

2022/2023

ANNUAL REPORT



**CENTER FOR APPLIED
LEARNING**

cal.ktk.pte.hu

cal@ktk.pte.hu



OUR YEAR

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STATISTICS 2022/2023

WORLD OF PRACTICE ACTIVITIES

4800

Students reached through events

6

Events hosted

160

Guest lectures

10

Joint projects

36

Involved colleagues



SIMONYI BEDC ENTREPRENEURSHIP CENTER

360

Students reached through events

16

Events hosted

4

Unique programs

66

Ideas and projects

39

Mentors

THE CORE LAB

192

Eye tracking tests

2

Corporate Talk events

6

Corporate and educational presentations

4

Research assistance of colleagues and students

3

Corporate Projects



POSTGRADUATE SPECIALIST TRAININGS

181

Students

2

Training locations

32

Lecturers

660

Contact hours



TRAININGS, WORKSHOPS

13

Trainings and courses

297

Participants

3

Corporate partners

4

Credit courses

5

Sponsors



ALUMNI OFFICE

54

Alumni guest lectures

13

Class reunions

650

Alumni who came back to reunite with their class

1402

Registered user on the Alumni Portal

2508

Alumni on LinkedIn

MICROCREDITS

269

Students involved

10+

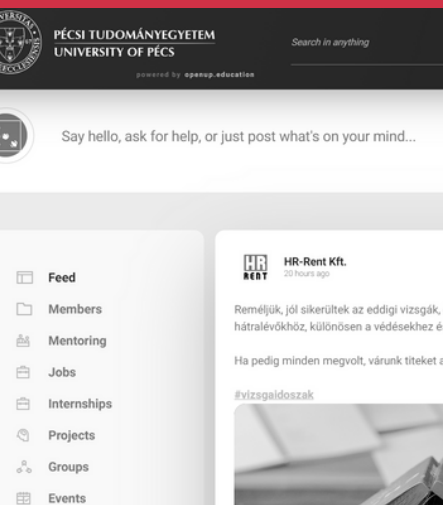
Collection options

94

Converted credits

17270

Collected microcredits



OPENUP

273

Open jobs posted

1600

Users

2

Successful internship application periods

129

Corporate profile



DIRECTOR'S STATEMENT

Zsolt Bedő, PhD

Director of Innovation, UP FBE

The Center for Applied Learning remained 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**. This belief was confirmed by the EFMD accreditation granted to our BAM Programme in February 2023 for a further five years. Learning through experience not just enhances efficiency but makes the learning journey more fun and unforgettable.

This year, the goal was to strengthen and expand the **business ecosystem** of the institution in order to provide even more opportunities for students and colleagues at the FBE to gain experience and collaborate.

ENJOY THIS TEASER ABOUT OUR EXCITING AND INNOVATIVE 2022/2023 ACADEMIC YEAR, LEARN ABOUT OUR TEAM, PROGRAMS, AND PLANS.

Several new elements have been added to our activities. We have involved our corporate partners and alumni members in areas such as the Scientific Student Conference (OTDK), thesis defence, Corporate Advisory Boards supporting Departments with the aim of the practice-oriented development of our programmes. We introduced the microcredit system and openup.pt, which is now also a career platform. Our business ecosystem may 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
- Sustainability Center

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.



"iExpo is the gateway where our organisation's core values - partnership on a fair basis, diversity, believing in the power of community, growing together, and supporting new ideas - are showcased by the talent of the future through their projects. It is a truly inspiring experience to be part of this."

**Tekla Sára Soós, Organization Development Lead in Sales -
Groupama Biztosító Zrt.**

THE TEAM



ZSOLT BEDŐ, PHD
DIRECTOR



VIVIEN CSAPI, PHD
DEPUTY DIRECTOR



PETRA PUTZER, PHD
DIRECTOR OF
COMMUNICATION



**ALEXANDRA
POSZA, PHD**
DIRECTOR OF
SUSTAINABILITY CENTER



GÁBOR HORVÁTH
DIRECTOR OF
SUSTAINABILITY CENTER



PÉTER NÉMETH, PHD
THE CORE LAB
DIRECTOR



**VIRGINIA
BALOGH**
SIMONYI BEDC
DIRECTOR

THE TEAM



ILDIKÓ LEGÁNYI
COORDINATOR OF CORPORATE
RELATIONS



BOGLÁRKA BERÉNYI
COORDINATOR OF ALUMNI
RELATIONS



NOÉMI BELLÉR
TRAININGS, WORKSHOPS &
MICROCREDIT
COORDINATOR



CSENGE TÓTH
OPENUP PRODUCT
MANAGER



BÁLINT SZÜTS
OPENUP.PTE.HU, CAL CIO



ERIKA LÁZÁR
THE CORE LAB RESEARCHER



LILI BAKÓ
JUNIOR 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
SUSTAINABILITY
CENTER



