



---

# International Business Week/BIP

Reverse Logistics

“LogisticLivingLabs L3”

---

**17<sup>th</sup> - 21<sup>st</sup> of April 2023**

---

**WSB University in Wrocław**

---

---

International Business Week 2023 dedicated to „Reverse Logistics” will be an inspiring, practical and exciting event with professional experience in an international environment and “real-life” business cases.



During this intensive week you will work on a case study with your project team and on your own, talk with international guest speakers, participate in a study visit and get a chance to use a Thermo scanner STRD.



### Project programme:

**VR** – an educational virtual reality application. You will enter a VR world where you will take care of the environment in 3D. Classes using Oculus Quest goggles.

**Complex machinery factory** – you will experience process optimisation in Lean manufacturing terms. Playing with Lego blocks, you will understand why management skills are so important in any company.

**21<sup>st</sup> Century Leaders - Leadership lab** – you will practice decision making using new technologies such as Thermo scanner STRD, Stress breaker. You will assess what leadership competencies you have, learn how to communicate effectively and how it affects team building.

**Study visit** – we will go to the factory to actually see the processes, ask about problems and discuss possible improvements.

**Design workshop** – you will learn the principles of carbon footprint calculation. You will calculate the carbon footprint for a selected company. And finally, you will count your carbon footprint.



### Takeaways

Benefits Overview:

- practical knowledge of Reverse Logistics from specialists
- company visit (probably in Toyota factory)
- highly experimental and practical sessions during which you will learn more directly and powerfully
- 3 ECTS-certificate.

---

## Meet the Facilitators



---

Tomasz has many years of experience in logistics and management. An author of numerous training programmes and publications, he has implemented scientific and educational projects in the fields of leadership, management in logistics systems and security.

**Professor Tomasz Smal**



---

Gustaw is a theoretician and a practitioner in command. He participated in the mission of the Polish Military Contingent in the Republic of Iraq and the Islamic Republic of Afghanistan. He has implemented international projects within the Strategic Partnership Programme which resulted in modular leadership competence development programmes.

**PhD Eng. Gustaw Michalewski**



---

Julita is a doctor of technical sciences, master of engineering management and engineer of environmental protection. She used to work at different Universities all over the world, in the United Kingdom, the United States and France. For many years she held management positions in chambers of commerce in Poland.

**PhD Eng. Julita Markiewicz-Patkowska**



---

Manager of the Logistics faculty. A vocational expert at the Ministry of Education and Science for the professions of logistics technician and port and terminal operation technician. A holder of the European Junior Logistician certificate. Expert in logistics and production logistics. Passionate about the culture of continuous improvement and change management.

**PhD Damian Ostrowski**



---

Manager with many years of experience in industry successfully applying FMEA, SMED, Six Sigma, 5S, SPC, Kanban tools and methods specialising in management and optimisation of business system models. A long-time quality officer, ADR dangerous goods advisor, a specialist in wide-ranging financial controlling.

**PhD Eng. Adam Busławski**



---

# Participation conditions

**Registration deadline:** March 1<sup>st</sup> 2023

**Cost of participation:** €250 per student.



## Accommodation

We guarantee 4 nights (17<sup>th</sup> - 21<sup>st</sup> of April) in modern and friendly Moon Hostel. You will be served breakfast each day at the hostel.

From the hostel it takes only 15 minutes to get to WSB by bus, 30 minutes – to Wroclaw Airport and 5 minutes walking distance to Old City Centre.

If you arrive earlier or departure later you need to book additional nights on your own. To do this please contact directly Moon Hostel: [wroclaw@moonhostel.pl](mailto:wroclaw@moonhostel.pl).



## How to get to Wroclaw?

It is easy to get to Wroclaw by plane – Wroclaw Airport is located 10 km from the city centre, but also by train or by bus.

We recommend you to arrive to Wroclaw on Sunday as the Business Week programme starts on Monday morning.



