

2020/2021

ANNUAL REPORT



**CENTER FOR APPLIED
LEARNING**

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

cal@ktk.pte.hu



OUR YEAR

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DIRECTOR'S STATEMENT

Zsolt Bedő, PhD

Director of Innovation, UP-FBE

The Center for Applied Learning or CAL how we call it was established to form a bridge between university studies and the world of practice. Our main role is to coordinate and support the practice-oriented training centers of the Faculty of Business and Economics at the University of Pécs. We have offered and continue to provide many opportunities not only for students but also for corporate partners of the faculty and economic actors of the region.

Our goal has been to help our most driven and ambitious students gain professional experiences during their studies whilst assisting companies to implement projects for which they do not have sufficient capacity.

In this regard, CAL has been able to achieve this goal through the many students who have joined our programs.

**ENJOY THIS TEASER
ABOUT OUR 2020/2021
ACADEMIC YEAR, LEARN
ABOUT OUR TEAM,
PROGRAMS, AND PLANS
FOR THE UPCOMING
YEARS.**

The previous years' experiences have shown us that there is indeed a great demand for opportunities provided by the Center. I believe the CAL will continue to grow in reputation and become the center of choice by both students and organizations for collaboration. Despite being a relatively new unit of the Faculty, we have already some achievements to share. I hope you will find your place in our expanding ecosystem.

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.



It continuously communicates 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 Entrepreneurship Center
- The CoreLab
- Internship Center

the communication with students, partners, alumni;

short programs, short courses, trainings of the Faculty;

- Business Coach short program
- Fintech specialist short program

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



"Ever since I came to Pècs in 2018 I have been lucky enough to participate in most of the Simonyi BEDC programs. Personally I like to use innovative solutions to solve real world problems and Simonyi provided that platform and enabled me to meet like-minded people. Through the program, we have been exposed to experts working in the real world to teach us how to transform an idea from just that to a real life solution. This is done through various design thinking classes, presentation skills, SWOT analysis etc. My favourite part is the pitching where you have a few minutes to present all the best parts of your idea to a jury and get honest feedback on how to improve your weak points. If your idea is good there is a chance to meet potential investors and go into an incubation hub and bring your idea to life. Personally I would recommend the Simonyi BEDC programs to anyone who wants to change the world one idea at a time. I'm also looking forward to more events in future"