**GÁBOR
HORVÁTH**
DIRECTOR OF
SUSTAINABILITY
CENTER



VIRGINIA BALOGH
SIMONYI BEDC DIRECTOR



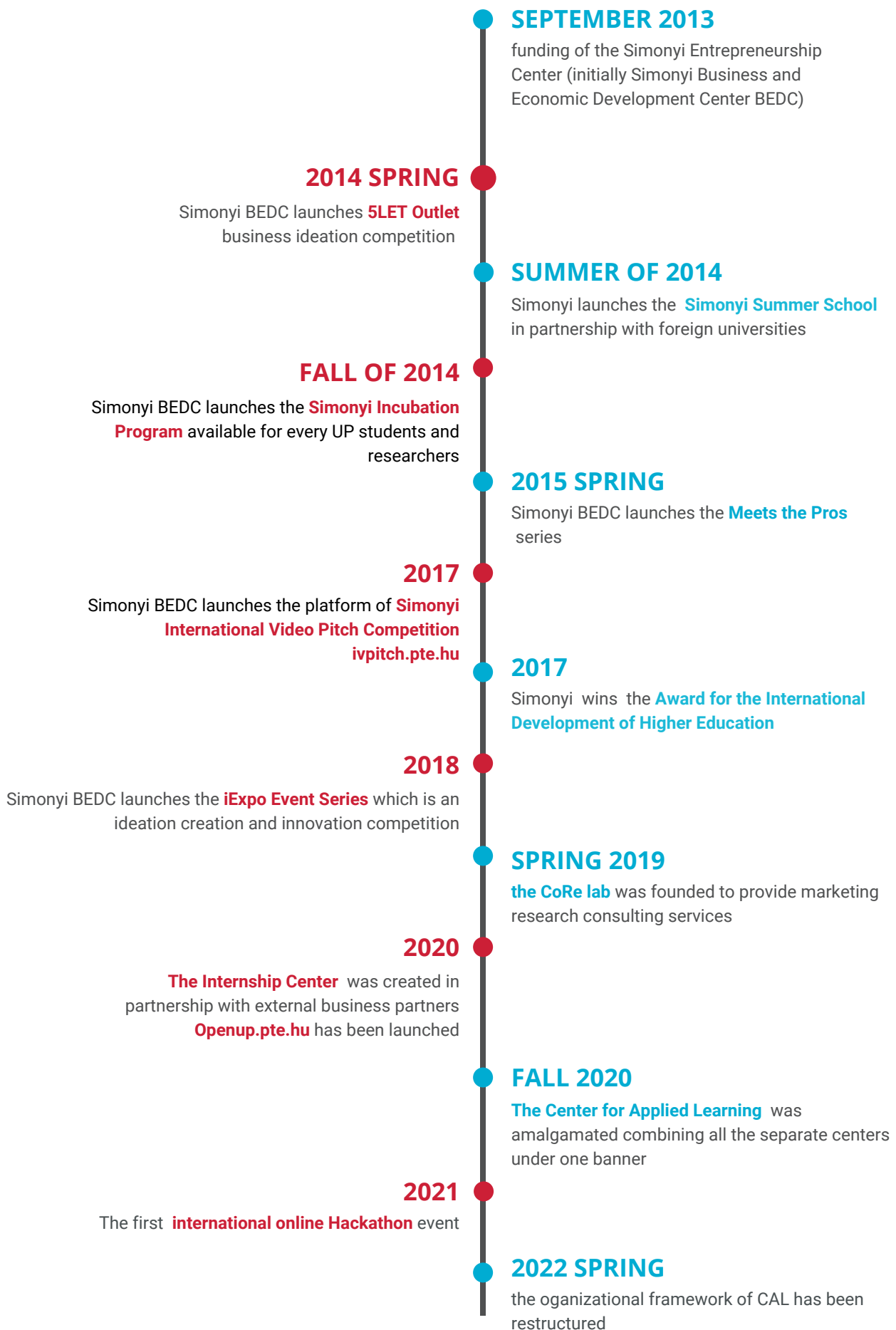
PÉTER NEMÉTH, PHD
THE CORE LAB DIRECTOR

During the fall semester Alexandra coordinates activities and events organized by the Sustainability Center. Her activities entail various responsibilities, like keeping in touch with international partners and securing new potential collaborations to ensure more variety of sustainable activities and courses for the University citizens. Gábor took over the leadership of the Center in the spring semester and continued the work Alexandra had started, including a major role in the organisation of the 1st International Scientific Conference on Finance and Accounting on Sustainable Finance. Both are members of the Department of Finance and Accounting.

Virginia 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. In addition, as an assistant professor in the Department of Quantitative Management, she considers it very important to bring theory closer to practice by solving business problems.

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



SUMMER OF 2022

The **CAL and Alumni Office** was established on the 3rd floor of the Faculty

2022 FALL

CAL launched the **Microcredit System**

2022 FALL

Openup became a **career management** platform

2022 FALL

Openup gave place for the **compulsory internship** matchmaking process

2023 SPRING

The the first episodes were recorded of the **Alumni Podcast**

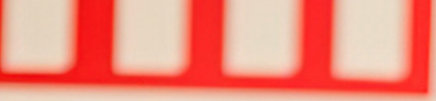
2023 SPRING

The **Advisory Boards of the five Departments** of the Faculty were set up with the assistance of CAL

2023 SPRING

CAL invited their corporate partners to the **Final Examination** (Thesis Defence) of our Faculty





RENT

HR GROUP
tagja

Megoldás
munkában



"I like the fact that the practice-oriented approach, which is a hallmark of the entire Faculty, is also represented at iExpo, which is why UP FBE has such high standards."

Jevrem Kutjánicsánin, Business Unit Manager - HR-Rent

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.

