



INTERNATIONAL WEEK

12-16 May 2014, Sibiu

Overview



ULBS

Universitatea "Lucian Blaga" din Sibiu

Being found in 1969, “Lucian Blaga” University faced an upward path in the international education system, today having hundreds of partnerships with universities from all over Europe and Asia. Every year, hundreds of Romanian students chose to study abroad for one semester or one year through the Erasmus+ Program and almost 150 students come to study in Sibiu from all over the world each year. With 9 faculties and a long list of specializations, Lucian Blaga University has a lot of opportunities when it comes to collaborate with foreign universities.

Because every year we hear great things about the Erasmus experience from our students and because every time the foreign teachers have a great contribution to this personal and professional experience, we decided to broaden up the classic framework of international education and to invite the professors who worked with our students during their Erasmus mobility to visit Sibiu. From this core idea, we got in touch with professors from 8 universities who were interested in getting to know more about Sibiu, about LBUS and to share their knowledge with local, Romanian students through lectures.

Monday, 12 May

The first edition of the International Week made its debut through the opening speeches of “Lucian Blaga” board members. Prof. Ph.D Ioan Bondrea, the Rector of LBUS welcomed the guests in the Faculty of Economic Sciences venue and encouraged them to share their international knowledge and experience within the upcoming lectures.



Moreover, the rector considered this initiative as being an opportunity, for both students and teachers, for developing their multicultural spectrum while engaging in formal and informal discussions.

The same enthusiasm and interest in expanding the international endeavor was shared by the deans of the three partner faculties: Faculty of Economic Sciences,

Faculty of Engineering and Faculty of Letters and Arts, as well as by the vice-deans responsible with international relations.





The opening ceremony was continued with a visit of the LBUS facilities, including a guided tour of the University's library. After having the first traditional lunch in the University's cafeteria, the visiting teachers had their first lectures on subjects like: Three Reasons to Forbid the Internet (Roel Rietberg, Saxion University of Applied Sciences), The Truth behind the Dykes and the Democracy of Dry Feet (Adrian Borggreve,

Saxion University of Applied Sciences) and Addressing the Tourism Industry Specific Issues, Principles and Practices Relating to Intangible Cultural Heritage in the Context of European Capital of Culture Year Held in Riga (The Baltic International Academy) and Product Development Tools (Lasse Jacobsson, Karlstad University, Sweden).



The day ended with a wine tasting event where the guests socialized and had their first great time together.

Tuesday, 13 May

The second day of the International Week started with a meeting of the guests with the LBUS Board Members. Subjects like research and international collaboration were highly debated and new ideas for strengthening the partnerships between the guests' home universities and LBUS were presented. European mobility for both teachers and students was encouraged by Daniela Preda, Head of International Relations Department which underlined the importance of the Erasmus+ Program and Erasmus Mundus for personal development and European/international integration.





Lectures on subjects like: Three Reasons to Forbid the Internet (Roel Rietberg, Saxion University of Applied Sciences), Experiential Marketing in Tourism (Maria Gunare, The Baltic International Academy) and General Communication in the Business World (Mustafa Saraislan, Çankırı Karatekin University) were followed by a guided city tour of Sibiu. Despite the rainy and cloudy weather, the guests were impressed by the multicultural heritage offered by Sibiu and how the different ethnic groups and confessions marked the city's architecture over time.





In the afternoon, more lectures on themes like: Three Reasons to Forbid the Internet (Roel Rietberg, Saxion University of Applied Sciences), Entrepreneurship within Large Organisations – The Role of Corporate Entrepreneur (Wim Buekens, University College Ghent and Vlerick Business Scholl, Belgium), The entrepreneurship Application in Turkey (Ahmed Kocadag, Çankırı Karatekin University Technical and Business College, Turkey) and Mechanical Design Process (Lasse Jacobsson, Karlstad University, Sweden) enriched the LBUS students' knowledge.

