



Cultural Studies in Business

K2 Strategic Partnership in the field of Higher Education

Multiplier Event

“Cultural Studies in Business. A new perspective for universities in Europe”

Online Event on Zoom Platform
February 22nd, 2021 | H. 10.00 – 12.00
(9:00 Italian time/CET)

To join:

Join Zoom Meeting

<https://us02web.zoom.us/j/82303338241?pwd=RXo3Vm9xbHMzZlJreTBqQ1hLSVovdz09>

Meeting ID: 823 0333 8241

Passcode: 227621

H. 10.00 Introduction

The partners JUMP and Liepaja University present each others

Present institutions

Vice-Rector for Studies of Liepaja University - Dr.biol. Mārza Zeltiņa

Head of study directions and director of the master's program in business management Uldis Zupa

Dean of the Faculty of Management Sciences Dr.sc.admin. Inta Kulberga

Head of the Erasmus Department - Erika Lauberga

Director of the Bachelor's program in Tourism and Recreation -Mg.geogr. Ilze Grospina

Lecturer of the Bachelor's program in Tourism and Recreation - Mg. env. sc. Zane Gusta

H. 10.45 Presentation of “Cultural Studies in Business”

Erika Gerardini, CSB Project manager, JUMP Association

“CSB, the development and management process. SWOT analysis, innovation, results and future perspectives for the follow up 2021-2023”

Ylenia Azzaro, CSB Social media manager, JUMP Association

“CSB students’ voice, media and social media impact of the project”

H. 11.15 Feedback from Liepaja lecturers and students

H. 11.30 End of the meeting



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