The "Simonyi Summer School" was held in 2022 July with 25 students, 13 from Ohio and 12 from the faculty, with very good feedback. 20 students are expected to participate in July 2023.

In addition to high-level professional work, students will have the opportunity to network and get to know each other through a variety of recreational activities.



iEXPO



UNIVERSITY OF PÉCS
Faculty of Business and Economics

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 2023, held in May, was attended by **52 teams** of more than **180 students** from **8 courses** **53 experts**, represented **26 companies**, evaluated the work of our students and awarded the teams with special prizes, gifts and scholarships.



simonyi BEDC
VÁLLALKOZÁSFEJLESZTÉSI KÖZPONT
PÉCSI TUDOMÁNYEGYETEM



Center for Applied Learning
Enter the World of Practice



SIMONYI HACKATHON

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 (14-15th November 2022, 26-27th April 2023), **2 local Hackathons** (5-6th October 2022, 24-25th February 2023)



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.



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.

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 2022, during the second Hungarian Startup University Program, there was project awarded with funding, when 8 students were able to work on the project while receiving scholarship, mentoring, networking from the national initiative, **more than 100 students applied and 37 students received scholarship and access to the resources of the Program. In its third year, around 100 students applied, 7 projects received funding and 31 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)





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 -

1380

Students reached through events

86

Events hosted

18

Unique programs

295

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 program,
- the Simonyi Summer Social Entrepreneurship program,
- the infamous Hackathon, which is quite popular amongst students of the Faculty of Business and Economics as well as other faculties of the University,
- the international Hackathon,
- as well as multiple pitch competitions such as the Final Pitch.