Fidel Gatimu, Student UP-FBE

THE TEAM



ZSOLT BEDŐ, PHD
DIRECTOR



VIVIEN CSAPI, PHD
SIMONYI BEDC DIRECTOR



PETRA RÁCZ-PUTZER, PHD
DIRECTOR OF
COMMUNICATION



DORISZ GYÖRKŐ
INTERNSHIP CENTER
COORDINATOR



PÉTER NÉMETH, PHD
THE CORELAB DIRECTOR



TAMÁS SZÜCS, PHD
SHORT PROGRAM
COORDINATOR

THE TEAM



ANNA TOLMAYER
LINKEDIN CONTENT
COORDINATOR



ALEXANDRA POSZA
HACKATHON COORDINATOR



VIRGINIA BALOGH
COMMUNICATIONS
ASSISTANT



ERIKA LÁZÁR
THE CORELAB RESEARCHER



BÁLINT SZÜTS
OPENUP.PTE.HU
CAL CIO



JOZEFA B. KOVÁCS
THE CORELAB ASSISTANT



KRISZTIÁN SZÜCS
THE CORELAB RESEARCHER



ÁKOS NAGY
THE CORELAB RESEARCHER

CENTER LEADERSHIP

THE REMARKABLE PIONEERS LEADING OUR CENTERS



DORISZ GYÖRKÖ
INTERNSHIP CENTER
COORDINATOR



**VIVIEN CSAPI
KLESCHN, PHD**
SIMONYI BEDC DIRECTOR



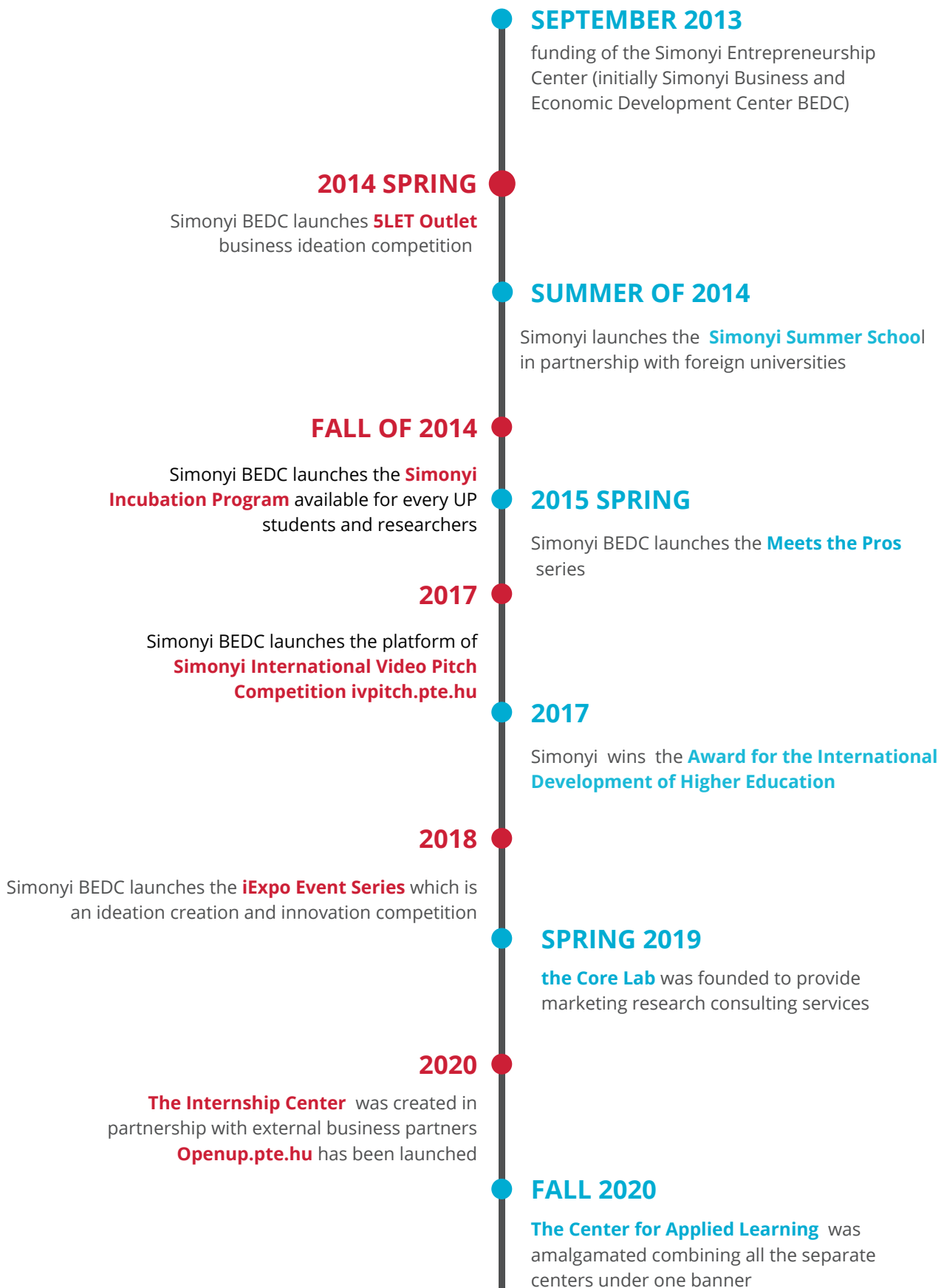
PÉTER NEMÉTH, PHD
THE CORE LAB DIRECTOR

Dorisz oversees the day-to-day operations of the Internship Center. Her activities entail a variety of responsibilities, from keeping in touch with the center's corporate partners and securing new potential collaborations to ensure that the interns improve their professional skills, find value in their work and are able to perform the best they can. Anna is also currently an MSc Enterprise Development and Entrepreneurship and has been extensively involved in the operations of the Simonyi BEDC center prior to being appointed as the coordinator of the Internship Center.

Vivien is running the Simonyi 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





"By interning for Absolvo Consulting at the Internship Center, I have not only learned statistical, mathematical and computational techniques of conducting market research but also gained some insights into business strategies for corporate governance, financial growth and risk management."

Wu Hayou, Student, UP FBE

PROJECTS & PARTNERSHIPS



The Simonyi Summer Entrepreneurship Consulting 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 continue working on social issues.

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 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 on a 1m x 0.7m board that showcases their winning idea. Experts go around the room listening to student presentations/pitches, interacting with students, and award tokens to each project. The project with the most tokens wins cash 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"; or Biomed. 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. There is nothing that could hinder your creativity!



The Simonyi International Video Pitch Competition is an online pitch competition. The competition was launched by the Simonyi Business and Economic Development Center and the Ohio University Entrepreneurship Center in 2013. The aim of the competition was to create a link between the Ohio and Simonyi Entrepreneurial Ecosystems in order to inspire common, transatlantic entrepreneurial activity. Now 11 partner institutions from 6 different countries are involved in the competition and help with the expansion and effective operation of the ecosystem. Students participating in the competition have an opportunity to share their ideas and gain international recognition and success. Videos are assessed by an international jury whose members draw up suggestions for teams in order to make projects more successful in the future.



