

# Student communication, conduct and information protocol

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*University of Pécs Faculty of Business and Economics*

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*The aim of the following document is to help the students in the School to use appropriate communication. The protocol helps students to learn how to communicate appropriately in person and electronically in the university environment.*

## 1. Basic principles

The students of the University of Pécs Faculty of Business and Economics are full members of the UPFBE community. As a part of this community, it is of utmost importance that they take into account the principles of the University of Pécs Handbook of Communication and Conduct in all their communications.

In accordance with the above document, the School aims to ensure that the communication and behaviour of students reflect the fundamental style and values of the University, which are the following:

- tradition, heritage,
- determination
- outward and committed unity,
- employee cooperation, mutual respect,
- striving for innovation,
- emphasising the positive,
- helping others,
- strengthening the collective interest.

## 2. Naming, branding, visual identity and content guidelines

*The name of the School may be used the following forms:*

- **University of Pécs Faculty of Business and Economics** - official communication, press releases, written or oral communication with external parties
- **UPFBE** - in internal communication within the faculty or the university, or where the abbreviation is appropriate (e.g. in the case of video interviews),

## 3. Communication

Efficiency is a key element in the functioning of the School. In order to maintain and further improve this quality, it is important that students are able to communicate in the most appropriate way with the management and faculty, whether in person or in writing.

### 3.1 Internal communication

The principles of internal communication at UPFBE, in line with the university principles, are as follows:

- In both verbal and written communication, **maximum respect should be shown** to the other party, regardless of their position in the hierarchy.
- In communication, **professional accuracy and integrity** should be sought as much as possible.
- **Problem-solving thinking** should be the primary goal.
- **Cooperation** is a fundamental aim of communication and is of paramount importance in any conflict situation.
- Even in the case of hierarchical differences, **maximum courtesy and elementary respect** is expected from each party towards the other.

The above principles apply to both oral (in person and telephone) and written (paper and electronic) communication.

### 3.2 Communication by e-mail

A significant part of the internal communication of the UPFBE takes place via e-mail. When communicating by e-mail, students are expected to comply with the following principles:

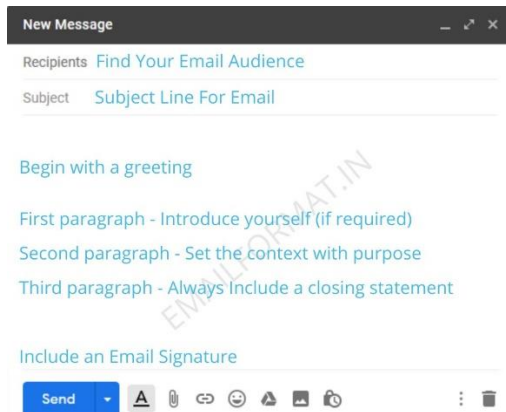
- When exchanging e-mails with lecturers, a **formal correspondence style** (use of appropriate formal elements and objective wording, avoiding emoticons and confidentiality) is expected. Within the School, a more informal style is allowed, taking into account the principles of formal communication, but **the position of the sender and receiver in the hierarchy** must be taken into account when exchanging correspondence.

- The **subject of the e-mail** should be as short as possible, about **3-4 words**, and should be to the point.
- The text of the e-mail should always include the basic courtesies, even for short information messages: greeting and/or address by name or title, goodbye, signature. To help with this, you will find a list of all lecturers on the faculty website under the "Lecturers" tab, with their full name, title, e-mail address and a description of their work.

#### Formulas and vocabulary to avoid when writing e-mails

- Improper addressing of instructors (e.g.: Hello!)
- Objectionable content (irrelevant topic, disrespectful language, etc.)
- Frivolous email address (e.g.: yoda81@gmail.com)
- Use of emojis, emoticons
- Long subject
- Spelling errors, lack of punctuation and punctuation marks
- Friendly tone
- Inappropriate goodbye
- Lack of signature and contact details

#### *Example of correct email writing:*



## 4. Academic Information

Official study information for students can be found on the NEPTUN system. Knowledge of the information posted on the NEPTUN interface and in the NEPTUN messages is an essential expectation for the student.

Another important information point is the student sub-page of the UPFBE website ([ktk.pte.hu/en/students](http://ktk.pte.hu/en/students)).

Other student announcements (applications, School programmes, etc.) can be found on Facebook ([www.facebook.com/studybusinesspecs](http://www.facebook.com/studybusinesspecs)) and Instagram pages

([instagram.com/studybusinesspecs/](https://www.instagram.com/studybusinesspecs/)), while for current internship announcements and job vacancies, please visit [openup.pte.hu](https://openup.pte.hu).