OUR MENTORS



BALÁZS KOVÁCS

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



BERNADETT MOHÁCSI

UNIVERSITY OF PÉCS, FACULTY OF
BUSINESS AND ECONOMICS



EDINA ERB

UNIVERSITY OF PÉCS, FACULTY OF
BUSINESS AND ECONOMICS



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



**KINGA KATONA-
KUNGLER**

UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS

OUR MENTORS



ANNA RÓZA VARGA
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



MIKLÓS HORNYÁK
UNIVERSITY OF PÉCS, FACULTY
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PÉTER NÉMETH
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BRIGITTA SZABÓ-BÁLINT
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BUSINESS AND ECONOMICS



PETRA PUTZER
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS



ÁKOS TÓTH-PAJOR
UNIVERSITY OF PÉCS, FACULTY
OF BUSINESS AND ECONOMICS

OUR MENTORS

Also, we express our special gratitude to our mentors from partner universities:

- **Milan Zorman**
- **Prof. Vaibhav Chaudhary**
- **Prof. Shahid Mohammad Ganie**
- **Prof. Dibya Nandan Mishra**
- **Julia Peric**
- **Sanja Pfeifer**
- **Anamarija Delic**
- **Marina Stanic**
- **Suncica Oberman Peterka**
- **Grega Žlahtič**
- **Marija Banožić**
- **Bojan Žlahtič**
- **Sourav Biswas**
- **Karolina Palimąka**
- **Justyna Berniak-Woźny**
- **Maciej Rys, Savana Pires**
- **Pedro A. Vieira**
- **Parvez Alam Khan**
- **Bikash Kumar Pradhan**
- **Sunil Kumar**



GROUNDBREAKING MARKETING TECH



the CoRe lab
PÉCSI KÖZGÁZ

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



the CoRe lab

PÉCSIKÖZGÁZ

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
- ABSL Hungary

STATISTICS

192

Screen-based eye tracker tests

2

Corporate Talk events

6

Corporate and educational presentations

4

Research assistance of colleagues and students

3

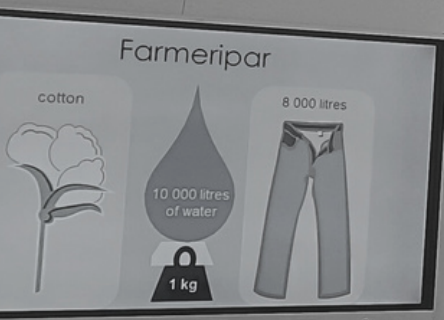
Corporate Projects



"Working together with the CoRe lab on my PhD research has been a great experience and opportunity. The integration of the eye-tracking research method has not only provided me with new perspectives but also influenced my academic journey".

Boglárka Mészáros, PhD student, UP FBE

INTELLIGENCE
PÉNZÜGYI OKTATÁSI CENTRUM



TAKARÉKCSOPORT
OTTHON A PÉNZÜGYEKBE

simplepay
Innovatív online
fizetési megoldások
vállalkozásoknak

- Gyors, online regisztráció és szerződésalkötés
- Intelligens műszaki támogatás
- Testre szabható fizetési módok
- Bankkártya, fizetési számla, fizetési kártya
- Széleskörű
- Biztonság

Openup
Open your
solution
Open up

Openup
Virtual information
Virtual information
Virtual information

INTEGRATING SUSTAINABILITY INTO EDUCATION



SUSTAINABILITY
CENTER

UNIVERSITY OF PÉCS
FACULTY OF BUSINESS
AND ECONOMICS

Raising a more responsible
student generation for a
cleaner and greener future



PROFILE

We aim to integrate ethical thinking, social responsibility and sustainability into education, research and extra-curricular activities. We provide opportunities to develop partnerships focusing on these aspects, to think together with companies, social organisations and local authorities. Community partnerships help to promote sustainability-driven innovation while educating and supporting our students in building a sustainable and ethical future.

SERVICES

- Participation during the SIP Early Adopters Project, by Principles for Responsible Management Education (PRME)
- Providing access to Sustainability Literacy Test (SULITEST)
- Organization of responsible activities and events (e.g. collecting aluminium cans, bird-friendly garden)
- Co-organization of events like Hackathons, roundtable discussions
- Organisation of study trips

STATISTICS



Co-organized events



Involved students



ERS workshops



Collected aluminium cans



„I work in a company where CSR is a feature and important. I am happy about this, because it is a time when work and hobbies meet, and I love opportunities like this.”

Csilla Turnár, Pécs Bike Maffia participant "Everyone wants to stay in Pécs" roundtable discussion



DEEPENING ALUMNI RELATIONS



**PTE KTK
ALUMNI**

It is a huge milestone that this academic year the Alumni Office was established in our Faculty, embedded in CAL, in order to increase the contact with our graduates.



