

# 76<sup>th</sup> International Conference SIEC / ISBE

**SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT COMMERCIAL  
INTERNATIONAL SOCIETY FOR BUSINESS EDUCATION**

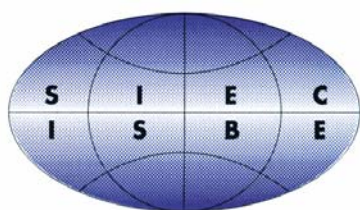
in cooperation with

**AGH UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF MANAGEMENT, KRAKOW**

## *Teaching and Learning Business in a Country in Transition*



Krakow, Poland, July 25-30, 2004



**Krakow, Poland**

**July 25-30, 2004**



SIEC / ISBE 2004 KRAKÓW, POLAND

***TEACHING AND LEARNING BUSINESS  
IN A COUNTRY IN TRANSITION***

**Under the Honorary Patronate  
of Rector of the AGH University of Science and Technology in Krakow  
– Professor Ryszard Tadeusiewicz**

**PROGRAM FOR DELEGATES**

	<b>MORNING</b>	<b>AFTERNOON</b>	<b>EVENING</b>
Sunday July 25 <sup>th</sup>	Executive Meeting	Registration  Board Meeting  Pedagogical Committee  Network Committee	Reception Regional Buffet <i>Krakus</i> Building
Monday July 26 <sup>th</sup>	Opening Ceremony  Introductory Lectures	Assembly of Delegates  Sightseeing City Tour	Dinner at <i>Krakus</i> Building
Tuesday July 27 <sup>th</sup>	Lectures	Presentations Workshops Seminars	Salt Mine Tour and Conference Dinner
Wednesday July 28 <sup>th</sup>	Presentations Workshops Seminars	<i>Company visits:</i> Power Station, Philip Morris, Motorola, Private Business School, <i>Wawel</i> Chocolate Factory, Cosmetic Factory, <i>Vistula</i> Clothing Manufacturer, <i>Okocim</i> Brewery.	<i>Krakus</i> Folk Dancing Show  Late evening free, National Chapters meetings.
Thursday July 29 <sup>th</sup>	Presentations Workshops Seminars	<i>Excursion to companies</i>  Executive Meeting	Countryside Polish Sausage Grill and Beer
Friday July 30 <sup>th</sup>	Pedagogical Committee  Network Committee  Board Meeting  Workshops	Assembly of Delegates	Farewell Dinner and Dancing Polish Fest

SIEC / ISBE 2004 KRAKÓW, POLAND

***TEACHING AND LEARNING BUSINESS  
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**PROGRAM FOR ACCOMPANYING PERSONS**

	<b>MORNING</b>	<b>AFTERNOON</b>	<b>EVENING</b>
Sunday July 25 <sup>th</sup>		Registration	Reception Regional Buffet <i>Krakus</i> Building
Monday July 26 <sup>th</sup>	Opening Ceremony	Sightseeing City Tour	Dinner at <i>Krakus</i> Building
Tuesday July 27 <sup>th</sup>	Royal Castle Tour	Central Square Market	Salt Mine Tour and Conference Dinner
Wednesday July 28 <sup>th</sup>	<i>Kosciuszko</i> Mount walk and visit to the museum	<i>Company visits:</i> Power Station, Philip Morris, Motorola, Private Business School, <i>Wawel</i> Chocolate Factory, Cosmetic Factory, <i>Vistula</i> Clothing Manufacturer, <i>Okocim</i> Brewery.	<i>Krakus</i> Folk Dancing Show  Late evening free, National Chapters meetings
Thursday July 29 <sup>th</sup>	<i>Collegium Maius</i> and <i>Jagiellonian</i> University Museum	Folk Art Museum and Jewish Quarter	Countryside Polish Sausage Grill and Beer
Friday July 30 <sup>th</sup>	Shopping at Central Square Market	Art Gallery in Sukiennice	Farewell Dinner and Dancing Polish Fest

