.summerschools.byd.pl)

*EuroCitizen*



*B&M Academy*



*Camp Robotica*



*Android Camp*

UNIVERSITY OF   
**ECONOMY**



*Entrepreneurship Academy*





### *Intercultural Approaches to Entrepreneurship* **Interate**

This two week intensive course provides students with soft and hard multidisciplinary skills and the experience that shapes deeper understanding of cultural differences and their impact on a successful entrepreneurship in the multicultural business world. Participants work with teachers and experts from the entrepreneurial community. They learn essentials from the areas of project management, strategic management, intercultural communication, presentation skills and economics. In the second part of the course, participants work in teams and take part in a simulation game related to a real business problem provided by a partner company.

Dates  
**28/06 -12/07**  
2015



\*Price  
Regular: 700 EUR      \*\*Early Bird: 590 EUR

### *European Awareness* **EuroCitizen**

This summer school consists of three parts. First part is devoted to basic knowledge on the European Union. Participants get acquainted with its functioning, structure, economy etc. In the second part of the course, students learn about different possibilities for young people in Europe. The main topics of this section are e.g. youth mobility in Europe, youth policies and various programmes and projects directed to young people. During the third part of the summer school its participants work in international groups on European projects and try to bring them to life. They design promotional campaign on how to increase European awareness among young people.

Dates  
**05/07 – 19/07**  
2015



\*Price  
Regular: 700 EUR      \*\*Early Bird: 590 EUR

### *Programming Applications for Android System* **Android Camp**

Participants of the course are provided with knowledge concerning Android specifications and the principles of effective application development for that platform, with focus on the use of the applications in various enterprises. Students do not only acquire skills that are essential for efficient programming, but they also learn how to design applications useful in the business environment. They can learn about Java programming language, construction of the Android operating system, XML language, and extend their knowledge in the computerization of enterprises. Additionally, students learn some soft skills such as negotiation and presentation skills that nowadays are crucial also in IT business environment.

Dates  
**28/06 – 12/07**  
2015



\*Price  
Regular: 900 EUR      \*\*Early Bird: 790 EUR

#### Accommodation & meals

University of Economy provides on-campus dormitory for all course participants, which is conveniently located 5-minute walk from the classrooms, and 10-minute walk from the city center. The university offers double and triple rooms. All rooms are furnished with separate beds, wardrobes and desks. Free WiFi is available in all rooms.

The innovative campus of the university includes 13 buildings and recreational facilities in a complex with greenery in a picturesque bend of the Brda River. Among the facilities available near the buildings are a sport hall, a store and a cafeteria.

Students are provided with breakfast and lunches that are delivered in cafeteria located in the center of university campus.

#### Social programme & field trips

Students have the opportunity to participate in short day trips to partner companies. In addition, participants of the course take part in out-of-class activities in order to enhance international experience and build team spirit: ice-breaking activities, trips to interesting places in Poland and abroad, parties, sport activities etc.

### *Robots Engineering* **Camp Robotica**

Students taking part in the international summer school have the opportunity to design and to program robots. Participants gain knowledge on designing and functioning of sensors used in robotics, solutions related to power transmission systems applied in mobile platforms and robots, control algorithms as well as methods for identifying and recognizing the robots' environment. The participants design, construct and code the robots intended to perform the particular tasks e.g. robots moving and navigating in a labyrinth, or a robotic arm sorting a group of items by color and shape. During the workshops, the environments such as National Instruments LabView 2010 and Mathworks Matlab are used.

Dates  
**12/07 – 26/07**  
2015



\*Price  
Regular: 900 EUR      \*\*Early Bird: 790 EUR

### *Branding & Marketing* **B&M Academy**

Participants of the two week international summer school learn how to professionally analyze, plan and prepare marketing strategies, how to make and apply marketing decisions in international markets, as well as how to develop an identity of a company, product or brand in international markets. Students participate in classes on creativity techniques, visual semiotics, brand management, consumer behaviour and psychology and many others. Their final task is to prepare professional brand strategy. This summer school is ideal for students who are interested in marketing techniques and creating brands in international, multicultural environment.

Dates  
**12/07 – 26/07**  
2015



\*Price  
Regular: 700 EUR      \*\*Early Bird: 590 EUR

## **Summer Schools** *University of Economy*

For detailed information visit our website  
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