Afterwards, the LBUS Gaudeamus Parade marked the ending of the university year. This event brought together students from all 9 LBUS faculties and from the Military Academy. A display of people dressed up in the faculty's colours, emotions and music made the city centre look like a living hill.



The day ended with talks and impressions in a *small café* (Kleines Café) which, although spatially small, brightened the guests' appetite for good time and especially clever jokes.

Wednesday, 14 May

Lectures began early morning on Wednesday due to the afternoon's out-of-town trip. Presentations on: Lost in an Anglo-Saxon Utopia or How to Stick to Your Identity (Adrian Borggrev Saxion University of Applied Sciences, Deventer, The Netherlands), Karlstad University and how we work with local business (Caroline Adolfsson Åhs, Karlstad University, Sweden), Cultural identities: Mevlana and Yunus Emre (Abdulkadir Gokmen, Çankırı Karatekin University, Turkey) and ... woke the interest of the participants.



Afterwards, all guests took part to a road-trip to the world-wide known Bran castle (or as Bran Stoker considered Dracula's castle). With the mist-covered Fagaras Mountains on the right and the dark-blue Olt river on the left, the participants heard the stories of the places they were going through; stories told by a guide whose profession equaled his passion. Visiting Bran Castle came as a challenge; with several levels to see, small ladder to climb and a lot of old, wooden-furniture rooms to admire required some effort. It is known that every effort must be rewarded, thus the participants who were not bitten by Count Dracula (fortunately for the organizers, all of them) enjoyed a relaxing lunch at the beautiful resort of Cheile Gradistei.





Thursday, 15 May

The last day of IWeek 2014 was also the first day of the International Economic Conference Sibiu (IECS) and the celebration of 45 years of activity for LBUS. The morning started with the opening ceremony of the yearly Students' Conference organized by LBUS. Afterwards, the guests were invited to assist at an economic and business related paper presentations held by both Romanian and foreign students.



Continuing the academic activity, the guests held lecturers on topics like: How Intercultural Communication Skills Facilitate Business Relations and Enhance Customer Satisfaction in the Tourism Business (Svetla Nedeva, Varna University of Economics, Bulgaria), Overview of Macroeconomic and International Finance System - based on Gregory Mankiw's Book (Suleyman Degirmen, Mersin Univeristy, Turkey) and The Quality issues in Ottoman period and AhiGuild (Kemal Senturk, Çankırı Karatekin University, Turkey).



To achieve the day's balance, all persons who took part in the IWeek 2014 project (participants, organizers and sponsors) visited the Astra Museum of Traditional Folk Civilization and enjoyed an open-air traditional Romanian dinner. Romanian musicians (with traditional instruments like: pan pipe and violin) together with Romanian and international amateur dancers (some of the organizers and participants) created a fairy-tale atmosphere which, for sure, will be not soon forgotten.



Instead of conclusion...

In the end, the enemy and ally of all human beings – time has passed by for IWeek 2014. Words cannot describe the felt emptiness, but, armed with hope, we are looking to the future...

At a short glance we realized that after several month of preparation we managed to get the first edition of the International Week at the finish line. We, the organizing committee, are glad that for one week we managed to put Sibiu in an international framework and to bring a multicultural touch to the academic environment of Lucian Blaga University. We had the chance to discover and rediscover seven countries through seventeen wonderful people who shared their knowledge and their experience with us and with our students.

We drew a line and we wanted to know their opinion about their experience in Sibiu as well. The feedback we received gave us the energy to start again... from A and get to Z in 2015, with a second, better, more interesting and more international edition of IWeek:

... perfect organization of IWeek which reflected many aspects of Sibiu's and Romania's culture

... very well balanced academic, social and cultural activities

... an awesome week, with great friends

...a unique blend of setting, program, management and participants

...I am teaching events and I am definitely going to cite IWeek Sibiu to my future students as a success