**Organizing Committee:**  
**Professor Leszek Preisner**  
**Ms. Anna Lasut**  
**Ms. Elzbieta Koszucka-Haupt**  
**Dr. Tadeusz Pindor**  
**Dr. Krzysztof Posluszny**  
**Ms. Joanna Wojanowska**

## Conditions for registration:

1. Please complete the Registration Form in capital letters.
2. The delegate's registration fee covers all meals and excursions shown in the final program. Accommodation will be paid directly to the hotel.
3. Excursions and meals for accompanying persons shown in the final program are covered by the fee.
4. Delegates will not be able to take part in the excursions arranged for the accompanying persons and accompanying persons will not be able to take part in the events arranged for delegates unless indicated otherwise.
5. In the event of cancellation after June 20<sup>th</sup>, 2004, registration fee less 50% will be refunded. No refund will be possible in case of cancellation after July 1<sup>st</sup>, 2004.
6. Registration will be confirmed by SIEC Poland.
7. Participants in pre- and post-conference tours will also receive confirmation from the tours operators.
8. Registration fees and accommodation cost will be charged in EURO.
9. Questions concerning the program, accommodation, pre- and post-conference tours can be sent to: [preisner@zarz.agh.edu.pl](mailto:preisner@zarz.agh.edu.pl)
10. All Registration Forms are available to download on: [www.zarz.agh.edu.pl/siec](http://www.zarz.agh.edu.pl/siec)

## Accommodation (breakfast incl.) - prices for one night:

### Price per room

- |                  |             |      |
|------------------|-------------|------|
| - Novotel Krakow | single room | € 50 |
|                  | double room | € 58 |

These prices are offered when minimum 100 rooms will be booked.

Suggested choice by organizers.

Very good location, high standard, air conditioning, Internet, TV Sat, phone, minibar, swimming pool, restaurant, casino. E-mail: [nov.bronowice@orbis.pl](mailto:nov.bronowice@orbis.pl)

Please find attached the Hotel Reservation Form of the Novotel Krakow.

- |                 |             |      |
|-----------------|-------------|------|
| - Hotel Polonez | double room | € 40 |
|-----------------|-------------|------|

Located close to lunch and three dinners, very good standard, air conditioning, Internet, TV Sat, phone.

- |                  |             |      |
|------------------|-------------|------|
| - Student Campus | double room | € 10 |
|------------------|-------------|------|

Common bath for four rooms, no breakfast, access to phone.

To book Hotel Polonez or Student Campus please contact the Conference Organizers.

# Registration Form

76<sup>th</sup> International Conference SIEC / ISBE, July 25-30, 2004, Krakow, Poland

## Participant

Family name ..... Male / Female .....

First name(s) .....

Institution .....

Address .....

City and postal code ..... Country .....

Phone:..... Fax:.....

E-mail: .....

## Accompanying person(s)

Family name .....

First name(s) .....

Registration fee                      € 395 (before May 1<sup>st</sup>, 2004)                      € 495 (after May 1<sup>st</sup>, 2004)

Accompanying person's fee        € 395 (before May 1<sup>st</sup>, 2004)                      € 495 (after May 1<sup>st</sup>, 2004)

Arrival date: ..... Departure date: .....

My choice of hotel is: .....

I would like to share my room with .....

Vegetarian meal

## Payment

*To omit some problems the organizers will highly appreciate bank transfer.*

- BANK TRANSFER IN EURO TO THE SIEC – Polish Division BANK ACCOUNT  
All bank charges should be paid by the participant.

**BANK DETAILS:**

**Bank PEKAO SA, 31010 Krakow, Rynek 31, Poland**

**MSEZB**

**Account number: 11 1240 1431 1978 0010 0131 6378**

**Swift code: PKOPPLPWKR1**

- CREDIT CARD

I authorise MSEZB to charge my credit card of the conference fee indicated in the Registration Form.

- AmEx    MasterCard    Visa    EuroCard

Name, as it appears on the card: .....

Address of cardholder : .....

Passport No. ....