The Simonyi Incubation program is a 15 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 are 2 Pitch competitions during the Simonyi Incubation Program.

The idea owners present their projects in 2 minutes in front of a panel. The panel consists of venture capitalists, regional entrepreneurs, speakers of the Simonyi Meets the Pros event, and professors. The Simonyi Pre-Pitch is held on the 10th or 11th week of every semester. The idea owners present their ideas which are assessed by the panel who give them advice in order to improve the ideas. 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 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.



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 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.



"We could experience what it's like to research in a real market situation, but we could also experience what it's like when things don't happen the way we planned.

It's hard to reconcile every little detail to get a measurable result at the end. Nevertheless, eye tracking is a really useful tool and I'm glad to see it work."



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 -

800

800 students reached through events

100

100 events hosted

12

12 unique programs

130

130 avg students attendance per event

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).





"The Simonyi BEDC events I attended have turned into meaningful experiences for my future. They somehow provided a context for escaping the textbook-centred education and discover the joy of creating something socially valuable together."

Olívia Hende, Simonyi Alumni



GROUNDBREAKING MARKETING TECH

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



the CoRe lab
PÉCSI KÖZGÁZ



the CoRe lab
PÉCSI KÖZGÁZ

PROFILE

Our lab is one of the functional development centers of the Center of Applied Learning of the University of Pécs Faculty of Business and Economics. We aim to apply as many practical marketing related corporate projects as it is possible.

SERVICES

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

PARTNERS

- Crocus Wine
- Spar
- Villány

STATISTICS

97

Screen-based eye tracker tests by students

20

Wearable eye tracker tests by students

5

Corporate and educational presentations

99

Social media followers

CENTER OPERATIONS

The colleagues of the CoRe lab usually participate in scientific and business conferences. In 2019 they gave presentations at the Evolution 2019 and Media Hungary 2019 business conferences. They participated at scientific events such as a workshop for eye-tracking. They also participate at the events of the UP Faculty of Business and Economics to increase the awareness of our Centre among students and colleagues as well.

Research projects include:

- In-store eye tracking study in a retail store
- Online survey: Stories by Sign focus group discussions in electric car topic
- Quantitative advertising design study





"It was interesting for me to work on a real problem and I am very happy to have been able to try eye-tracking. I think it's a useful method because after a few minutes most of the participants even forgot to wear the glasses and they really behaved like they usually do. It upset me a bit that things didn't go all the way originally planned, but you also have to be able to adapt to that."



Dobay Péter
2002 - 2005

egyetemi tanár
dékán

- A JATE matematika-fizika szakán szerzett oklevelet 1972-ben.
- 1974-ben egyetemi doktori címet, 1989-ben kandidátusi címet szerzett, 1999-ben habilitált.
- 1972-től dolgozik az intézményben.
- 2002-2005 között a kar dékánja.
- Kutatási területe a vállalati működés, az irrodaszervezés és a statisztika.

„Nem voltam túlzottan lelkes, de látszott békés menetben haladok. Úgy gondoltam, a pályámon először egyetemisták, majd a régió egyetemén, majd a közgazdasági felsőoktatás minőségéről, az intézmény szintjén megjelenő BSC, hogy ki kell nyitni a KTK-t. („Docendo discimus” a kézikönyv a KTK 35 éves évfordulójára.)

ON-CAMPUS STUDENT CONSULTING HUB

Developing professional consulting skills set right here on campus whilst working on real life business projects with partnering companies.





Internship Center

PROFILE

The Internship Center provides on-campus working experience for students through multiple internship programs designed in collaboration with our corporate partners. The application and onboarding of students occurs at the beginning of each semester. Students undergo interviews with the aim of giving them a real-life experience that will help them in the job market when applying for jobs after their studies.

SERVICES

- Branding and Development
- Commercial Architecture
- Landscape Architecture
- Interior Design

PARTNERS

- Absolvo Consulting
- Törkeportál
- Global Investment Bank
- Morgan Stanley

STATISTICS

17

Current student interns

10

Countries our interns are from

3

Company partners

145

Social media followers

CENTER OPERATIONS

Students are in constant correspondence with representatives of the partner companies both online and face-to-face, on and off campus. This generates an excellent networking opportunity for the participating students, further increasing their employability while the partner companies gain direct access to a dedicated talent pool. Students also have office spaces on campus, which helps create a focused corporate setting for the student teams to work in.