PTE KTK ALUMNI

PROFILE

The Faculty Alumni system has undergone a number of improvements recently, resulting in the creation of the Alumni Office in 2022 summer. In this academic year, 13 class reunions were held and a number of initiatives were launched to engage alumni more deeply in our Faculty ecosystem.

The Faculty's management and the CAL considers keeping in touch with alumni as one of its top priorities. The development of a community linked to the parent institution can provide a network of contacts, a base for enrolment and professional collaboration for the alma mater.

SERVICES

- Representation at the graduation ceremony
- Organization of class reunions
- Involving Alumni into corporate events
- Contact via quarterly newsletter
- Managing a Faculty-level Alumni Podcast
- Developing a Student-Alumni Mentoring Program
- Inviting Alumni to hold guest lectures

STATISTICS

54

Alumni guest lectures

13

Class reunions

650

Alumni who came back to reunite with their class

1402

Registered user on the Alumni Portal

2508

Alumni on LinkedIn



„I spent the freest years of my life in Pécs, in every sense of the word. The UP FBE is an open, accepting and supportive environment, where everyone has the opportunity to find the right direction in life. I consider the city of Pécs as my second home, and I still enter the doors of the Faculty with pride and a good feeling, thanks to the enduring hospitality of the lecturers.”

Balázs Kovács, Marketing Communications Director - Ipsos



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



POSTGRADUATE SPECIALIST TRAININGS

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 - 2022/2023

- Business Coach
- Management Trainer

PARTNERS

- EMCC

STATISTICS

181

Students

2

Training
locations

32

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.

2022/2023 FALL

- Stock market training
- How NOT to fail in finance training
- Investment methods training
- Ethics in Finance (ENG)
- Advanced KeyStone SSC training (ENG)
- KeyStone SSC Program (ENG)
- Introduction to crypto assets training

2022/2023 SPRING

- Advanced stock market training
- Advanced KeyStone SSC training (ENG)
- KeyStone SSC Program (ENG)
- Project management training
- Process management training
- Competency-based job planning training

SPONSORS (KEYSTONE SSC PROGRAM)

- Albemarle (2022/2023 Fall and Spring)
- TK Elevator (2022/2023 Fall)
- Sanofi (2022/2023 Fall)
- Nissan (2022/2023 Spring)
- Thermo Fisher (2022/2023 Fall and Spring)

PARTNERS

- Elemzéseközpont
- Knowledge Pyramid Kft.
- Magyar Vállalkozás Alapú Szakképző Központ (MAVASZK)



STATISTICS

13

Trainings
and courses

297

Participants

3

Corporate
partners

4

Credit
courses

5

Sponsors



"The Competency-based job planning training introduced me to exciting, practical HR selection techniques that I had never heard of before. The company's own practice presented by the lecturer gives a completely different perspective on job planning and organisational development than that presented by traditional techniques."

Eszter Béda, Student, UP FBE



MICROCREDIT SYSTEM



The microcredit system has been developed and introduced to enhance students' practical knowledge.



MICROCREDITS

PROFILE

The microcredit programme is coordinated by the Center for Applied Learning. The aim of the programme is to motivate students to improve their practical skills by earning microcredits. They can participate in various events such as WoP lectures, workshops and roundtable discussions. For participating, they can earn microcredits, which is also beneficial to improve their academic average and gain useful knowledge. For 100 microcredits 1 credit is registered in Neptun.

Microcredits are registered through Openup using a unique QR code scheme.

MICROCREDIT EARNING OPPORTUNITIES

- WoP guest lectures
- Short cycle trainings
- iExpo
- Talentspot workshops
- TDK
- EcoSim simulation competition



Other current collection opportunities and information can be found on our website

STATISTICS

271

**Students
involved**

10+

**Collection
options**

96

**Converted
credits**

17370

**Collected
microcredits**



"We were able to listen to a lot of opinions during the iExpo, which we can incorporate into our next presentations. I really liked the fact that we got input that was highly useful and I liked the fact that they approached our project from many different perspectives."