**Credit Card number:**

**Expiry date: (Year/Month).....**

**From the back of the credit card, please indicate the three digit number shown after the credit card number**

**Place, date .....**

**Signature.....**

**PLEASE RETURN THIS FORM BY AIR-MAIL LETTER TO:**

Professor Leszek Preisner  
Faculty of Management AGH  
ul. Gramatyka 10  
30-067 Krakow  
Poland

or fax:           +48-12-637-3529

[preisner@zarz.agh.edu.pl](mailto:preisner@zarz.agh.edu.pl)

home page:   [www.zarz.agh.edu.pl/siec](http://www.zarz.agh.edu.pl/siec)

**NOVOTEL KRAKOW**  
**30-150 Krakow, ul. Armii Krajowej 11, Poland**  
**25-30 July 2004**  
**SIEC**

**Hotel Reservation Form**

Please return completed form to Novotel Krakow **not later than 15 May 2004**

**Fax: 0048-12- 429 -6821**

GUEST NAME : .....

ADDRESS : .....

FAX : .....

ARRIVAL DATE : ..... DEPARTURE DATE : .....  
(check-in time 14.00 )

ONE NIGHT ON B&B BASIS:     **single room (50 EUR) or double room (58 EUR)**

PAYMENT METHOD : CREDIT CARD / CASH on the spot at the hotel

Check-in details will be faxed to you on a confirmation form.

We kindly inform you that one night accommodation deposit is required by the hotel till 15 May 2004 to guarantee your booking:

**by credit card - please, complete below data:**

by bank transfer - directly to the hotel bank account:

BANK HANDLOWY O/Krakow PL6010301508000000503396009 (please, remember to write your name). The deposit will not be refunded in case of late cancellation (after 15 May 2004) or no-show. Please provide the following details of your credit card :

Name of card : .....

Number of card : .....

Expiry date : .....

Name of cardholder : .....

Address of cardholder : .....

I hereby authorize **Novotel Krakow**

**30-150 Krakow, ul. Armii Krajowej 11, Poland**

to charge my credit card the amount of 50 EUR or 58 EUR depending on the room type, as a deposit for the accommodation in the Hotel from .....till .....

I agree that the difference in total charge will be made in Polish zloties at the hotel.

Date .....

Signature .....

## *Pre Conference Tours*

July 23 – July 25, 2004

**Auschwitz - Birkenau (1/2 day tour by bus) - price: € 27 (lunch not incl.).**

The most well know cemetery and place of genocide in the world. Started in 1940 as a concentration camp for Polish political prisoners, Auschwitz became the centre for extermination of European Jews in 1942.

Our tour begins with a 15-minute documentary film about the liberation of the camp, then a museum-guide shows you the exhibitions in some of the surviving prison blocks, the gas chamber, and the crematorium. After a short break, we continue to Birkenau, where we go up the watchtower above the entrance gate to see the view of this largest of all Nazi extermination camps.



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**Zakopane Tatra Mountains (1 day tour by bus) - price € 40 (lunch incl.)**



Nestled at the foot of the spectacular Tatra mountains, Zakopane is the winter sports capital of Poland and its most famous resort.

After a short walk around the Mt. Gubalowka peak, we return down the funicular to visit the oldest part surrounded by ash trees and blackened by the sun. In addition to the traditional mountain architecture, magnificent folk costumes and jewellery have also survived here to this day. To better experience the true Zakopane atmosphere, we take a walk along

Krupowki, the central mall, lined with restaurants, cafes, boutiques and souvenir shops. We also make our lunch break here. Our last stop in Zakopane is either the Tatra Museum or, on the way back to Krakow, a visit to the lovely old wooden village of Chocholow. Tour is guaranteed for minimum 8 people.

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**Dunajec River Gorge and Castle (1 day tour by bus) - € 50 (lunch incl.)**

The raft trip down the Dunajec river through the Pieniny Gorge and along the Polish-Slovak border is one of the greatest tourist attractions in Poland. The towering cliffs and the limestone rock formations of the gorge itself plus the picturesque mountain scenery, the surrounding national forest and the colorful river guides make for a wonderful day in a pristine and wild environment.

