

Call for participation

INTERNATIONAL SEMINAR ON HRM IN SERVICE INDUSTRY – CASE STUDY OF POLAND AND CROATIA

From 01st May till 15th May 2011

at University of Zagreb, Faculty of Economics and Business, Croatia (FEBZ)
and Cracow University of Economics, Poland (CUE).

PROGRAM OUTLINE (Preliminary version)

All activities including team projects are in English.

FIRST WEEK (01st – 08th May 2011) – ZAGREB, CROATIA

DAY	ACTIVITIES
01st May	Welcome to Polish students (late evening)
02nd May	Welcome address by Dean's Office _____... Introductory lectures at FEBZ on labor market, service industry and HRM practices in Croatia (Nina Poloski Vokic, PhD; Blazenska Knezevic, PhD; _____) LUNCH Guided Zagreb tour Welcome party
03rd May	Visit to Croatian Chamber of Economy (HGK) , theme: „Role of Chamber in lifelong managerial education“ LUNCH Visit to Croatian Chamber of Trade and Crafts (HOK) , theme: „Practical education as an issue in service industry“ Preparation for team assignments
04th May	Visit to KONZUM (Zagreb) , theme: „Corporate academy and its role in HR improvement“ LUNCH Workshop/teamwork (FEBZ)
05th May	Visit to MAISTRA , member of ADRIS group (Rovinj) , theme: „Employees as a key success factor in tourism“ LUNCH Rovinj and Pula sightseeing
06th May	Workshops (solving team problems / preparing the first part of case studies)
07th May	EXCURSION to ZAGORJE Neanderthal Museum (Krapina) TRADITIONAL LUNCH at Majsec Mlin (Donja Stubica) Castle Oršić - Museum of Peasant Revolt (Gornja Stubica) - OPTIONAL
08th May	Trip to Poland via Wien (Austria) Wien - short sightseeing

SECOND WEEK (08th – 15th May) – CRACOW, POLAND

DAY	ACTIVITIES
08th May	Accommodation of Croatian students (very late evening)
09nd May	Welcome address by CUE Rectorate Meeting at SYMPOSIUM CRACOVIENSE , theme: „Lifelong learning models“ LUNCH Tour within CUE and Cracow city
10rd May	Lecture on labor market and HRM in Poland (CUE , Marek Szarucki, PhD) LUNCH Team assignments for the second part of the case studies/problem solving
11th May	Meeting at DIY retail company (LEROY MERLIN) theme: „HR improvement in retail industry“ LUNCH Workshop (teamwork)
12th May	Meeting at Polish hotel company , theme: „Specifics of HRM in tourism in Poland“ LUNCH Visit to Salt Mine Wieliczka
13th May	CUE Senate's Chair : Project presentations and results discussion LUNCH Seminar review - conclusions Farewell meeting, CK Browar (The Royal Emperor's Brewery)
14th May	EXCURSION to Auschwitz and Wadowice
15th May	Trip to Zagreb via Graz (Austria) Short stop in Graz

Costs of accommodation and meals (where specified) are fully covered by organizers. Costs of the round trip Krakow - Zagreb are partially covered by organizers and student will have to participate in costs. Participation for FEBZ students is 800 kunas. Information on method of payment will be distributed to potential participants in follow up letters via e-mail.

Number of participants is limited to 10. We invite students of the undergraduate study program (3rd and 4th year) and students of the graduate study program (in Croatian: “diplomski studij”) to apply for the seminar till 11th April 2011 to bknezevic@efzg.hr (students of FEBZ).

Your application should contain:

- Name, surname, MBAG, e-mail address, cell phone number
- For undergraduate students: year of study
- For graduate students: major (in Croatian: “smjer diplomskog studija”)
- Motivational letter (Croatian or English), not longer than 1 page A4 (clearly state your interest in the theme of the seminar and your existing knowledge on the subject). If you have attended elective courses given by Department of Trade or Department of Tourism, please specify which courses. If you took courses on HRM, please point it out! If you are doing your final paper or seminar in the field trade, tourism or HRM, please specify its title and mentor.

Selected candidates will be notified by e-mail on 15th April. The follow up letters to selected candidates will contain further information.

Program coordinators:

Blazenka Knezevic, PhD (FEBZ)
Marek Szarucki, PhD (CUE)