The intern positions require daily presence in the offices of the Center for Applied Learning outside of regular schooling hours, creating a focused corporate setting for the student teams to work in.



"I used to hear them say Pécs is not Budapest, you cannot do anything here except attending classes and studying, and if you want to acquire work experience you should go to Budapest. And I honestly used to believe so until I heard of the Internship Center at the Faculty of Business and Economics. The Internship Center offers internship programs with big companies. I'm currently doing my internship with a Global Investment Bank."

Shaymaa Alnaji



OPENUP.PTE



PÉCSI TUDOMÁNYEGYETEM
UNIVERSITY OF PÉCS

English ▾

Login

Open up the world of practice

Join now

Projects

Events

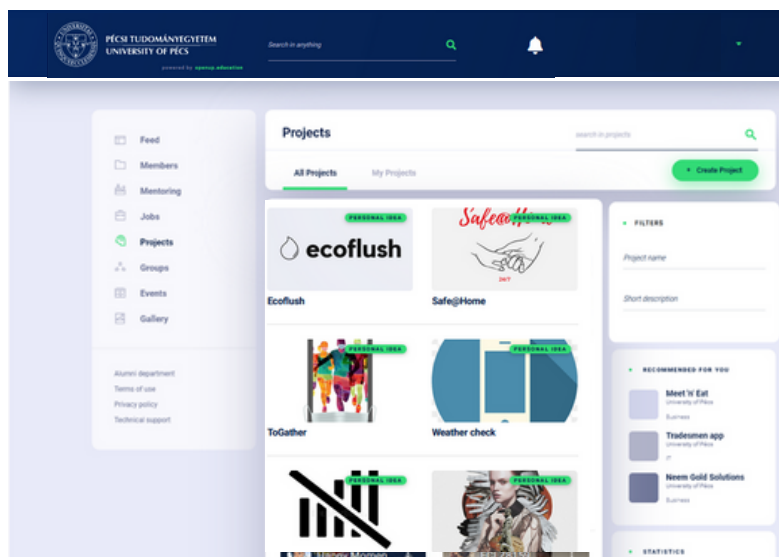
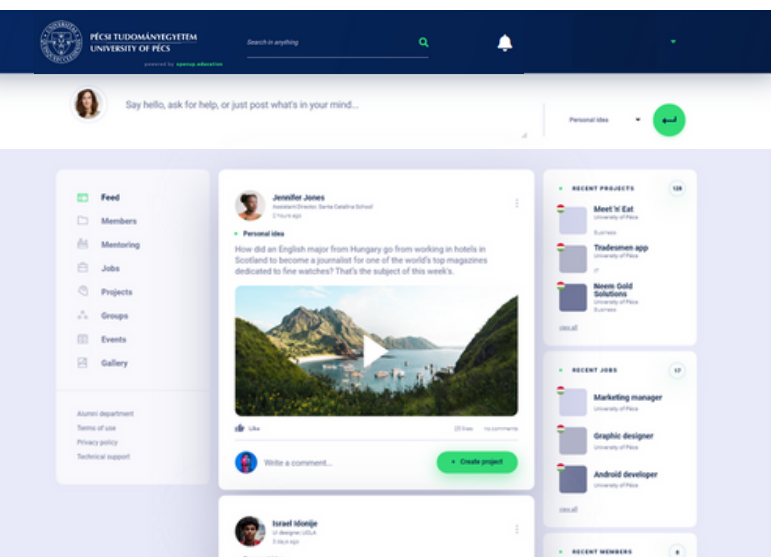
Jobs

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.



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

566

Users

31

Organization

162

Projects

96

Mentors

WORLD OF PRACTICE EVENTS

In 2020/2021 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, and during the fall semester the Innovation Day. At the end of each semester members of the ecosystem do their 2-minute pitches about their idea, business model, corporate project milestone, or even about themselves (iExpo). **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

2020. ősz

World of Practice
eseményorozat

#wopweek

2020. október 26-30.

World of Practice
Vállalati Hét

Project in cooperation with the Faculty of Business Administration

#WOPEVENTS 2020. FALL

#wopevents
2020. őszi



World of Practice

eseménysorozat



Research techniques and current market changes.

2020. november 30. 14:30

A Penny market előadása az
Advanced Marketing Research kurzus
keretében



#wopevents
2020. őszi

World of Practice

eseménysorozat



Kisvállalati pénzügyek

2020. november 24. 11 óra

Rózsahegy Gábor (MÁK) előadása a
Kisvállalati pénzügyek kurzus
keretében



#wopevents
2020. őszi



World of Practice

eseménysorozat



The Neticle Story - How automated text analysis supports data-driven decision making?

