

2021/2022

ANNUAL REPORT



**CENTER FOR APPLIED
LEARNING**

<https://cal.ktk.pte.hu/>

cal@ktk.pte.hu



OUR YEAR

- 01 DIRECTOR'S STATEMENT
- 02 CENTER FOR APPLIED LEARNING (CAL)
- 05 THE TEAM
- 08 MILESTONES
- 10 PROJECTS & PARTNERSHIPS
- 17 SIMONYI BEDC
- 24 THE CORE LAB
- 27 TRAININGS AND WORKSHOPS
- 30 OPENUP.PTE
- 32 WORLD OF PRACTICE EVENTS

STATISTICS 2021/2022

300

**Students
reached through
events**

7

**Events
hosted**

100

**Guest
lectures**

6

Joint projects

32

**Involved
colleagues**



SIMONYI BEDC ENTREPRENEURSHIP CENTER

80

**Students
reached through
events**

14

**Events
hosted**

4

**Unique
programs**

27

**Ideas and
projects**

27

Mentors

THE CORE LAB

78

**Screen-based
eye tracker
tests**

1

**International
hybrid
workshop in
the topic of
omnichannel
shopping**

8

**Corporate and
educational
presentations**

123

**Followers
on
Facebook**

126

**Followers
on
LinkedIn**



TRAININGS AND WORKSHOPS

87

Students

2

**Training
locations**

46

Lecturers

660

**Contact
hours**



DIRECTOR'S STATEMENT

Zsolt Bedő, PhD

Director of Innovation, UP FBE

The Center for Applied Learning is dedicated to bringing the “**world of practice**” into all activities of the Faculty of Business and Economics (FBE) to inspire *meaningful* research and to make knowledge more *applicable*.

To achieve this mission, we at the Center for Applied Learning (CAL) believe that **the best way to learn business is to do business**. Learning through experience not just enhances efficiency but makes the learning journey more fun and unforgettable.

To provide the opportunity for all students and colleagues at the FBE to leverage on the possibility of experience the CAL nurtures, catalyzes and coordinates the **business ecosystem** of the institution.

ENJOY THIS TEASER ABOUT OUR 2021/2022 ACADEMIC YEAR, LEARN ABOUT OUR TEAM, PROGRAMS, AND PLANS FOR THE UPCOMING YEARS.

Within this ecosystem Alumni members, partner companies of all kind, experts from around the world don't just contribute to learning and to research but can benefit from becoming learners again or by having their business challenges solved by talented students or by world class researchers. By obeying the rule of reciprocity, the business ecosystem of the FBE is to become a regional **marketplace for learning and for opportunities**.

CENTER FOR APPLIED LEARNING



The Center for Applied Learning (CAL) is an initiative of the Faculty of Business and Economics at the University of Pécs **where practice meets theory** and students get to have rewarding engagements with different companies, entrepreneurs, and customers.

It is through CAL and its **development centers'** initiatives that these companies, entrepreneurs, and market customers get to learn about the newest groundbreaking research through projects, ideation, testing, or shared experiences. **The aim of CAL**, its events and projects, is to enable students of the Faculty of Business and Economics to work on real-life projects with real clients from the beginning of their studies to enable companies to actively participate in the focused skill development of potential future employees.

CAL also runs initiatives to provide the local community surrounding the University with innovative, practical, and implementable solutions. CAL aims to contribute towards the **local development** through the work done by students and partners.

In as much as CAL serves the local community, it also **promotes and integrates global initiatives** through its programs and initiatives for students and the faculty community.

CAL AREAS

CAL also provides opportunities to help students become innovative problem-solvers tackling organizational and global issues that contribute towards the development of actionable solutions for organizations as well as solutions suitable for national and global sustainable growth in the various spheres of society.



The CAL office space located on the 4th floor of the Faculty in the **Hatchery** is open for students to explore and enquire about the various development centers and the **various events and programs organized by CAL and the centers.**



The Center also coordinates the process of starting a new **short program, training, and certificate programs** aiming to make employees more resilient and agile.



We continuously communicate with students, practitioners, and other stakeholders on local, national, and international levels to identify the needs and check opportunities and resources available.

CAL coordinates

the development centers;

- Simonyi BEDC Entrepreneurship Center
- the CoRe lab

the communication with students, partners, alumni;

short programs, short courses, trainings of the Faculty;

- Business Coach short program
- Fintech specialist short program
- Management Trainer

the process of turning knowledge, research results into intellectual property.



"There were far fewer practical opportunities in our time, so that is why I think this is a much needed, gap-filling series of events and opportunities for current students."