Sára Steinbacher, Student, UP FBE

OPENUP.PTE



PÉCSI TUDOMÁNYEGYETEM
UNIVERSITY OF PÉCS

English ▾

Login

Open up the world of practice

Join now

Projects

Events

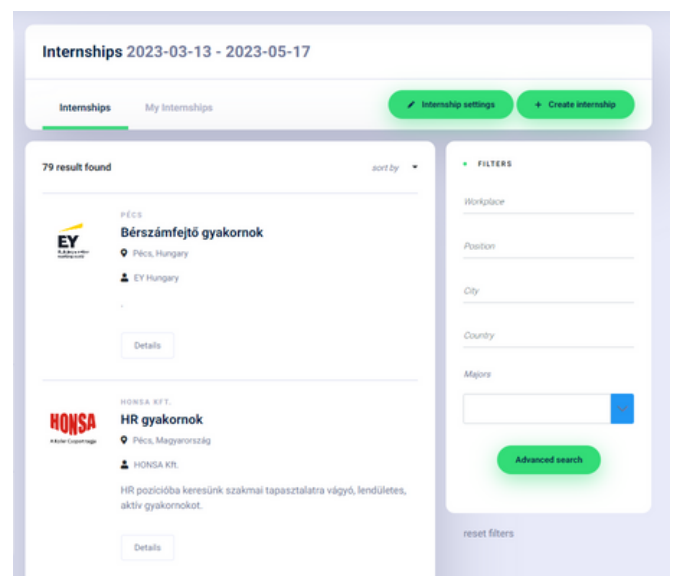
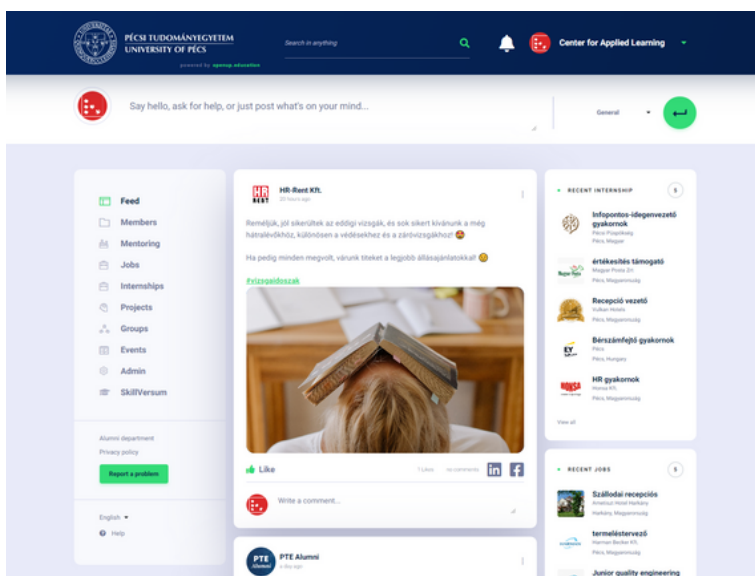
Jobs

Blogs

Podcasts

Openup

Openup.pte.hu is a digital marketplace connecting students, alumni members and practitioners. This platform serves career development purposes via features such as running a mentoring programme, posting professional social events (guest speakers, mock interviews, etc.), posting and applying jobs and internships, working on projects in a dedicated collaborative space and direct access to a peer-to-peer e-learning platform.





Engage with the community of your Alma Mater

[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

273

Open jobs
posted

1600

Users

2

Successful
internship
application periods

129

Corporate
profile

38

DEVELOPMENTS IN THE ACADEMIC YEAR OF 2022/23

We conducted **2 successful internship application periods** one for students of the higher education vocational training and one for the students learning in the BSc programmes of the Faculty of Business and Economics. After the autumn semester, we learnt from the feedbacks on the operation of the software, and we renewed the entire process not just related to the platform surface but also in the life of the Faculty. The Partners of the Faculty were required to register on the digital marketplace in order to reach out to the student base of the Faculty. All in all, there were 79 positions posted on the platform offering 273 open jobs. At the end of the matchmaking period, 72 students found their compulsory internship positions via the platform among the bachelor students.

We implemented the **microcredit** validation into the Events menu, where after the students click on the Join button, a personalised QR-code will appear that can be scanned by our colleague responsible for summarising of the credits at the end of each semester.