2020. november 2. 14:30

Neticle előadása az
Advanced Marketing Research kurzus
keretében



#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



What does a VC look for in a startup project?

2020. október 28. 16 óra

Hiventures képviseletében
Várhelyi Veszna, inkubációs befektetési menedzser
Startup üzletág



#wopweek

2020. október 26-30.



World of Practice Week

Vállalati Hét



Scale up

2020. október 28. 9:30

Hiventures képviseletében
Fabricius-Ferke János



#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



Erőforrás-biztosítás, kiválasztás és szervezeti beillesztés

2020. október 27. 8 óra

Hauni Hungaria képviseletében
Solti Péter



#wopweek

2020. október 26-30.



World of Practice Week

Vállalati Hét



Erőforrás-biztosítás, kiválasztás és szervezeti beillesztés

2020. október 29. 16 óra

Hauni Hungaria képviseletében
Kónya Dániel



#wopevents

2020. őszi

World of Practice

eseménysorozat



fastbreak.one - launch and scale platform ventures

2020. november 11. 9:30

Matthias Walter a
Scaleup Development kurzus
keretében



#WOPEVENTS 2020. FALL

#wopevents
2020. őszi



World of Practice

eseménysorozat



A blokkláncok és a token alapú gazdaság alapjai

2020. november 17. 19:00

Tarcsi Ádám (ELTE) előadása a Fintech kurzus keretében



#wopevents
2020. őszi



World of Practice

eseménysorozat



A Coca-Cola termék és árstratégiája

2020. november 20. 17 óra

Békefi László előadása a Coca-Cola képviseletében

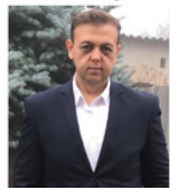


#wopevents
2020. őszi



World of Practice

eseménysorozat



My Agile Way

2020. november 30. 9:30

Deutsche Telekom IT Solutions HU (ITSH) előadása a Termelésmenedzsment kurzus keretében



#wopevents

2020. őszi

World of Practice

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#wopevents

2020. őszi

World of Practice

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#wopevents

2020. őszi

World of Practice

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#wopevents

2020. őszi

World of Practice

eseménysorozat

#wopevents

2020. őszi

World of Practice

eseménysorozat

#WOPWEEK 2020. FALL

#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



Center for Applied Learning
Enter the World of Practice



Online marketing tervezés lépésről-lépésre

2020. október 27. 17:30

RG Stúdió képviselőjében
Müller-Váczi Livia



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



Center for Applied Learning
Enter the World of Practice



Jobb városok kelnek életre

2020. október 26. 13 óra

Lafarge képviselőjében
Zadravec Zsófia



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



Center for Applied Learning
Enter the World of Practice



Go-to-Market stratégiák

2020. október 26. 16 óra

Minner.hu képviselőjében
Mándó Milán



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



Center for Applied Learning
Enter the World of Practice



Budapesti Fesztiválzenekar - a jövő zenekara

2020. október 26. 11 óra

BFZ képviselőjében
Zeller Anna



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2020. október 26-30.

World of Practice Week

Vállalati Hét



Center for Applied Learning
Enter the World of Practice



Startup Marketing

2020. október 27. 9:30

D-TAG képviselőjében
Juan Goncalves



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopweek

2020. október 26-30.

World of P

Vállalati Hét

#wopweek

2020. október 26-30.

World of P

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World of P

Vállalati Hét

#WOPEVENTS 2021. SPRING

#wopevents



Center for Applied Learning
Enter the World of Practice

World of Practice events

Vorobcsuk Zoltán - Webshippy

Guest speaker at the E-commerce course



UNIVERSITY OF PÉCS
Faculty of Business and Economics

#wopevents



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World of Practice events

Péter Heronyányi, Senior Manager at PWC held a guest lecture at the Applied Venture course.



PÉCSI TUDOMÁNYEGYETEM
Közgazdaságtudományi Kar

#wopevents



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World of Practice events

Dragoslav Jozic, Global Business Development Director - BU Coffee at Philips

Guest speaker at the Global marketing course



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World of Practice eseménysorozat

Projektmenedzsment fontossága a vállalati életben
Svábis András - Head of IT & Digital Group Business Solutions
MOL Csoport

2021. február 23. 09:00-10:15

Előadás a Projektmenedzsment és csoportmunka számítógépes támogatása kurzus keretében.