---

# Wrocław the meeting place

## Centre of the student life

Wrocław is the capital city of Lower Silesia, thought of as the centre of student life in the south-eastern Poland. Dubbed 'the Meeting Place' of Poland, Wrocław can certainly claim to be one of the nation's most forward looking cities. As a vibrant, historic city on the forefront of change in New Europe is rapidly catching the attention of tourists and businessmen. It is a strong academic center, while the total population of the city is over 650 000 people, there are about 140 000 students studying at 22 institutions of higher education. Wrocław's main attractions are: Market Square with original gothic Town Hall, Ostrów Tumski island (the oldest part of the city) with the Cathedral, Japanese Garden, Multimedia Fountain, ZOO with new modern Afrykarium, plenty of museums, parks and monuments.

---

## City of dwarfs

Wrocław is also called the city of dwarfs. They became symbol of Wrocław in commemoration of alternative counter-culture, performers group Orange Alternative which prepared a plenty actions against the communist regime in Wrocław. There are more than one hundred small figurines of dwarfs hidden in the city center. Come and try to find them all!





# WSB University in Wrocław



WSB University in Wrocław is a higher education institution founded in 1998. Together with 10 other WSB Universities we create the biggest business schools group in Poland. Already at WSB University in Wrocław study almost 17 000 students. The main characteristics of our brand are friendliness and practical approach. It means that studies are pleasure on one hand and give our students competitive market position on the other. According to that we offer huge number of International activities: International Business Weeks, Erasmus+, Summer Schools, Youth in Action, etc.



Furthermore our student have a chance to study in English and have a Bachelor Degree in Business Administration or Software Development and Master Degree in International Management or Business Finance. Thanks to this, Erasmus students study together with Polish ones widening their cultural and educational horizons.



# Tentative programme\*



## Monday, 17<sup>th</sup> of April

- 12:00 – Start
- 12:15–13:45 – Country Presentations
- 14:00–15:30 – VR laboratory – PhD Eng. Julita Markiewicz-Patkowska
- 16:00 team-building activities for participants

## Tuesday, 18<sup>th</sup> of April

- 09:00–14:00 – Complex machinery factory – Lean laboratory – PhD Eng. Adam Busławski
- 14:00–15:00 Lunch
- 15:00–16:30 – Complex machinery factory – Lean laboratory – PhD Eng. Adam Busławski
- evening integration/attractions

## Wednesday, 19<sup>th</sup> of April

- 09:00–14:00 – 21<sup>st</sup> Century Leaders – Leadership laboratory – PhD Gustaw Michalewski
- 14:00–15:00 Lunch
- 15:00–16:30 – 21<sup>st</sup> Century Leaders – Leadership laboratory – PhD Gustaw Michalewski
- evening attractions

## Thursday, 20<sup>th</sup> of April

- 09:00–14:00 – Study visit – PhD Damian Ostrowski
- 14:00–15:00 – Lunch
- 15:00–16:00 – Study visit – PhD Damian Ostrowski
- 19:00 – Dinner

## Friday, 21<sup>th</sup> of April

- 09:00–12:00 – Design workshop – Professor Tomasz Smal
- 12:00 – Closing

## Online meeting: PhD Eng. Julita Markiewicz-Patkowska

- 4<sup>th</sup> April from 6.00 pm to 7.30 pm – Reverse Logistics Project – Introduction to the project – Technical project conditions – Topics of the projects
- 12<sup>th</sup> April from 6.00 pm to 7.30 pm – Reverse Logistics Project – Coordination of projects – Good practice in project preparation

\* The plan presents the main issues that our project management program envisages. Minor modifications are possible at the stage of refining the detailed concept.



---

## CONTACT DETAILS

### **Centre for International Cooperation**

Jarosław Tomaszewski – Head of the Centre for International Cooperation

Julia Kasprzyk – Business Week/BIP Project Coordinator

### **WSB University in Wrocław**

Fabryczna Street 29-31, 53-609 Wrocław, Poland

### **For more information please contact:**

[julia.kasprzyk@wsb.wroclaw.pl](mailto:julia.kasprzyk@wsb.wroclaw.pl), [international@wsb.wroclaw.pl](mailto:international@wsb.wroclaw.pl)

phone: +48 71 376 23 16

[www.wsb.pl/english](http://www.wsb.pl/english)



Wyższa Szkoła Bankowa  
we Wrocławiu