Tamás Hoffmann, General Manager, Lafarge Cement Hungary

THE TEAM



ZSOLT BEDŐ, PHD
DIRECTOR



VIVIEN CSAPI, PHD
SIMONYI BEDC DIRECTOR



PETRA PUTZER, PHD
DIRECTOR OF
COMMUNICATION



ALEXANDRA POSZA, PHD
DIRECTOR OF TRAININGS &
WORKSHOPS



PÉTER NÉMETH, PHD
THE CORE LAB DIRECTOR



ILDIKÓ LEGÁNYI
PROJECT MANAGER

THE TEAM



DANIELLA CSIZMADIA

LINKEDIN CONTENT
COORDINATOR



VIRGINIA BALOGH

HACKATHON COORDINATOR



NOÉMI BELLÉR

TRAININGS & WORKSHOPS
COORDINATOR



BOGLÁRKA BERÉNYI

ALUMNI COORDINATOR



BÁLINT SZÜTS

OPENUP.PTE.HU, CAL CIO



ERIKA LÁZÁR

THE CORE LAB RESEARCHER



KRISZTIÁN SZÜCS, PHD

THE CORE LAB RESEARCHER



ÁKOS NAGY, PHD

THE CORE LAB RESEARCHER

CENTER LEADERSHIP

THE REMARKABLE PIONEERS LEADING OUR CENTERS



ALEXANDRA POSZA, PHD
DIRECTOR OF TRAININGS AND
WORKSHOPS



VIVIEN CSAPI, PHD
SIMONYI BEDC DIRECTOR



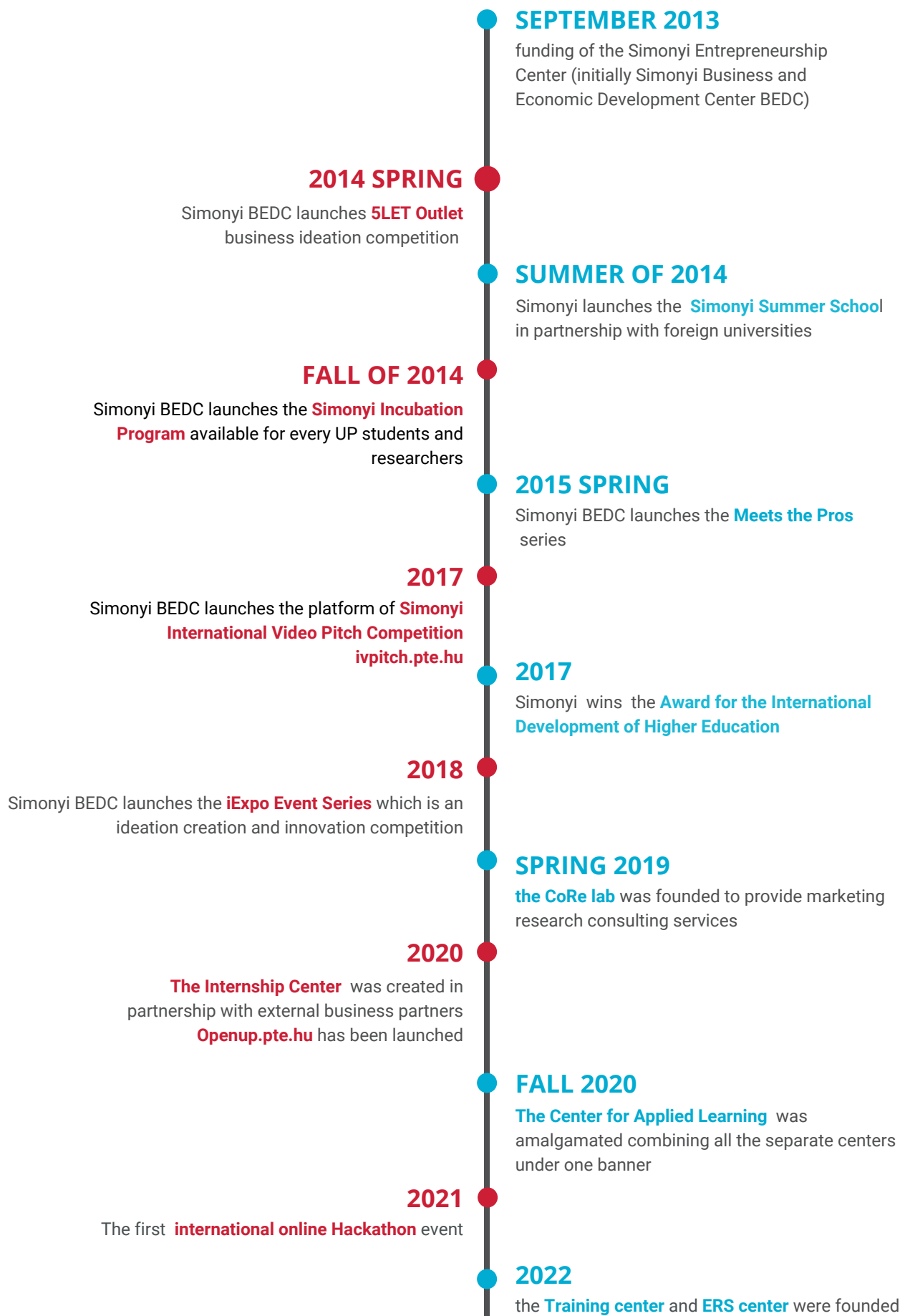
PÉTER NEMÉTH, PHD
THE CORE LAB DIRECTOR

Alexandra coordinates training courses and workshops organized by the Center for Applied Learning (CAL). Her activities entail various responsibilities, like keeping in touch with the training organizer partners, sponsors and training participants, managing course sessions and securing new potential collaborations to ensure more variety of training courses for the University citizens in business sciences. She is also an Assistant Professor at the Department of Finance and Accounting.

Vivien is running the Simonyi BEDC Entrepreneurship Center, organizing ideation competition, an incubation program, trainings and pitch competitions available for all UP citizens. Coordinates the Simonyi Programs with the Input Initiative and the Hungarian Startup University Program while continuously searching for ideas, research results that could be turned into a business opportunity and/or an intellectual capital. Also, as an Assistant Professor of Finance in the Finance and Accounting Department brings theory closer to practice through entrepreneurial finance courses with built in project components.

Péter is the head of the Consumer Research Centre called the CoRe lab. In this position, he mainly focuses on building strong corporate partnerships with businesses in order to conduct market research projects for them. He also focuses on applying innovative market research methodologies, especially eye-tracking. He has been a researcher since 2012 and has participated in various research projects. He also has experience in several industries. As of 2020, he is an assistant professor at the Department of Marketing and Tourism.

MILESTONES





"I believe that those who leave us will have the funds to take their place anywhere in the market."

Dr. Katalin Piczkó, lecturer - Business Coach postgraduate specialist training course, EMCC accredited EIA Senior Practitioner

PROJECTS & PARTNERSHIPS



The Simonyi Summer Social Entrepreneurship Program is designed to train and mentor participants from diverse disciplines and backgrounds to get involved in improving their own and their peers' entrepreneurial skills. It also promotes problem-solving for businesses that promote social impact. The program is an international program run in partnership with Ohio University.

The international participants learn and act at the capacity of entrepreneurship consultants helping Startups, regional and international Public/Private, For-Profit, and Not For Profit organizations. Multi-disciplinary Entrepreneurship, Social Entrepreneurship, Innovation Commercialization, and Sustainable Regional Development, smart specialization is some of the major areas of the four-week-long work and practice.

The program takes a needs-based learning approach and extends the opportunity for practising Creative Communication, Networking, Contracting and Negotiation Policy, Strategy, Sales, Business Planning and Market Research, Ideation and Showcasing, Management and Business Consulting, Project Management, Action Research, Appreciative Inquiry and not least of all Applied /Experiential Learning.

Due to the pandemic, we had to cancel 2020's and 2021's summer programs, but in the 2021/2022 year, during the fall semester, we will continued working on social issues. In the summer of 2022, we are going to run the programme again in its seasonal form.





The iExpo is a “reverse job fair” where students get a chance to present their projects, research, business ideas. Aside from professional achievements, participants have the opportunity to showcase their skills and competencies. Students are divided into teams, and each has its own stalls where they can set up their displays that showcases their winning idea. Experts go around listening to students presentations/pitches, interacting with students, and award tokens to each project. The project with the most tokens wins cash prizes.

iExpo 2022, held in May, was attended by **22 teams** of more than **60 students** from **5 courses**. **12 experts**, represented **6 companies**, evaluated the work of our students and awarded the teams with special prizes.



Hackathon is a full-day exciting event where you can meet open-minded people, solve interesting tasks, improve your teamwork skills, get a crash course on how to turn an idea into a specific product or service. If you apply to the UP Hackathon, you can generate some idea and come up with specific suggestions in the theme "For a Greener and Healthier Future!"; "Hack4Health"; Biomed, Medtech or Cleantech. Our goal is to make your solutions as colorful as possible, which is why your teammates come from different faculties of the University of Pécs or from our foreign partner universities. There is nothing that could hinder your creativity!

2 international Hackathons (17-18th November 2021, 6-7th April 2022), **2 local** Hackathons (23-24th September 2021, 23-24th February 2022)



The 5LET Outlet program allows students to pitch their innovative ideas to a group of experts and professionals. The best idea is included in the Simonyi Incubation Program, where a team develops the elements needed to implement the idea with the organic help of the idea owner.

The Simonyi Incubation Program is a 13 week long entrepreneurship program that gives students the opportunity to become idea creators or idea developers who get to develop business models into feasible business projects. There is also a Pitch competition at the end of the Simonyi Incubation Program where the idea owners present their projects in 2 minutes in front of a panel.

The Simonyi Final Pitch Competition is the final event of the Incubation Program, where business models of incubated business ideas are measured, assessed by the panel. The pitches are to attract funding, involve partners, and sell the concept or simply to validate the product or service. This event is not just the closing event of the Incubation Program but a point of interaction for the members of our ecosystem.



INPUT Program is a high-priority government project financed by the EU that was established in 2016. The Program aims to create and nurture internationally competitive Hungarian tech startups. It intends to facilitate the growth and transformation of the Hungarian startup ecosystem by encouraging entrepreneurs and helping them build sustainable ventures.

The INPUT Program offers four core services (trainings, mentoring, business development and international market access) to give hands-on guidance and support for startups in validating their ideas, finding investment, developing their products and entering international markets. **As a strategic partner of the Simonyi BEDC Entrepreneurship Center Input is offering workshops, training** through the Simonyi Incubation Program and through launching joint certificate programs. Every semester university students through our center and practitioners through the Input Program have the opportunity to discuss real-life problems, work on real projects and learn from each other.

This is the first practice-oriented, quality-assured program on startups, market environment, and the operation of innovative businesses that provide the same high level of training in every part of the country. **The program is introduced to university education as a two-semester e-learning course and is available for every citizen of the University through the Simonyi Incubation Program.** In addition to the undergraduate and graduate students, PhD students can also join the program. The first semester is about acquiring the innovation basics and an entrepreneurial mindset, while the second semester focuses more on supporting, developing, mentoring project ideas, and teaching students how to assess market demand, prepare a business plan and deliver a successful investor pitch. Those students who have successfully completed the first semester and whose project **idea found to be good enough by the Simonyi Final Pitch panel are eligible for a monthly scholarship grant of HUF 150,000.** This high amount is intended to allow students to devote all their time to the project and prototyping. At the end of the course, the students have the opportunity to present their prototypes to incubators, angel investors, and venture capitalists.

In 2021, during the first Hungarian Startup University Program, there was project awarded with funding, when 4 students were able to work on the project while receiving scholarship, mentoring, networking from the national initiative. In its second year, **more than 100 students applied, 8 projects received funding and 37 students received scholarship** and access to the resources of the Program. The Simonyi BEDC Entrepreneurship Center considers the Program a joint success with the Tech Transfer Office of the University of Pécs and the National Research, Development and Innovation Office (NKFIH)





Pécsi Tudományegyetem

KUTATÁSHASZNOSÍTÁSI ÉS TECHNOLÓGIA-TRANSZFER FŐOSZTÁLY

The Technology Transfer Office (TTO) of the University of Pécs has been at the disposal of researchers, students, and business partners since 2005. Its mission is to efficiently integrate the knowledge base of the University into innovation processes, thus making use of research and development results and inventions as innovations that bring real value to the economy and society.