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Circular Economy at Tettye Forrásház Zrt.
Brandstätter Gábor - Chief Executive Officer



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Automation in Accounting BPO

Sólyom Attila - Process Optimisation Consultant

2021. április 15. 17:30

A Process Solutions előadása a
Kontrolling kurzus keretében



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Közgazdaságtudományi Kar

#wopevents



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World of Practice eseménysorozat

Papp Eszter

Mórág Lovarda és Völgység Lovas Egyesület

2021. április 20. 08:00-09:15

Előadás a Kisvállalkozás menedzsment
kurzus keretében



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Lafarge Circular Economy

Zsannett Mayer - Geocycle Manager at Lafarge Cement
Magyarország Kft.

12th March, 2021 09:30-10:45

Course: Natural resource economics,
Environmental economics



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A koronavírus makrogazdasági következményei

Balatoni András - MNB, Közgazdasági Előrejelzés és Elemzés Igazgatóság
2021. május 4. 11:00-12:15

Közgazdaságtan kurzus



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Content marketing and luxury watches

Balázs Ferenczi - Content Marketing Manager at Chrono24

14th April, 2021 08:00-09:15

Course: Introduction to marketing



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Creativity in Advertising – how award winning advertising campaigns are born

Ali Rez - Regional Executive Creative Director - Impact BBDO Middle East and Pakistan

February 25, 2021 11:00-12:00



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#WOPWEEK 2021. SPRING

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World of Practice week



Felelős és fenntartható vállalatok és kommunikációjuk

Pogány Éda - Head External Communications & Campaigns EAME, Syngenta

2021. március 24. 16:00-17:00

Előadás a Nemzetközi üzlet kurzus keretében



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Közgazdaságtudományi Kar

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Hattyú, Biznisz, Híd, Kristálygömb... de mi köze ennek a HR-hez és a talent rendszerekhez?

Handó Eszter - Katica Tanya

2021. március 23. 11:00-12:15

Előadás az Emberi Erőforrás Menedzsment Rendszerek és alkalmazások kurzus keretében



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A kávé Netflix: KoffeinBox, egy kávé startup digitális márkaépítése

Bartók Márk - KoffeinBox

2021. március 23. 16:00-17:15

Előadás a KKV marketing kurzus keretében



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International Brand Manager

Tibor Pál - Head of Marketing and Communication at University of Pécs, Medical School

24th March, 2021 11:00-12:15

Course: Introduction to Management



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FMCG multis in Hungary and in the world

András Palkó - Operational Marketing Director at Coca-Cola HBC

24th March, 2021 08:00-09:15

Course: Introduction to Marketing



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#SIMONYIHACKATHON EXPERTS AND MENTORS



ZSOLDOS Albin
IT menedzser

ZSŰRI, Körber



ZALAY Buda
Production segment leader

SAKÉRTŐ, KÖRBER



WÉBER Attila
IT Business Partner junior

SAKÉRTŐ, KÖRBER



LENGYEL Zsigmond
SAP Consultant / IT Business Partner

SAKÉRTŐ, Körber



PÁL Tibor
Marketing és Kommunikáció Osztályvezető

ZSŰRI, PTE Általános Orvostudományi Kar



HORVÁTH Róbert
IT Business Partner junior

SAKÉRTŐ, KÖRBER



Dr. KOVÁCS Éva
adjunktus, kommunikációs szakértő

SAKÉRTŐ, PTE Műszaki és Informatikai Kar



HOFFMANN Tamás
Ügyvezető Igazgató

ZSŰRI, Lafarge



#SIMONYIHACKATHON EXPERTS AND MENTORS



TÓTH-PAJOR Ákos
tanársegéd

MENTOR, PTE Közgazdaságtudományi Kar



RÁDÓCZY Klaudia
tanársegéd

MENTOR, PTE Közgazdaságtudományi Kar



Dr. SIPOS Norbert
adjunktus, Tehetségpont szakmai vezető

MENTOR, PTE Közgazdaságtudományi Kar



Dr. HORNYÁK Miklós
adjunktus, Big data szakértő

MENTOR, PTE Közgazdaságtudományi Kar



CZIGLERNÉ ERB Edina

MENTOR, PTE Közgazdaságtudományi Kar



Dr. HAUCK Zsuzsanna
adjunktus, termelésmenedzsment szakértő

SZAKÉRTŐ, PTE Közgazdaságtudományi Kar



#SIMONYIFINALPITCH THE PANEL



Kuczkó Anikó
startup koordinátor
INPUT Program



2020. november 30. 16:00



Dr. Kristóf Péter
ExO Ambassador
innováció menedzser szakember



2020. november 30. 16:00



Várhelyi Veszna
befektetési menedzser
Hiventures Zrt.



2020. november 30. 16:00



Hoffmann Tamás
CEO
LAFARGE Cement Magyarország Kft.



