



UNIVERSITY OF PÉCS  
Faculty of Business and Economics

# International Teaching Week 2024 in Pécs

## DIGITALISATION AND AI

### Call for application



## International Teaching Week (ITW) in the University of Pécs Faculty of Business and Economics

### Call for Application

University of Pécs Faculty of Business and Economics (UPFBE) has the pleasure of inviting you to join the 8th International Teaching Week from 8th to 12th April 2024.

In terms of teaching, we focus on bringing a broader scope of Digitalisation and AI aspects into the classroom and being current in educational methodology by gathering good practices from around the world.

At the same time, we are eager to increase the openness of our research activities, including the economic, social and environmental utilisation of our research output through cooperation with our partner institutions. To strengthen our integration into the international research community, the workshops during the ITW will focus on relevant topics for our research agenda, which may attract complementary interests from our partners.

These are the topics we are going to talk about with you if you join us this April for our 8th International Teaching Week at the University of Pécs, Faculty of Business and Economics.

See you soon!

#### **1. The use of artificial intelligence in education (Zoltán Vörös, Dombi Judit, Fodorné Tóth Krisztina, Egervári Dóra)**

How can the existing platforms and tools enhance the ease and effectiveness of education? This workshop will consist of alternating theoretical and practical sessions, during which participants will acquire knowledge on the most significant applications of AI in higher education and their potential implementation in educational settings.

#### **2. The growing role of artificial intelligence and digitalisation in information retrieval (Péter Németh)**

The workshop will focus on the role of the rise of digitalisation and artificial intelligence in information gathering and processing. In this context, the workshop will discuss new trends and phenomena that have emerged recently and have an impact on the collection and evaluation of information. Academic and market research solutions will also be brought into focus.

**Apart from giving guest lectures, participants are kindly asked to attend the workshops and share their own experiences.**

**We are pleased to invite faculty members from your institution to deliver a guest lecture(s) in at least two courses. The expectation is 4 hours (2x75 minutes) per participant.**

### BSc courses:

- Advertising and Sales Promotion
- Banking and Finance
- Business Simulation Workshop
- Case Studies in Tourism Marketing
- Consumer Behaviour
- Corporate Finance
- Cultural and Heritage Tourism
- Development of Soft Skills Competencies
- Environmental Economics
- Financial Accounting
- Human Resource Management
- International Business Challenge
- International Career management
- International Economics
- Introduction to Management
- Introduction to Social Sciences
- Investments
- Lodging and Hotel Management
- Macroeconomics
- Marketing Research
- Natural Resource Economics and CSR
- Operations Management
- Probability and Statistics
- Regional Economics
- Tour Operation and Event Organisation
- Tourism Management

### MSc courses:

- Advanced Business Simulation
- Advanced Communication for Leaders
- Business Ethics and CSR
- Corporate Entrepreneurship
- Economics
- Entrepreneurship Theory and Practice
- Global Marketing (Management)
- Knowledge and Talent Management
- Leadership & Advanced Organizational Behaviour
- Leadership and International Management
- Marketing Analysis and Planning
- Negotiations
- Services Marketing and Management
- Social Entrepreneurship
- Strategic Marketing
- Theories and Practice of Innovation
- Tutorial: Startup Lab

Applications can be submitted electronically at <https://ktk.pte.hu/en/oktatas/nemzetkozi-programok/international-teaching-week>

Applications are expected until **10th March 2024.**

Selected applicants will be announced by **11th March 2024.**

We foresee a maximum of two people representing the same institution.

The "International Teaching Week" will be financed by Teaching Staff Mobility under Erasmus+ or by other financial means by your home university.

The University of Pécs Faculty of Business and Economics is pleased to cover the cost of the official and semi-official programs related to the event (city tour, gala dinner, coffee breaks, and Hungarian crash course).



Further information:

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