Simonyi BEDC Entrepreneurship Center and the Technology Transfer Office work together in numerous fields. They coordinate together the Hungarian Startup University Program, they provide mutual expertise, organize together the Innovation Day of the University, they provide assistance for the stakeholders of each organization.



HIVENTURES

AZ MFB CSOPORT TAGJA

Hiventures' mission is to support innovative ideas of the present and future and to foster a sustainable and value-generating ecosystem of start-ups, SMEs and large enterprises in Hungary. As a **state-owned venture capital company** and a member of the MFB Group, Hiventures supports the entire Hungarian entrepreneurial ecosystem with capital using their own resources and those from the European Union to provide financing solutions from the idea phase to large-scale investments.

As a strategic partner of the Simonyi Entrepreneurship Center, Hiventures experts have reserved seats in all of the Simonyi Final Pitch panels, they are guest lecturers in the Simonyi Incubation Program and in various classes during the semester's World of Practice Week.



„The Fundamentals of Stock Market training gave me an insight into the world of the stock market. It has provided me with useful theoretical and practical knowledge that I will be able to use in my future investments.”

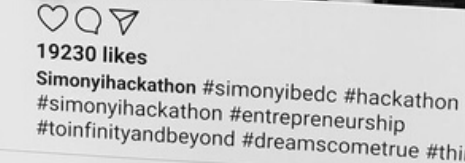
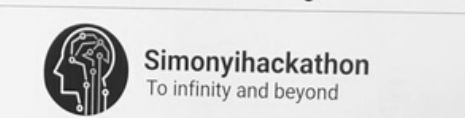
Noémi Bellér, Student, UP FBE



THE ON-CAMPUS ENTREPRENEURSHIP ECOSYSTEM



Developing entrepreneurial skills
and innovative solutions through
ideation and idea development



simonyi BEDC
ENTREPRENEURSHIP CENTER
UNIVERSITY OF PÉCS

PROFILE

Simonyi BEDC is a self-sustaining, university-driven entrepreneurship ecosystem that exists to expand and develop the entrepreneurial skills and abilities of students in order to explore, promote and market multidisciplinary innovations. The center also aims to achieve the expansion and development of entrepreneurial and innovation capacity through the institutionalized, continuous and effective participation of the actors of the scientific and business spheres.

In achieving these goals, the organization strives for cross-border, international collaborations, thereby broadening the opportunities and space for marketing domestic innovations and innovations, as well as providing impulses, information and knowledge to innovators who generate innovations or innovate.

SERVICES

- Incubation Program
- Entrepreneurial resources
- Education and training
- Entrepreneurial events
- Summer School

PARTNERS

- INPUT
- Hiventures
- HSUP
- UP Technology Transfer Office

STATISTICS 2013-

900

Students
reached through
events

65

Events
hosted

12

Unique
programs

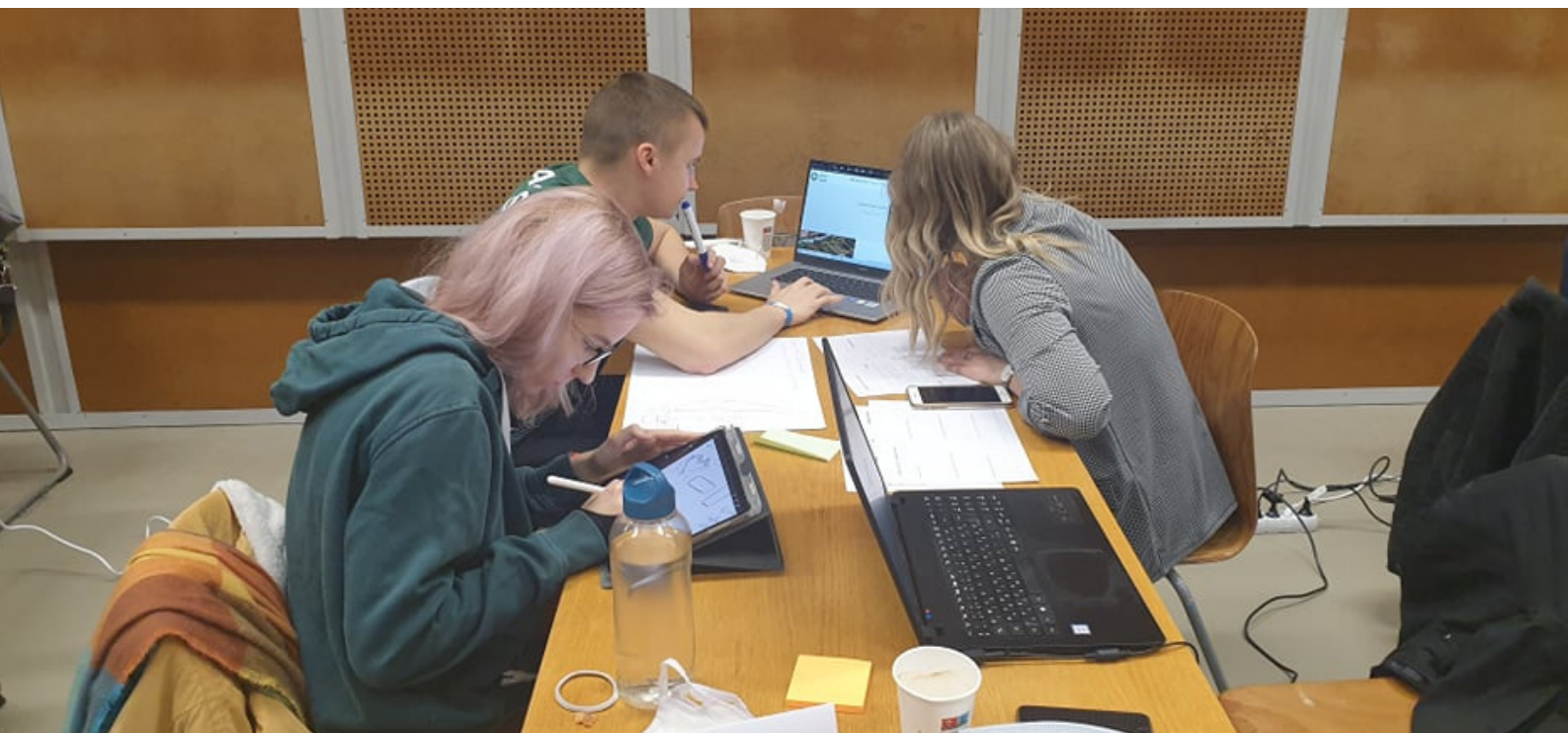
180

Ideas and
projects

CENTER OPERATIONS

Simonyi BEDC organizes and coordinates various entrepreneurial programs and events throughout the academic calendar year, which includes:

- the Simonyi Incubation and Summer Social Entrepreneurship programs,
- the infamous Hackathon quite popular amongst students of the Faculty of Business and Economics as well as other faculties of the University,
- the iEXPO,
- as well as multiple pitch competitions such as the Final Pitch and the International Video Pitch (IVP).



OUR MENTORS



**AL DWEIKAT HOTHAIFA
MIKHLED YOUSIF**

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



VIRGINIA BALOGH

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



ZSOLT BEDŐ

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



MICHELLE-SHARON COLE

UNIVERSITY OF APPLIED SCIENCES JENA
(ERNST-ABBE-HOCHSCHULE JENA)



BORIS CRNOKIĆ

UNIVERSITY OF MOSTAR



BALÁZS CZIBÓK

UNIVERSITY OF PÉCS, TECHNOLOGY
TRANSFER OFFICE (TTO)



VIVIEN CSAPI

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



MÁTÉ DEÁK

UNIVERSITY OF PÉCS, FACULTY
OF HUMANITIES AND SOCIAL
SCIENCES



MATEUSZ DWORAK

MEDICAL UNIVERSITY OF LODZ

OUR MENTORS



ZSUZSANNA HAUCK
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



MIKLÓS HORNYÁK
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



KRISTINA KOFLER
MEDICAL UNIVERSITY OF
GRAZ



BEATRIX LÁNYI
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



ARTÚR NAGY
UNIVERSITY OF PÉCS, FACULTY OF
BUSINESS AND ECONOMICS



ALEXANDRA POSZA
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



PETRA POVALEJ BRŽAN
UNIVERSITY OF MARIBOR



PETRA PUTZER
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



KLAUDIA RÁDÓCZY
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMIC

OUR MENTORS



ZOLTÁN RAFFAY

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



IMRE SIMON

UNIVERSITY OF PÉCS, 3D PRINTING
& VISUALISATION CENTRE



NORBERT SIPOS

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



BRIGITTA SZABÓ-BÁLINT

UNIVERSITY OF PÉCS, FACULTY OF
BUSINESS AND ECONOMICS



BÁLINT SZÜTS

SKILLVERSUM



ÁKOS TÓTH-PAJOR

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



DANIEL VASIĆ

UNIVERSITY OF MOSTAR



BOJAN ŽLAHTIČ

UNIVERSITY OF MARIBOR



MILAN ZORMAN

UNIVERSITY OF MARIBOR



"An amazing opportunity to feel the world around you through a screen, it is hard, but when working with a team that aims to change the future, the impossible is as easy as single click! I highly recommend this experience for all the young "Ideators" out there! Congratulations to the winning team!"