An **additional type of document** can be also uploaded to the Feed section. From now on, PDF documents can also be uploaded, one of our Partner organisations approached us with this development opportunity, since then they are regularly posting their magazine in a PDF format as well which is a very comfortably available solution for the users.

We started developing the **mentor programme** in collaboration with the Talentspot organisation at the Faculty, where we expect many successful mentoring campaigns offering exceptional opportunities for students to develop their skills and or projects they are currently working on. We kick off in the semester starting in September 2023.

It is also an honour that our user base increased almost by 1000 new registered users, currently we have **more than 1600 users** on the platform. The active organisation profiles increased by nearly 100, so now we have 129 organisation profile.

WORLD OF PRACTICE (WOP) ACTIVITIES

In 2022/2023 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

- **160 high quality guest speakers** from home and many other countries,
- more than **4800 involved students**,
- **6 events** with high student and corporate interest and participation,
- **10 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 FALL 2022

#wopevents

CENTER FOR APPLIED
LEARNING

World of Practice

Vállalati Események 2022 ősz



A Körber Hungária tevékenységének bemutatása

Szeptember 15. - 14:30 - B312

Katona Gábor - Körber Hungária
Managing Director

Körber Pénzügyek - kurzus



#WOPWEEK FALL 2022

#wopweek

CENTER FOR APPLIED
LEARNING

World of Practice

Corporate Week 2022 fall



How do we measure whether brands are
delivering on their promises to customers...

19. October - 9:30 - B313

Nikolett Skandera - Ipsos, Team Leader
Customer Experience & Channel Performance

Advanced Marketing Research - course



#WOPEVENTS SPRING 2023

#wopevents

CENTER FOR APPLIED
LEARNING

World of Practice

Vállalati események 2023 tavasz



Tax in practice - Az adótanácsadó szerepe a multinacionális vállalatoknál

Február 7. - 16:00 - B313

Csanádi Gabriella, Kádár Marcell - EY

HR Business Partner

Senior Tax manager

Multinacionális vállalkozások adózása a gyakorlatban kurzus



#WOPWEEK SPRING 2023

#wopweek

CENTER FOR APPLIED
LEARNING

World of Practice

Vállalati Hét 2023 tavasz



ESG vs. CSR vs. greenwashing - Hol van a helyem marketingesként

Március 29. - 11:00 - A308

Lakner-Sélley Emese - Ferling

PR specialista

Nonbusiness marketing kurzus



insatiable
entrepreneurial
spirit!



"The roundtable discussion was a great opportunity for me to present my business at the university and a great inspiration for other students to aspire to be entrepreneurs and make their dreams come true."

Bence Bajkó, young entrepreneur, student of UP FBE

ADVISORY BOARDS OF DEPARTMENTS

In the spring semester of the academic year of 2022/2023, the Advisory Boards of the five Departments were established for the first time, whose members, in cooperation with the Departments, contribute to the continuous development of a high-quality, practice-oriented education system that meets economic and social requirements and supports students' career development.

The Chairs of the Departmental Advisory Boards form the Faculty Advisory Board.

MEMBERS BY DEPARTMENT:

DEPARTMENT OF FINANCE AND ACCOUNTING

- KALOCSA PÉTER - CHAIR
- CSANÁDI GABRIELLA
- KÓSA BALÁZS
- BÖHM ANDRÁS
- NOVÁK MIKLÓS

DEPARTMENT OF MARKETING AND TOURISM

- SÁNDOR GABRIELLA - CHAIR
- KOVÁCS BALÁZS
- PALKÓ ANDRÁS
- PROBÁLD ATTILA
- VARGA NOÉMI



ADVISORY BOARDS OF DEPARTMENTS

DEPARTMENT OF MANAGEMENT SCIENCE

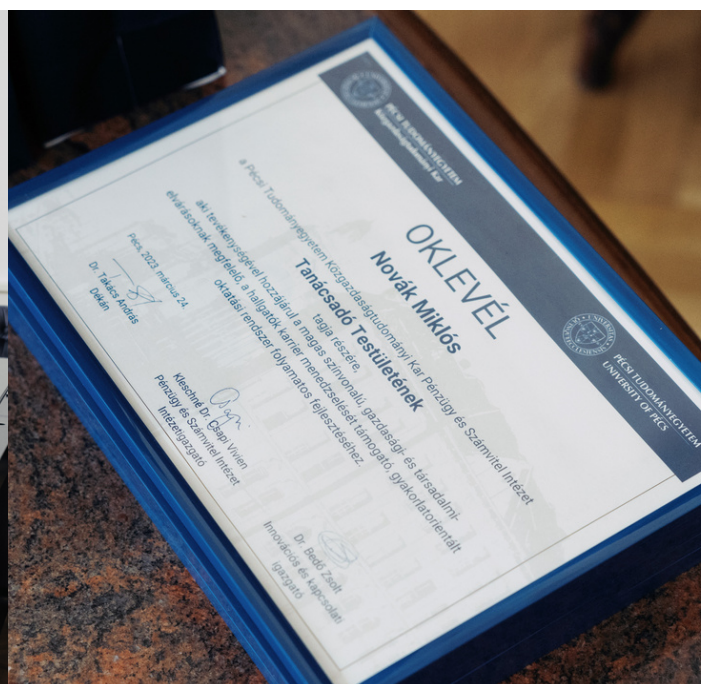
- UZSOKI MÁTÉ - CHAIR
- RENDES PÉTER
- GÓDI ATTILA
- ALBRECHT ZOLTÁN
- CARLO ACERBI

DEPARTMENT OF LEADERSHIP AND ORGANIZATIONAL SCIENCES

- RABB SZABOLCS - CHAIR
- FODOR PÉTER
- JAKUBIK MARIA
- KERESNYEI JÁNOS
- KUTYÁNCSÁNIN JEVREM

DEPARTMENT OF ECONOMICS AND ECONOMETRICS

- ZSOLT ORSOLYA - CHAIR
- SZÖGI BALÁZS
- BALATONI ANDRÁS
- DR. KULCSÁR KRISZTIÁN
- DR. NÉMETH ZSOLT



INVOLVING CORPORATE PARTNERS TO THE FINAL EXAMINATION



In the spring semester of the 2022/2023 academic year, we offered our corporate partners the opportunity to participate in the final examination boards.

In addition to providing a constructive assessment of our graduating students through their professional expertise, the participating partners can also view the examinees as potential employees. During the semester, 18 experts participated in the committees.



UP SIMULATION CUP

The UP Simulation Cup was held in both the spring and autumn semesters. In the autumn semester, students could compete in the tourism sector, in the spring semester in FMCG.

In the PTE Simulation Cup, teams of students compete against each other in EcoSim online simulations. In a fictitious economy in a competitive market environment, they have to make strategic decisions in their role as a board member of a company. In addition to the online simulation, the best performing students and/or teams had the opportunity to present their strategy in front of experts. Prizes were awarded to the best teams.



#CORPORATETALK EVENTS

The Corporate Talk, organised by **the CoRe lab**, is a series of events that focuses on current professional topics related to market research that can provide new and relevant information to the public and the profession.

This year, the Consumer Research Centre has successfully hosted two discussions with their corporate partners.

In March, the Marketing Communications Manager of **Ipsos Hungary** was welcomed as the guest of the first Corporate Talk. The event focused primarily on the aspects of consumers' lives in which sustainability is most present and their willingness to put sustainability at the forefront of their everyday lives.

In April, **ALDI Hungary's** marketing team was invited for an open discussion of the company's marketing strategy and how a discount grocery chain can be exciting for consumers. During the discussion, interesting topics were covered such as the concept of ALDI Travel or the appearance at music festivals.



#WHATAYEAR



Center for Applied Learning

iEXPO



**FOR MORE INFORMATION ON THE
CENTER FOR APPLIED LEARNING, VISIT
CAL.KTK.PTE.HU**

**OFFICE NO 315
CENTER FOR APPLIED LEARNING
EMAIL: CAL@KTK.PTE.HU**



FALL SEMESTER 2023
WORLD OF PRACTICE
EVENTS

SEPTEMBER 2023
SIMONYI
HACKATHON

OCTOBER 2023
WORLD OF PRACTICE
WEEK

OCTOBER 2023
INTERNATIONAL
HACKATHON

DECEMBER 2023
IEXPO, FINAL PITCH



CALENDAR 2023/2024 FALL