Our trip begins at Niedzica Castle, then continues to the raft wharf in Sromowce Nizne and ends 15-km later in Szczawnica. It lasts two or three hours, depending on the water level of the river. While on the raft, you will enjoy excellent view of the high summits of Trzy Korony and Mt. Sokolica. Tour is guaranteed for minimum 8 people.





## *Post Conference Tours*

July 31st – August 3<sup>rd</sup>, 2004

Warsaw one day trip by IC train for € 120 (lunch incl.)

Warsaw is the capital of Poland and a modern European City nowadays. The Old Town has always been the pride of Warsaw and was included on the list of the world historical heritage. Although the city centre was destroyed during the World War Two, it was rebuilt in the same style.

We are going to take a Tour around City as well as visit the Old Town, the Royal Castle, Wilanow Palace and the Chopin Home.



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Gdansk two days trip by IC train for € 170 (lunch and hotel not incl.).



Gdansk has been a part of the history of Europe for a thousand years. In September 1939 the world's attention was drawn to the heroic defence of Westerplatte. Several decades later the same heroism commenced a new epoch in Eastern Europe - the birth of Solidarity (Solidarity monument).

We will be discovering the beauty of the Old Town: the Town Hall, the Gothic Basilica of St. Mary, the biggest brick church in Europe, the Gdansk Crane, the biggest medieval port crane in Europe, the Arthur's Court with the Neptune Fountain nearby, symbol of Gdansk's ties with the power of the sea.

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Czestochowa - Jasna Gora ( Monastery - "Black Madonna" and Castle visit)  
one day trip by bus for € 45 (lunch incl.)

The monastery of Jasna Gora is home to the miraculous "Black Madonna", a Gothic painting of Our Lady, which after Rome and Lourdes makes Czestochowa one of the most important pilgrimage destinations in the world today.

Our visit to the monastery includes the Miraculous Picture Chapel and the Basilica. Also, you can visit the 600th-Anniversary Museum, the Arsenal and the Treasury on your own, if you wish, while others on the tour have a break for lunch and buying souvenirs.

Then, our journey back to Krakow takes you along the Eagles Nests' Trail, a historic strategic system of watchtowers and castles. Our final stop is at Pieskowa Skala - a well-preserved Renaissance Castle. High on a cliff over the valley of the Pradnik river, this 14th century fortification was rebuilt in the 16th century as a Renaissance residence. Tour is guaranteed for minimum 8 people.



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All the Pre Conference Tours are also available !!!

# Teaching and Learning Business in a Country in Transition

## KRAKOW, 25<sup>th</sup> – 30<sup>th</sup> July 2004

### Pre and Post Conference Tours and Transfer booking form



POLISH TRAVEL AGENCY ORBIS Co. Ltd. - Congress Department  
 Ul. Kremerowska 5 PL 31-130 Krakow, Poland  
 tel. (+48-12) 422-17-07, 422-30-44  
 fax: (+48-12) 422-28-85  
 congress@orbis.krakow.pl

Please type or print in block letters to limit all spelling errors and  
 return to us  
 by 15<sup>th</sup> July 2004

**Participant Personal Data:**

(Mr. / Mrs. / Miss): \_\_\_\_\_  
 First Name: \_\_\_\_\_ Family Name: \_\_\_\_\_  
 Place of residence in Krakow: \_\_\_\_\_  
 Contact Address  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone number (with country/city codes): \_\_\_\_\_  
 Fax number (with country/city codes): \_\_\_\_\_  
 E-mail address: \_\_\_\_\_  
 Accompanying person:  
 First Name: \_\_\_\_\_ Family Name: \_\_\_\_\_

**Transportation** (please complete if you wish us to arrange transportation to/from the hotel):

**Arrival** (date, time, number of persons)  airplane  train  
 ..... / ..... / ..... : ..... AM/ PM Flight (Train) No. ....  
 from ..... to ..... for..... persons  
**Departure** (date, time, number of persons)  airplane  train  
 ..... / ..... / ..... : ..... AM/ PM Flight (Train) No. ....  
 from ..... to ..... for..... persons  
 Price of **one way** transfer from/to Krakow Airport to/from Hotel in Krakow Euro 17 per person  
 Price of **one way** transfer from/to Krakow Train Station to/from Hotel in Krakow Euro 13 per person  
**Total transportation payment in EUR =**