Othman Yazan, Simonyi Alumni, UP FBE

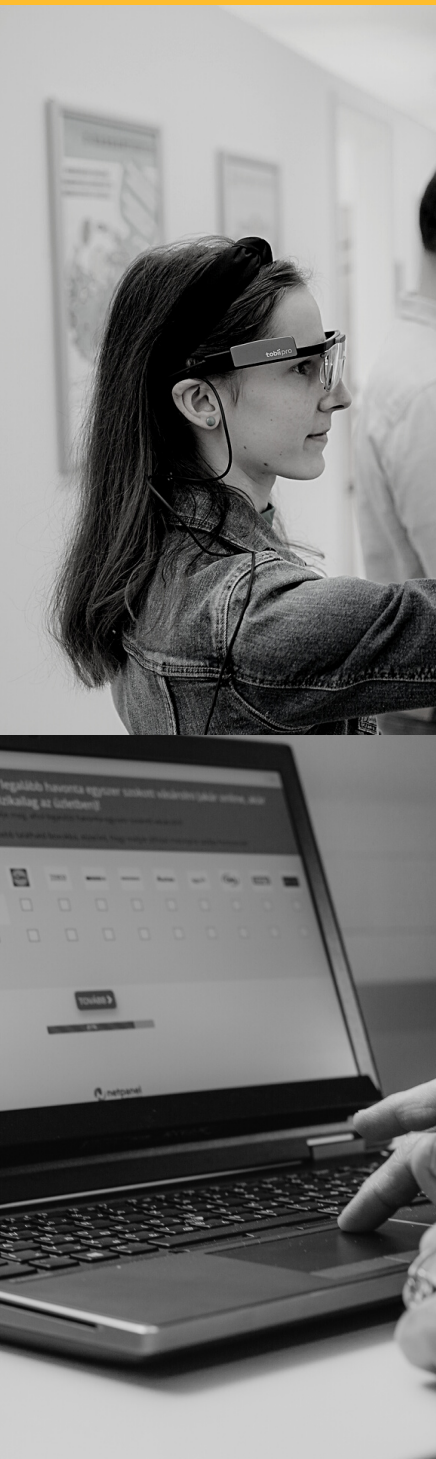


GROUNDBREAKING MARKETING TECH



the CoRe lab
PÉCSI KÖZGÁZ

Developing ground breaking
marketing research
methodologies and
innovative tech-savvy
marketing tools



the CoRe lab
PÉCSI KÖZGÁZ

PROFILE

Our lab is one of the core facilities of the Center of Applied Learning of the University of Pécs Faculty of Business and Economics. We aim to apply as many practical marketing research related corporate projects as it is possible in order to help our Partners, but also our students to gain real experience in this field.

SERVICES

- Incorporating innovating marketing research methodologies into marketing related courses
- Corporate Market Research
- Experimental scientific marketing research

PARTNERS

- Crocus Wine Hotel
- Philip Morris Hungary
- Spar Hungary
- Pécs town hall
- Zsolnay Cultural Quarter
- feat agency
- Neticle
- Dunnhumby



STATISTICS

78

Screen-based
eye tracker
tests

1

International
hybrid
workshop in the
topic of
omnichannel
shopping

8

Corporate and
educational
presentations

123

Followers
on
Facebook

126

Followers
on
LinkedIn



"It's always good to work with students, as they bring a different perspective to a research problem, and their youthful outlook can be a source of inspiration. We have found their work very useful, which is why we asked them to present it again to a wider audience of colleagues."

Anita Molnár, market research manager, SPAR Hungary



TRAININGS AND WORKSHOPS

Developing professional skills set right here on campus through postgraduate specialist training courses and short-term trainings



Center for Applied Learning

Enter the World of Practice



TRAININGS AND WORKSHOPS

PROFILE

Center for Applied Learning (CAL) coordinates postgraduate specialist training courses and organizes short-term trainings and workshops for students at the Faculty and also, in some cases, for students at the University on different fields of business such as finance, marketing and quality management.

The postgraduate specialist training courses provide additional professional and specialized one-year training and qualification after Bachelor's (BSc) and Master's (MSc) degrees for our Alumni and other practitioners, even from other disciplines.

POSTGRADUATE SPECIALIST TRAINING COURSES - 2021/2022

- Business Coach
- FinTech Management
- Management Trainer

PARTNERS

- EMCC

STATISTICS

87

Students

2

Training
locations

46

Lecturers

660

Contact
hours

TRAININGS, WORKSHOPS

Trainings and workshops as extracurricular activities help students develop and use their skills, deepen their knowledge in different fields of business.

2021/2022 FALL

- Advanced Stock Market Training
- Digital Finance Training
- KeyStone SSC Program (ENG)
- Fundamentals of Stock Market Training (3 Credit Points)

2021/2022 SPRING

- Advanced KeyStone SSC Training (ENG)
- Cognitive Biases, Risk-based Decision-making Problems, Financial biases Training
- Fundamentals of Investing not (only) for Economists Training (3 Credit Points)
- Introduction to the World of Cryptocurrencies Training
- KeyStone SSC Program (ENG) (3 Credit Points)
- Sales Training
- Quality Expert Training

SPONSORS (KEYSTONE SSC PROGRAM)

- Albemarle (2021/2022 Fall and Spring)
- Celanese (2021/2022 Fall)
- KPMG (2021/2022 Spring)
- Thermo Fisher (2021/2022 Fall and Spring)

PARTNERS

- Digitális Jólét Program
- Elemzéseközpont
- INPUT Program
- Knowledge Pyramid Kft.
- Magyar Vállalkozás Alapú Szakképző Központ (MAVASZK)



STATISTICS

11

Trainings
and courses

984

Participants

5

Corporate
partners

3

Credit
courses

4

Sponsors



"This was the first time I attended training like that, and I liked it very much. I signed up for the „Fundamentals of Investing not (only) for Economists” training mainly because I found the topic interesting. The lectures provided me with a lot of useful and interesting information, which I could use in my everyday life. It was a great advantage that it was held online because it was much easier to reconcile with my other classes."

Zsófia Szászfai, Student, UP FBE



OPENUP.PTE



PÉCSI TUDOMÁNYEGYETEM
UNIVERSITY OF PÉCS

English ▾

Login

Open up the world of practice

Join now

Projects

Events

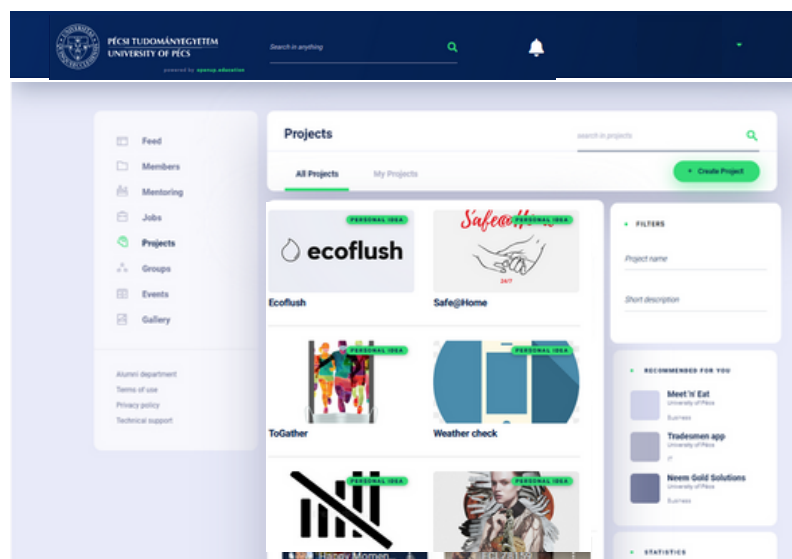
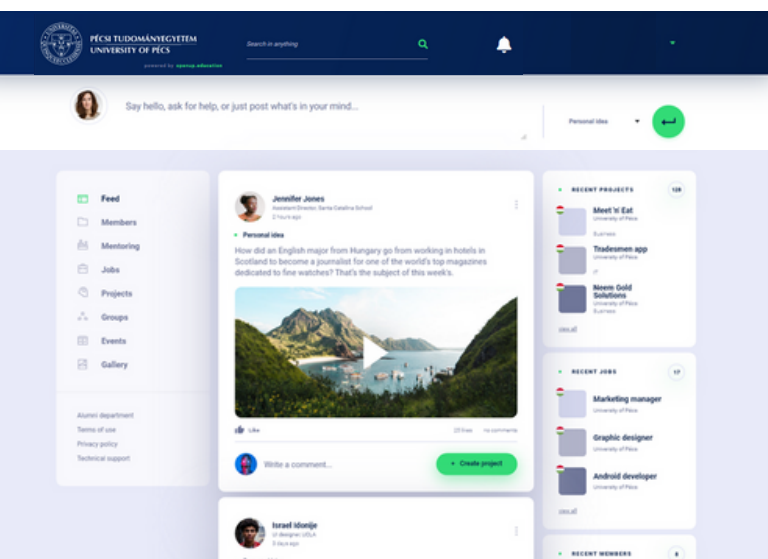
Jobs