2020. november 30. 16:00



Pál Tibor
osztályvezető
PTE ÁOK PR és Kommunikációs Iroda



2020. november 30. 16:00

Final PITCH
2020. november 30. 16:00

Final PITCH
2020. november 30. 16:00

Final PITCH
2020. november 30. 16:00

#INNOVATIONDAY ROUND TABLE



PTE INNOVÁCIÓS NAP



2020. november 30.

Dr. Szűcs Krisztián

Az adat az új olaj? (Panelbeszélgetés)



PTE INNOVÁCIÓS NAP



2020. november 30.

Dr. Harmouches Ahmed

Az adat az új olaj? (Panelbeszélgetés)



PTE INNOVÁCIÓS NAP



2020. november 30.

Dr. Lóránd Balázs

Mesterséges intelligencia a balesetmentes közlekedésért



PTE INNOVÁCIÓS NAP



2020. november 30.



PTE INNOVÁCIÓS NAP



2020. november 30.



PTE INNOVÁCIÓS NAP



2020. november 30.



PTE INNOVÁCIÓS NAP



2020. november 30.



PTE INNOVÁCIÓS NAP



2020. november 30.

#WHATAYEAR



HAUNI DIGITALIZÁCIÓS VERSENY

Részletek: openup.pte.hu



**VALIDÁCIÓS
ESZKÖZÖK ÉS
MEGOLDÁSOK**

STARTUP TRÉNING SOROZAT
PÉCS



PTE INNOVÁCIÓS NAP

2020. november 30.



Pécsi Tudományegyetem
Kutatásfejlesztési és Technológiai Innovációs Központ



AZ NKFI ALAPBÓL
MEGVALÓSULÓ
PROJEKT

#WHATAYEAR



SIMONYI HACKATHON 2021

inspired by Körber



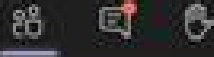
simonyi BEDC
VÁLLALKODÁSFEJLESZTÉSI KÖZPONT
PÉCSI TUDOMÁNYEGYETEM



#WHATAYEAR

Simonyi Final Pitch

32:45



+71

AA



DZ

F



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2020. október 26-30.

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SIMONYI INKUBÁCIÓS PROGRAM 2021

Tavaszi

✉ simonyibedc@ktk.pte.hu

📷 simonyibedc

📘 simonyibedc

Jelentkezz regisztráld februárban



simonyi
VÁLLALKODÁSFEJLESZTŐ
PÉCSI TUDOMÁNYEGYETEM



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HIVEN



#WHATAYEAR



A Hackathont meleg szívvel ajánlanám bárkinek, aki érdeklődik a startupok, azok működése vagy a háttér megismerés módszerek iránt. Intenzív csapatmunkára kínál lehetőséget, ami kellemes időtöltést eredményez."