Please inform ORBIS TRAVEL of all changes as soon as possible

Excursion	Date*	Number of Participants	Price per Person	Total in EURO
<b>PRECONFERENCE TOURS 23-25 July</b> Departure: 9:30 a.m. from the Novotel Branowice hotel				
<b>Oswiecim</b> Return: 3:00 – 4:00 p.m.	<input type="checkbox"/> 23.07 <input type="checkbox"/> 24.07 <input type="checkbox"/> 25.07		27	
<b>Zakopane</b> –Lunch included. Return: 5:00 – 6:00 p.m. Tour is guaranteed for minimum 8 people.	<input type="checkbox"/> 23.07 <input type="checkbox"/> 24.07 <input type="checkbox"/> 25.07		40	
<b>Dunajec River Gorge</b> – Lunch included. Return: 5:00 – 6:00 p.m. Tour is guaranteed for minimum 8 people.	<input type="checkbox"/> 23.07 <input type="checkbox"/> 24.07 <input type="checkbox"/> 25.07		50	
<b>Czestochowa and Pieskowa Skala Castle</b> – Lunch included. Return: 5:00 – 6:00 p.m. Tour is guaranteed for minimum 8 people.	<input type="checkbox"/> 23.07 <input type="checkbox"/> 24.07 <input type="checkbox"/> 25.07		45	
<b>POSTCONFERENCE TOURS 31 July -3 August</b> Departure: 9:30 a.m. from the Novotel Krakow hotel (except tours to: Warszawa and Gdańsk)				
<b>Oswiecim</b> Return: 3:00 – 4:00 p.m.	<input type="checkbox"/> 31.07 <input type="checkbox"/> 01.08 <input type="checkbox"/> 02.08 <input type="checkbox"/> 03.08		27	
<b>Zakopane</b> – Lunch included. Return: 5:00 – 6:00 p.m. Tour is guaranteed for minimum 8 people.	<input type="checkbox"/> 31.07 <input type="checkbox"/> 01.08 <input type="checkbox"/> 02.08 <input type="checkbox"/> 03.08		40	
<b>Dunajec River Gorge</b> – Lunch included. Return: 5:00 – 6:00 p.m. Tour is guaranteed for minimum 8 people.	<input type="checkbox"/> 31.07 <input type="checkbox"/> 01.08 <input type="checkbox"/> 02.08 <input type="checkbox"/> 03.08		50	
<b>Czestochowa and Pieskowa Skala Castle</b> – Lunch included. Return: 5:00 – 6:00 p.m. Tour is guaranteed for minimum 8 people.	<input type="checkbox"/> 31.07 <input type="checkbox"/> 01.08 <input type="checkbox"/> 02.08 <input type="checkbox"/> 03.08		45	
<b>Warszawa</b> –Lunch included. Return: 7:30 p.m. Tour is guaranteed for minimum 2 people.	<input type="checkbox"/> 31.07		120	
<b>Gdansk</b> – to be booked directly by Conference Organisers: preisner@zarz.agh.edu.pl	<input type="checkbox"/> 01.08		See brochure	
<b>TRANSFERS</b>				

\*please indicate the chosen dates by crossing the boxes

**TOTAL AMOUNT IN EUR=**

**PAYMENT**

**Method of payment:**

BANK TRANSFER IN EUR TO THE ORBIS TRAVEL BANK ACCOUNT

All bank charges should be paid by the participant.

**BANK DETAILS:**

**KREDYT BANK**

**Account number: PL 61 1500 1487 1214 8002 2266 0000**

**Swift code: KRDBPLPW**

**REF: R0002/07/04**

CREDIT CARD – **Mail order**

I authorise ORBIS TRAVEL to charge my credit card:

AmEx  MasterCard  Visa  EuroCard

PLEASE DEBIT MY CREDIT CARD

Name, as it appears on the card:

Credit Card number:

Expiry date: (Year/Month/Day)

Place, date ..... Signature.....