Blogs

Podcasts


Openup

Openup.pt.hu is a digital marketplace connecting students, alumni and practitioners through entrepreneurial interactions. This inspiring digital community at the University of Pécs makes connections and brings entrepreneurial projects to life.





Access our talent and
knowledge base

 Join now

OPENUP.PTE

SERVICES OF THE PLATFORM

Members of the platform can navigate exclusive **internship and job opportunities**, find and participate in company projects, network with company representatives or even receive one-on-one mentoring.

Students get professional assistance through **mentoring**, digital co-working spaces and interactive learning materials.

Student and project mentors assist **entrepreneurial projects** on their journeys towards real business success.

By entering the platform, Organizations and practitioners can meaningfully engage with a driven student body by **taking an active role in their training and education**.

Alumni of the University of Pécs can give back to their alma mater through sharing their expertise with students and entrepreneurial projects while reconnecting with ex-coursemates.

Enliven your
institution's
entrepreneurial
spirit!



STATISTICS

761

Users

35

Organization

179

Projects

100

Mentors

31

WORLD OF PRACTICE (WOP) EVENTS

In 2021/2022 the World of Practice (WoP) events of the Faculty continued and expanded to University-wide events with a dedicated World of Practice Week each semester, continuous WoP events, and corporate guest lecturer series during the semester. Under the umbrella of WoP, the Center is also overseeing course-embedded real-life projects, organizes training programs, short programs hackathon and international hackathon events.

At the end of each semester at iExpo, members of the ecosystem do their 2-minute pitches about their idea, business model, corporate project milestone, or even about themselves .

We are proud of our

- more than **100 high quality guest speakers** from home and many other countries,
- more than **300 involved students**,
- **7 events** with high student and corporate interest and participation,
- **6 joint projects** that benefit our corporate partners.

On the upcoming pages, you can read about all the guests, organizations, partners, and alumni who visited our events and took their part in the value creation process of the Center for Applied Learning.



#WOPEVENTS 2021. FALL

#wopevents

2021. őszi

World of Practice

eseménysorozat



Versenyprioritásoktól a kapacitástervezésig a Körber Hungária gyakorlatában

2021. Október 11. 11:00 (B025)

Albrecht Zoltán - Körber Hungária Termelésmenedzsment kurzus



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Social entrepreneurship

2021. szeptember 28. 16:00 MS Teams

Anna Kalmár (AdniJóga) előadása



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Területi némenklaturákról és a területi adatok fontosságáról

2021. Szeptember

Brandmüller Teodóra - Eurostat Makrogazdasági adatok statisztikai elemzése kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Fenntartható gazdasági célok elérése a tőzsdék segítségével

2021. október 13. 9:30 B016/Teams

Bozsik Balázs (BÉT) előadása a Befektetési döntések kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Lehetséges anyagáramok az élelmiszerkereskedelem hulladékgazdálkodásában

2021. November 8. 11:00 (B025)

Burány Endre - ALDI Magyarország Termelésmenedzsment kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



PayTech Innovációk

2021. november 24. 8:00 (B311)

Czímer József - CAPSYS Informatikai kft. Személyes pénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Bevezetés a Kontrollingba I.

2021. szeptember 30. 13:00 B312

Denkinger István (Körber Hungária) előadása a Körber pénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Digitalizált Kontrolling I.

2021. november 4. 13:00 B312

Denkinger István (Körber Hungária) előadása a Körber pénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2021. FALL

#wopevents

2021. őszi

World of Practice

eseménysorozat



Bevezetés a Kontrollingba II.

2021. október 7. 13:00 B312

Denkinger István (Körber Hungária) előadása a Körber pénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



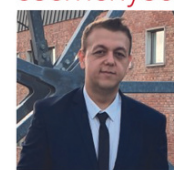
PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Agile, a kikerülhetetlen vállalati módszertan

2021. december 06. 11:00 (B025)

Dunai Olivér - Deutsche Telekom IT Solutions Termelésmenedzsment



Center for Applied Learning
Enter the World of Practice



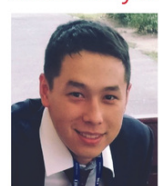
PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Zöld pénzügyek

2021. November 10. 9:30 (B016 MSTeams)

Kim Donát - MNB Befektetési Döntések kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Kontrolling stratégia

2021. november 25. 13:00 B312

Kósa Balázs (Körber Hungária) előadása a Körber pénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Modern árazás

2021. október 16. 11:00 (B310)

Dr. Danyi Pál - BME-GTK Marketingpénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Digitalizált Kontrolling II.

2021. november 11. 13:00 B312

Gulyás Judit - Pungor Gábor (Körber Hungária) előadása a Körber pénzügyek kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Bankrobotika

2021. szeptember 27. 16:00 B312/Teams

Dobák László - Kiss László (OTP) előadása a Pénzügyi és banki szolgáltatók gazdaságtana kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. őszi

World of Practice

eseménysorozat



Introducion of the entrepreneurial ecosystem of Israel

2021. október 13. 16:00 (B432 - Hatchery)

Ohad Shevily - Wearable Devices Introduction to entrepreneurship kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2021. FALL

#wopevents

2021. őszi

World of Practice

eseménysorozat



Employer branding

2021. szeptember 29.

Örkényi Zoltán (PwC) előadása az
Strategic Human Resource Development
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



AI és ML a bankszektorban

2021. október 5. 19:00 B314/Teams

Prisznyák Alexandra (Nemzetközi Bankárképző Központ)
előadása a FinTech: digitális transzformáció
a pénzügyekben kurzus keretében



Center for Applied
Learning
Enter the World of Practice



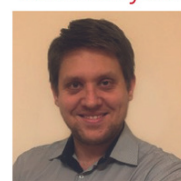
PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Lead time reduction at Körber Hungária

2021. november 30. 16:00 (B021)

Sárán Tamás - Körber Hungária
Production and Process Management
(AM és EDE MSc)



Center for Applied
Learning
Enter the World of Practice



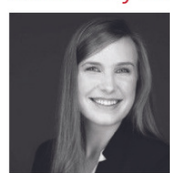
PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Online kvalitatív kutatás

2021. Október 13. 9:30 (B313)

Török Dóra - Dunnhumby Hungary
Advanced Marketing Research
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



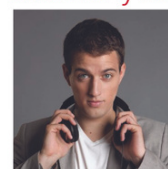
PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. őszi

World of Practice

eseménysorozat



Growth hacking és az üzleti modellek

2021. Október 11. 16:00 (B432 - Hatchery)

Papp Gábor - SEO szakértő

Simonyi Inkubációs Program
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Social listening módszertana

2021. Október 6.

Sinka Gabriella - Neticle
Advanced Marketing Research
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Hogyan lesz üzleti problémából kreatív probléma? A stratégiai tervezés alapjai.