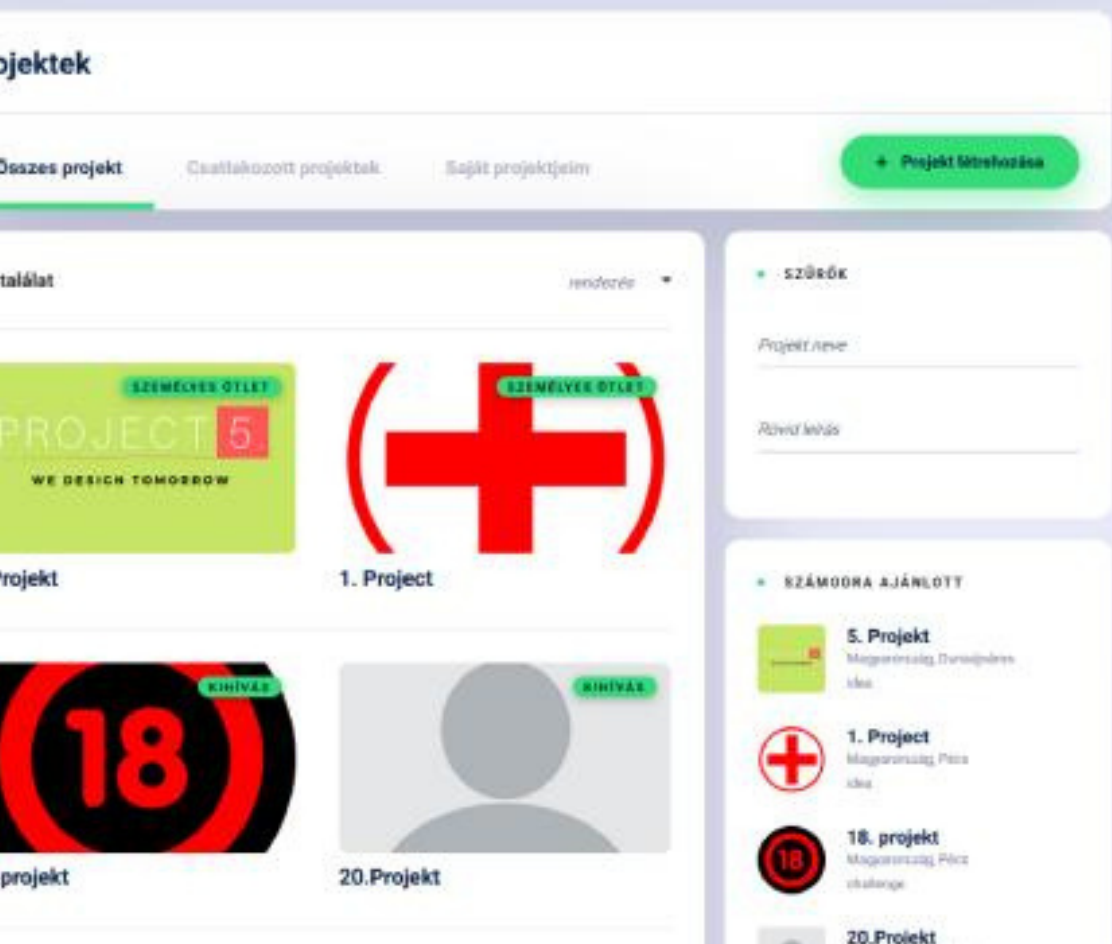


saját Sales stratégia elkészítésében nyújtottunk segítséget. Köszönjük előadóink, Orvos György, Egyed Gergő, Flórika András és Galgóczi Gábor izgalmas prezentációit.

#cal #inputprogram #pécsiközgáz #salestréning



Sales tréning sorozat
KÖSZÖNJÜK!



#WHATAYEAR



Hack4Health - International Hackathon



Create innovative solutions to pro
global issues related to the United N
Good Health and Wellbeing Susta
Development Goal

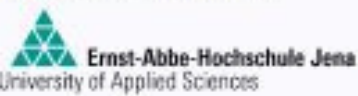
INTENSIVE COURSE ABOUT IDEATION AND BUSINESS CONCEPT


16 April 2021

Application deadline: 9 April 2021


Place: Hack4Health powered by Openup.education di

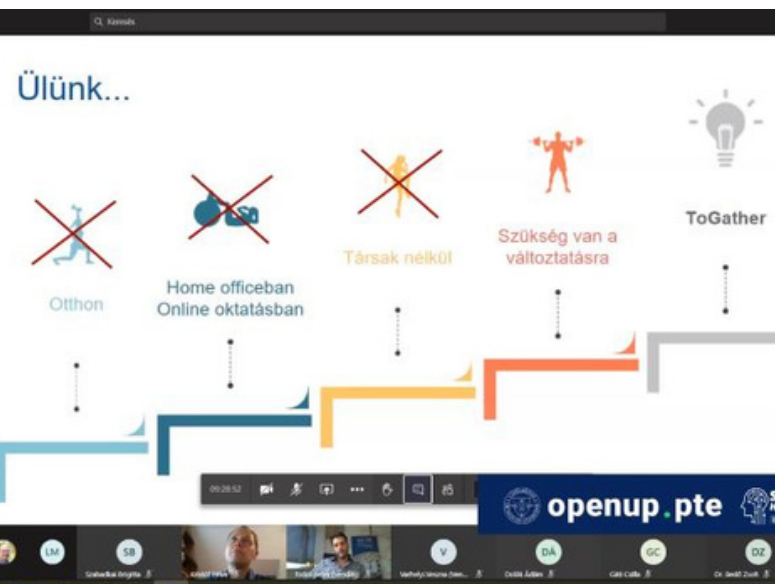
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 <http://openup.education/>

 info@openup.education

 Openup.education



1 Day
8.5 Working Hours
510 min experimental learning

41 Student applicants

13 Ideas

13 Experts

12 Organizations

6 Countries

19 Mentors

13 Experts

In partnership with

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[HTTPS://CAL.KTK.PTE.HU/](https://cal.ktk.pte.hu/)**

OFFICE NO 432

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

EMAIL: CAL@PTE.HU



2021/2022

SEPTEMBER 24TH 2021
SIMONYI
HACKATHON

OCTOBER 2021
WORLD OF PRACTICE
WEEK

NOVEMBER 2021
INTERNATIONAL
HACKATHON



CALENDAR 2021/2022

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