For any questions on which students cannot find information on the above mentioned platforms, they should contact the Study Department. Assistance can be requested from the **Study Department** in person at the University, by e-mail or by telephone. They will be able to help you with any queries regarding your studies. This could be a change of course, credit transfer, scholarships or if you have a problem within the Neptun system.

E-mail: [to@ktk.pte.hu](mailto:to@ktk.pte.hu)

Telefon: (72) 501 599

## 5. Student representation, recreational programmes

The Student Union is a student group that works to make students' everyday lives as varied and easy as possible. If you have any questions about student life, programmes or educational matters at UPFBE, the Student Union will help you.

E-mail: [pecsikozgazhot@gmail.com](mailto:pecsikozgazhot@gmail.com)

FB: <https://www.facebook.com/pecsikozgazhot>

Instagram: <https://www.instagram.com/pecsikozgazhot>

## 6. Media and press communication

Fundamental principles

Fair, informed and diverse communication with the media, in line with the spirit of the UPFBE, is a priority, as set out in the [PTE Media Code](#). All students and student organisations of the University should strive for maximum compliance with the PTE Media Code.

**Contact with the press**

*1. Statements*

- A student of the UPFBE has the right to make statements on issues concerning him/her (e.g. student life, academic competitions, awards, honours, student organisations, etc.) In the case of press inquiries (written, audio and video) (if the statement is made as a student of the UPFBE and not as a private person), the person making the statement **must comply with the University's principles** and must act in accordance with the following:
  - The declarant is **fully responsible** for the content of his/her declaration.
  - In all declarations, care must be taken to ensure that the University and its departments are **clearly identified**.

## 2. *Press statement, principles of disclosure*

All University citizens have a duty to protect the reputation of the University in their dealings with the press and to respect the principles of professional secrecy and loyalty.

- Internal University information may not be released or published to the media without permission. Such information shall be deemed to contravene the prohibitions of Section 3(1) of Act II of 1986, or to be in breach of any public, official, commercial or private secret.
- Disciplinary action shall be taken against a university citizen who violates the provisions of the media code.

## 3. *Faculty Surfaces:*

- a) **Website and related subpages** [www.ktk.pte.hu/en](http://www.ktk.pte.hu/en)
- b) **Facebook** <https://www.facebook.com/studynusinesspecs/>
- c) **Instagram** <https://www.instagram.com/studynusinesspecs/>
- d) **Youtube** <https://www.youtube.com/user/studynusinesspecs/>
- e) **Tiktok** <https://www.tiktok.com/@studynusinesspecs/>
- f) **Linkedin** <https://www.linkedin.com/school/university-of-pecs-faculty-of-businessand-economics/>
- g) **PTE online interfaces, university media** [www.pte.hu/en](http://www.pte.hu/en)
- h) **UNIV TV** <https://univtv.pte.hu/> and <https://www.youtube.com/user/PTE1367>
- i) **UNIV Pécs University newspaper and magazine** <https://univpecs.com/>

The placement of news information can be initiated by the students by contacting the Head of the Marketing Office of UPFBE.

## 4. *Display permit and poster display*

Television companies and other external parties may only record images and sound on the entire University campus, including the campus of UPFBE, if they have a valid filming permit.

- Filming permits may be issued for the entire University by the Rector, the Secretary General of the University, the designated Deputy Rector and the Press Secretary, or the Dean of UPFBE. This can be done by e-mail or in writing.
- The Head of the Marketing Office of UPFBE is responsible for the coordination of filming and must also be requested to obtain a filming permit.

Paper or digital posters can also be displayed, for which the permission is granted by the Faculty Director of UPFBE and coordinated by the Marketing Office.

## 7. Code of conduct

Expected student behaviour on the School campus is as follows:

- **Respect** our instructors on campus.
- In everyday life, this can be expressed in the hallway, when entering a classroom or even in the courtyard by **greeting the instructor**. This should always be respectful and rather formal in tone, unless the instructor allows a more friendly, 'first name' format.
- **On-time arrival** at class is expected from both the student and the instructor.
- Lectures **should not be disrupted** by loud talking or other noisy activities or inappropriate behaviour.
- It is **not appropriate to eat** in class.
- **Active participation** and a problem-solving approach are expected in group work.
- **Dress appropriate on the University premises:** for example, skirts that are too short, strapless, torn, dirty, non-street clothing (e.g. beach slippers, bathrobes) should be avoided.
- **Littering and vandalism** on the university premises (including classrooms) is **prohibited**.