2021. szeptember 21. 14:30 B314

Szakál Zoltán (Café) előadása
a Marketingkommunikáció és média
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



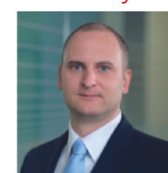
PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseménysorozat



Lehetőségek, csapdák, utak: a tőzsdei professzionalizmusról

2021. November 3. 9:30 (B016)

Varjú Péter - Erste Befektetési Zrt.
Befektetési döntések
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2021. FALL

#wopevents

2021. őszi

World of Practice

eseményisorozat



Introduction to the World of Investment Banks

2021. november 18. 9.30 (B422, MsTeams)

Ungár György - Citi Bank

Nemzetközi pénzügyi piacok (magyarul)



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseményisorozat



Befektetési tanácsadás a gyakorlatban

2021. október 6. 9:30 B016

Vidovszky Áron (Concorde Befektetés) előadása a Befektetési döntések kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseményisorozat



Adataalapú médiatervezés

2021. Október 12. 14:30 (B314)

Villányi Dániel - Café Communication

Marketingkommunikáció és média kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2021. őszi

World of Practice

eseményisorozat



Insurance-Linked Securities in the light of Hurricane Ida

2021. szeptember 8. 8:00 B016/Teams

Böhm András (Swiss Re) előadása a Befektetési döntések kurzus keretében



Center for Applied Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPWEEK 2021. FALL

#wopweek
25-29th October, 2021

World of Practice
Corporate week



Intercultural communication, real life examples
27th October, 14.30 (B323/1)
Andrea Németh - Senior HR specialist
Intercultural Business Communication



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
25-29th October

World of Practice
Corporate week



Information literacy in the service of academic writing
29th October, 2021 8:00 am (B128)
Balázs Arató - Law and Economics Library
The Art of Writing and Presenting



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
2021. október 25-29.

World of Practice
vállalati hét



Beruházási és finanszírozási döntések fenntarthatósági szempontból
2021. október 26. 16:00 (B323/1)
Dr. Kovács Levente - a Magyar Bankszövetség főtitkára
Beruházási és finanszírozási döntések kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
2021. október 25-29.

World of Practice
vállalati hét



Mik azok az exponenciális szervezetek és hogyan építsünk ilyeneket?
2021. október 26. 19:00 (Teams)
Dr. Kristóf Péter - ExO nagykövet
Digitális transzformáció a pénzügyi szektorban kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
2021. október 25-29.

World of Practice
vállalati hét



Kommunikációs ökoszisztéma, tartalom- és influenszermarketing
2021. Október 26. 14:30 (B314)
Heuthaler Orsolya - Café Communication
Marketingkommunikáció és média kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
2021. október 25-29.

World of Practice
vállalati hét



Go to market stratégiák
2021. Október 25. 16:00 (B432 - Hatchery)
Galgóczi Gábor - HRxpress
Simonyi Inkubációs Program kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
25-29th October

World of Practice
Corporate week



How first impression determines your success
28th October, 8:00 am (B314)
József Szentpéteri
The Art of Writing and Presenting



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
2021. október 25-29.

World of Practice Week
Vállalati hét



Milyen a jó ügyfélszolgálat?
2021. október 28. 17:30 A308
Karnis Gabriella (Philip Morris) előadása az Értékesítésmenedzsment kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

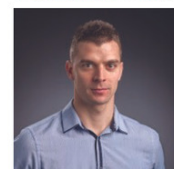
#WOPWEEK 2021. FALL

#wopweek

2021. október 25-29.

World of Practice

vállalati hét



Létszámtervezés

2021. október 26. 8:00 (B311)

Kónya Dániel - Körber Hungária

Emberi erőforrás menedzsment
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice

Vállalati hét



Bevezetés az M&A tranzakciók világába

2021. október 27. 11:00 (B312)

Márton Albert, Kövári Gábor - Deloitte
Stratégiai beruházások és realopciók



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice

vállalati hét



Vezetőfejlesztés

2021. Október 28. 9:30 (B313)

Paulovicsné Petes Rita - Körber Hungária

HR Folyamatok (Vezetés és szervezés)
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice Week

Vállalati hét



Bevezetés a Kontrollingba III.

2021. október 28. 13:00 B312

Mórinné Müller Veronika (Körber Hungária) előadása a
Körber pénzügyek
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice

vállalati hét



Toborzás

2021. október 28. 16:00 (B312)

Solti Péter - Körber Hungária

Emberi erőforrás menedzsment
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice

vállalati hét



Bekerülés a munka világába, egy nap vezetővé válás

2021. Október 26. 14:30 (B020)

Üveges Gábor - Jobing Hungary Zrt.

Emberi erőforrás menedzsment kurzus



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice

vállalati hét



Fenntarthatóság a Lafarge-nál

2021. Október 25. 11:00 (B323/1)

Zadravec Zsófia - Lafarge

Marketingmenedzsment
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2021. október 25-29.

World of Practice Week

Vállalati hét



Vevő elégedettség, vevőérték, vevőmeg- tartás az értékesítési rendszerben

2021. október 26. 8:00 B314

Vizi Tamás (Philip Morris) előadása az
Értékesítésmenedzsment
kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2022. SPRING

#wopesemények

2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Számviteli szoftverek főbb jellemzői, velük szemben támasztott követelmények

március 3. 11:00 A 308

Babos János - Process Solutions

Ügyvezető Igazgató

Számvitel és adózás digitális környezetben



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



**Payments and digitalization;
International Financial Institutions**

26th April 14:30 A 308 MSTEams

József Czímer - Capsys Informatikai Kft.

Advisor to the CEO

Banking and Finance course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Corporate / Venture Capital in the EU and US:

US Investor's Perspective

16th February 14:30 pm MSTEams

László Cziráj - iEurope Capital

Managing Director - Partner

Corporate Entrepreneurship Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Final pitch - jury member

10th May 13:30-16:00 pm B 432 MSTEams

Emad Ghaly - CEO SDSmena

President of German Arab Chamber for Industry & Commerce
former CEO Siemens Egypt

Start-up Development Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



HR challenges an HR service operation in the Albermarle Regional Business Service Center

10th May 16.00-17.15 pm MSTEams

Imola Bartha - Albermarle

HR Director



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Fizetési forgalom és digitalizáció

Április 26. 17:30 A 308 MSTEams

Czimmer József - Capsys Informatikai Kft.

Vezető Tanácsadó

Digitális Pénzügy és Banki Rendszerek kurzus



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

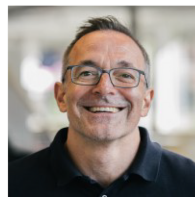
2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Final pitch - jury member

10th May 13:30-16:00 pm B 432 MSTEams

Donnie SC Lygonis - KTH Innovation

Innovation Strategist & Business Coach at KTH Innovation

Founder at Entrepreneurs without borders

Start-up Development Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Community and engagement building

22th March 13:00 pm Hatchery B 432

Gerard Scheenstra - Xponential

Coach, trainer, mentor, partner

Startup Development Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2022. SPRING

#wopweek

2022. tavasz

World of Practice

vállalati események



Szervezeti karriermenedzsment

Április 27. 17:30 B 312 MSTEams

Galgóczi Gábor

Üzletfejlesztési tanácsadó

Karriermenedzsment és Üzleti Interakciók Kurzus



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring

World of Practice

business events



HR challenges an HR service operation in the Albermarle Regional Business Service Center

10th May 16.00-17.15 pm MSTEams

Attila Hernold - Albermarle

GBS Regional Director



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopesemények

2022. tavasz

World of Practice

vállalati események



Szakmai látogatás a Pannon Filharmonikusoknál

Március 16. 14:30 Kodály Központ

Gróf Orsolya - Horváth Zsolt

Pannon Filharmonikusok, komm. vezető, igazgató

Nonbusiness marketing kurzus



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz

World of Practice

vállalati események



Közvetett adózási perspektívák a KPMG-nél

Május 02. 09.30 B 021

Papné Juhász Olga - KPMG Global Services Hungary
Client Director

Adózás és Adóztatási Ismeretek



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz

World of Practice

vállalati események



Minden amit az NFT-kről tudni akartál

Március 23. 15:00 Aula

Győrfi András - Kripto Akadémia

Szerkesztő

XV. Pénzügy - Számvitel Szaknap keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring

World of Practice

business events



Introduction to Körber Hungária

07th March 09:30 am B 311

István Inotai - Körber Hungária

Managing Director of Operations

Operations Management Course



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring

World of Practice

business events



What the OpenExo community has to offer for university students?

3rd May 13:00 pm B 432 MSTEams

Kevin Allen OpenExo

Chief Community Officer

Start-up Development Course



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring

World of Practice

business events



Sustainable Supply Chain Management in the Cement Industry

2nd May 09:30 am B 311

Mátyás Kocsis - LafargeHolcim

Head of Operating Model Central Europe

Operations Management Course



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2022. SPRING

#wopevents

2022. tavasz

World of Practice

vállalati eseménysorozat



Validációs eszközök és megoldások

Február 28. 16:00 Hatchery B 432 MStems

Kratochvill Dóra - ViddL - alapító

Simonyi Inkubációs Program Keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz

World of Practice

vállalati események



Gyakori projektproblémák:

Ismerje fel a projekt problémákat, mielőtt azok megakadályozzák a projekt végrehajtását!

Február 17. 9:30 B 436

Kremmer László - Project Management Institute

Chapter President at PMI Budapest

Projektmenedzsment GTDI PhD kurzus



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring

World of Practice

business events



Exotic derivatives

11th April 14:30 pm B 017

Péter Róbert Lénárt - Citi

Product Control - Vice President

Investments course



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring

World of Practice

business events



How to validate your startup hypotheses and get venture capital investment?

5th April 15:00 Hatchery/MS Teams

Michael Friebe's (AGH University of Science and Technology) guest lecture on

Start-up Development course



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring

World of Practice

business events



Operating an MC company

10th February 17:30 B 422 MStems

dr. Gábor Kornai - AAM Consulting

Partner, President

Brief Introduction to Management Consulting



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz

World of Practice

vállalati eseménysorozat



Vásárlói szokások

Március 07. 16:00 Hatchery B 432 MStems

Kratochvill Dóra - ViddL - alapító

Simonyi Inkubációs Program Keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz

World of Practice

vállalati események



Exotikus derivatívák

Április 11. 11:00 B 020

Lénárt Péter Róbert - Citi

Product Control - Vice President

Befektetések kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz

World of Practice

vállalati események



Technikák és ötletek a sikeres karrier beindításához

Április 11. 9:30 B 019

Németh Andrea

Senior HR Specialist

Karriermenedzsment és üzleti interakciók kurzus keretében



Center for Applied
Learning
Enter the World of Practice



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2022. SPRING

#wopesemények

2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Duna-Dráva Nemzeti Park

ökoturisztikai tevékenységei

Március 17. 14:30 B 025

Omacht Zoltán - Duna-Dráva Nemzeti Park

Természetvédelmi ór

Ökoturizmus kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

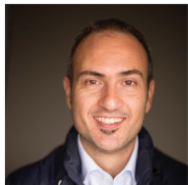
2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



How to deal with an investor?

12th April 15:00 pm B 432 MTeams

Pedro Lopez Sela

Innovation Expert

Start-up Development Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Lead time reduction at Körber Hungária

07th March 09:50 am B 311

Tamás Sárán - Körber Hungária

Lean manager

Operations Management Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Számviteli automatizáció

Április 7. 9:30 B 025

Solyom Attila - Process Solutions

Folyamat optimalizációs szakértő

Döntéshozókészítő számvitel kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Tudásmenedzsment, kihívások egy

multinacionális vállalatnál

Március 22. 9:15 B 017

Németh Andrea

Senior HR Specialist

Bevezetés a tudás menedzselésébe

kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopesemények

2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Online marketing/sales

Március 21. 16:00 Hatchery B 432 MTeams

Papp Gábor - SEO szakértő

Simonyi Inkubációs Program keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Financial reporting practices at PwC

24th February 8:00 MTeams

Péter Heronyányi - PwC Hungary

Senior manager

Applied Venture Valuation



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



The Role of Sustainable Finance

in The Climate Change Universe

26th April 16:30 pm A 308 MTeams

Dr. Slobodan Rakic - GARP New York

Assistant Vice President

Banking and Finance Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS 2022. SPRING

#wopevents
2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Árazási stratégiák

Április 4. 16:00 B 432 Hatchery

Sümöly László - Simplegrow

Vezető tanácsadó

Simonyi Inkubációs Program kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents
2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Economic Risk Management Compliance and Basel regulations

1st March 14:30 pm A 308 MStems

Mr. József Péter Szalay Senior Vice President

Head of Credit and Risk Management,
Al Baraka Banking Group - retired

Banking and Finance Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents
2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



KKV marketing a gyakorlatban

Április 11. 13:00 A 308

Varga Dániel - Fusion4 online ügynökség

Marketing

KKV Marketing Esettanulmányok kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

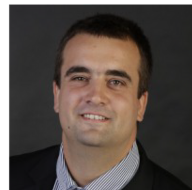
#wopevents
2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Fintech a gyakorlatban, hogyan skálázzunk

Március 4. 13.00 Hatchery B 432 MStems

Weiner János - SimplePay.

Business coach

Capstone 2. kurzus



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek
2022. spring



Center for Applied
Learning
Enter the World of Practice

World of Practice

business events



Impactful pitching

26th April 13:00 pm B 432 MStems

Suman Sasmal

Indian Institute of Management - Bangalore

Start-up Mentor

Start-up Development Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents
2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Pénzügyi és befektetési alapok

Április 11. 16:00 B 432 Hatchery

Sziller Olivér - MyConcept Kft.

Alapító, Ügyvezető Igazgató

Simonyi Inkubációs Program kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopesemények
2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



Pozitív és sikeres vállalati tanszformáció a világhírű idején

Március 24. 17:30 B 019

Dr. Szlávik Péter - Vizi Tamás

Philip Morris Magyarország Kft.

Stratégiai vezetés kurzus



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents
2022. tavasz



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati események



A Vizsla story

Március 23. 16:00 Aula

Gülsen Péter, Galavics András

Hungarian Vizsla Inu

XV. Pénzügy - Számvitel Szaknap keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPEVENTS & #WOPWEEK 2022. SPRING

#wopevents

2022. spring

World of Practice

business events



Center for Applied
Learning
Enter the World of Practice



Derivatives: basics and rates

11th April 13:00 pm B 017

Tamás Zoltán - Citi

Product Control - Senior Vice President

Investments course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz (03.28.-04.01.)

World of Practice

vállalati hét



Center for Applied
Learning
Enter the World of Practice



**Somló Borok Boltja -
az álomtól a valóságig?**

Március 29. 11:00 B 311

Cartwright Éva - Somló Borok Boltja

Tulajdonos

Kínálatmenedzsment kurzus



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring (28.03.-01.04.)

World of Practice

business week



Center for Applied
Learning
Enter the World of Practice



Disrupt session - jury member

29th March 13:00 pm B 432 MStems

Eric Patel - BostonExo

Chief Innovation Officer

Start-up Development Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz (03.28.-04.01.)

World of Practice

vállalati hét



Center for Applied
Learning
Enter the World of Practice



**Magyar brand-mesék, avagy miért és
hogyan építsünk világítótornyokat**

Március 28. 13.00 B 311

Ferling József - Ferling Kft.

Ügyvezető Igazgató

KKV Marketing Esettanulmányok



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents

2022. tavasz

World of Practice

vállalati események



Center for Applied
Learning
Enter the World of Practice



Derivatív alapok és kamatderivatívák

Április 11. 9:30 B 020

Zoltán Tamás - Citi

Product Control - Senior Vice President

Befektetések kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

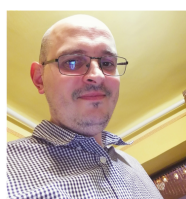
2022. tavasz (03.28.-04.01.)

World of Practice

vállalati hét



Center for Applied
Learning
Enter the World of Practice



**A szerzői jog szerepe a felsőoktatásban,
kutatási és szakdolgozat írási fortélyok**

Március 30. 8:00 B 025

**Arató Balázs Jog- és Közgazdaságtudományi Könyvtár
Könyvtárvezető**

Szakdolgozat- Kutatás módszertan



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. spring (28.03.-01.04.)

World of Practice

business week



Center for Applied
Learning
Enter the World of Practice



Fintech or digital finance

1st April 08:00 am B 018

József Czimmer - Capsys Informatikai Kft.

Advisor to the CEO

Development Economics PhD. Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz (03.28.-04.01.)

World of Practice

vállalati hét



Center for Applied
Learning
Enter the World of Practice



**Üzleti elemzés és data science
a Lidl-nél**

Március 28. 16:00 B 021

Fülöp József - Lidl Magyarország

Kontrolling Igazgató

Projektmenedzsment és csoportmunka
IT támogatása kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#WOPWEEK 2022. SPRING

#wopweek

2022. tavasz (03.28. - 04.01.)



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati hét



Go to market stratégiák

Március 28. 16:00 Hatchery B 432

Galgóczi Gábor

Üzletfejlesztési tanácsadó

Simonyi Inkubációs Program Kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz (03.28.-04.01.)



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati hét



MINDENKI PÉCSI AKAR MARADNI!

Pódium beszélgetés

Március 30. 13.00 B 025

Hoffmann Tamás - LAFARGE Cement Mo. Kft.

Ügyvezető Igazgató



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

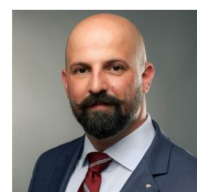
2022. spring (28.03.-01.04.)



Center for Applied
Learning
Enter the World of Practice

World of Practice

business week



Direct Marketing

30th March 08:00 am A 308

Tibor Kis - Thermo Fisher Scientific

Account Manager

Introduction to Marketing Course



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz (03.28.-04.01.)



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati hét



Így zajlik egy influencer online marketing kampány az RG stúdióánál

Március 30. 14:30 B 128

Gere Alexandra - RG Stúdió

Online Marketing Tanácsadó

Online Marketing Tréning kurzus



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2022. tavasz (03.28.-04.01.)



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati hét



Piacutatás a kiskereskedelemben - gyakorlati példákon keresztül

Március 29. 9:30 A 308

Molnár Anita - SPAR Magyarország

Piacutatási manager

Kereskedelmi marketing kurzus keretében



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

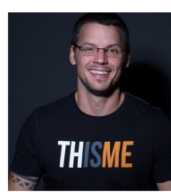
2022. tavasz (03.28.-04.01.)



Center for Applied
Learning
Enter the World of Practice

World of Practice

vállalati hét



MINDENKI PÉCSI AKAR MARADNI!

Pódium beszélgetés

Március 30. 13.00 B 025

Vendler Balázs - Games for Business

Ügyvezető Igazgató



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar



#SIMONYIHACKATHON #INTERNATIONAL HACKATHON



Fókuszban a biomedical engineering

2021. szeptember 23-24.

INTENZÍV KURZUS ÖTLET- ÉS ÜZLETI KONCEPCIÓ FEJLESZTÉSÉRŐL

CAMPUS KREDIT ÉS CERTIFICATE SZERZÉSI LEHETŐSÉG

Jelentkezz és tölts el másfél napot egy érdekes feladattal és hasonló érdeklődésű emberekkel!

I. HELYEZETT CSAPAT: 100.000 FT ÖSZTÖNDÍJ

II. HELYEZETT CSAPAT: 75.000 FT ÖSZTÖNDÍJ

III. HELYEZETT CSAPAT: 50.000 FT ÖSZTÖNDÍJ

Jelentkezési határidő: 2021. szeptember 17.

Helyszín: PTE KTK B323



Hack4Health International Hackathon

GOOD HEALTH AND WELL-BEING

17-18. November 2021

Intensive course about ideation and business concept development
Apply now!

„The Hackathon is a great opportunity for networking and broaden your horizon - If you have the chance, do it!!”

VIKTORIA FRUHWIRTH,
MEDICAL UNIVERSITY OF GRAZ

IT IS YOUR TURN!



In partnership with



In partnership with



„It was fantastic to bring our ideas to life on how we may be able to make positive change.”

CONNOR WARD, UNIVERSITY OF PÉCS



In partnership with



#SIMONYIHACKATHON #INTERNATIONAL HACKATHON



február 23-24.

Fókuszban a cleantech

2022. február 23-24.

INTENZÍV KURZUS ÖTLET- ÉS ÜZLETI KONCEPCIÓ FEJLESZTÉSÉRŐL
CAMPUS KREDIT ÉS CERTIFICATE SZERZÉSI LEHETŐSÉG



Keynote: Dr. Ács Barnabás
Net Zéró és ami ahhoz kell



6-7th April 2022

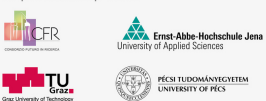
Cleantech International Hackathon

intensive Hackathon event inspiring positive change and dedicated action in the field of Cleantech

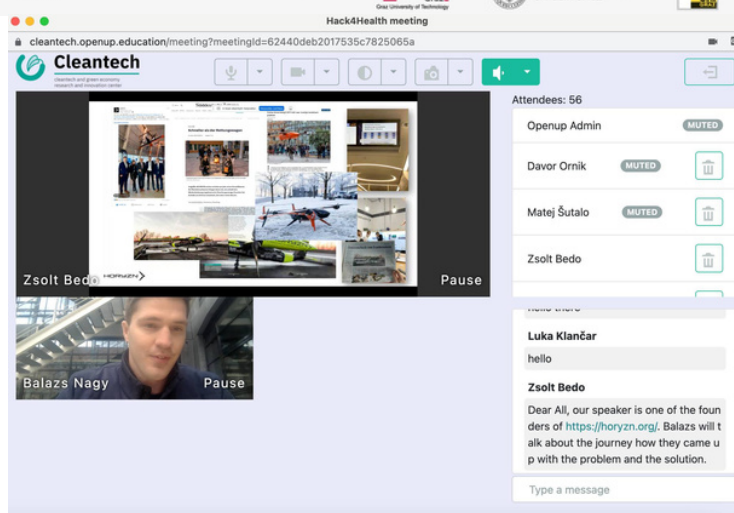


Keynote: Balázs Nagy
Founder & Project Lead HORYZN

In partnership with



In partnership with



#SIMONYIFINALPITCH



simonyi BEDC
ENTREPRENEURSHIP CENTER

Final PITCH
2021. december 8. 16:00



simonyi BEDC
ENTREPRENEURSHIP CENTER

Kuczkó Anikó

startup koordinátor, INPUT Program

Final PITCH
2021. december 8. 16:00



simonyi BEDC
ENTREPRENEURSHIP CENTER

Hoffmann Tamás

Lafarge Cement Magyarország

PTE KTK
ALUMNI

Final PITCH
2021. december 8. 16:00



simonyi BEDC
ENTREPRENEURSHIP CENTER

Fodor Imre

RowanHill Digital, Bancard

PTE KTK
ALUMNI

Final PITCH
2021. december 8. 16:00



simonyi BEDC
ENTREPRENEURSHIP CENTER

Kincs Gergely

innováció menedzser, PTE KTK

Final PITCH
2021. december 8. 16:00



#1ST OMNICHANNEL DAY

ABOUT THE CONSUMER JOURNEY IN AN OMNICHANNEL ENVIRONMENT

13 May 2022, Pécs, Hungary (hybrid event, available also on MS Teams)

The Omnichannel Research Group of the Corvinus University of Budapest and the University of Pécs Faculty of Business and Economics invites you to the first Omnichannel Day.

The hybrid workshop is organised by the CoRe lab of the University of Pécs Faculty of Business and Economics with the support of the Hungarian Scientific Academy Department of Economics and Law Committee on Management Science Subcommittee on Marketing and EFOP-3.6.3-VEKOP-16-2017-00007 programme, and will be held on 13th May 2022 in Pécs, Hungary and also online on MS Teams.



#WHATAYEAR

YOUR FEEDBACK FROM LAST SEMESTER

"Presenters were bringing their real-life experience to the course and I believe that it is the most important."

"The KeyStone Tutors involved us widely and usefully."

"I learned a lot even as a social work student."

"I have been interested in Service Center jobs for a while but was not sure about the skills they needed. I just applied to one, finally. Wish me luck!"

@keystoneknowledgesharing



Nagy Gergő Zoltán
Senior BioProduction
Account Manager

**"BIOPRODUCTION" ÉS
"BIOPROCESSING" AVAGY
A BIOLÓGIAI ALAPÚ
GYÓGYSZERALAPANYAG ÉS
VAKCINA GYÁRTÁS**

Együttműködő partnerek:

ThermoFisher
SCIENTIFIC



**FOR MORE INFORMATION ON THE
CENTER FOR APPLIED LEARNING, VISIT
[HTTPS://CAL.KTK.PTE.HU/](https://cal.ktk.pte.hu/)**

OFFICE NO 432

**CENTER FOR APPLIED LEARNING (THE
HATCHERY)**

EMAIL: CAL@PTE.HU



FALL SEMESTER 2022
WORLD OF PRACTICE
EVENTS

SEPTEMBER 2022
SIMONYI
HACKATHON

OCTOBER 2022
WORLD OF PRACTICE
WEEK

OCTOBER 2022
INTERNATIONAL
HACKATHON

DECEMBER 2022
IEXPO, FINAL PITCH



CALENDAR 2022/2023 FALL