UNIVERSITY OF PÉCS FACULTY OF BUSINESS AND ECONOMICS



UNIVERSITY OF PÉCS Faculty of Business and Economics







UNIVERSITY OF PÉCS Faculty of Business and Economics UNIVERSITY OF PECS

"the first university of Hungary"

- Pécs has been an educational center for centuries since King Louis the Great founded the first Hungarian university in this beautiful city in 1367.
- Currently, the University has 10 faculties offering a wide range of opportunities for study to its approximately 20,000 students.



UNIVERSITY OF PECS

- One of the main strategic goals of the University of Pécs is to create an invigorate a truly international university.
- We continuously strive to facilitate highvalue opportunities for lecturers and students to conduct research and obtain higher education experiences in international environments all over the world.
- Our objective is to expand student and staff mobility, develop and enhance international teaching and research partnerships.



TRADITION AND INNOVATION



THE ESSENCE OF THE UNIVERSITY OF PÉCS



BE LARGER THAN LIFE – MODERN CITIES PROGRAMME



Location of the campus







UNIVERSITY OF PÉCS Faculty of Business and Economics



HUNGARY

The culinary delights and the hospitality of Hungarians, together with the excellent wines, have a magnificent world-wide reputation. These, together with the rich cultural heritage in the arts, literature and music, in the achievements in the sciences and sport, make Hungary a very special place to visit.





PÉCS

- Pécs is truly a city of culture with its two-thousand-year-long history, at the foot of the Mecsek hills
- The town is a university centre
- "European Capital of Culture 2010"



UNIVERSITY OF PÉCS IN NUMBERS

More than

education

30 years⁷ experience in international

More than **800**

international students received Stipendium Hungaricum Scholarship

650 years of foundation More than

full and several short training program in English

More than **4500**

international students

20.000

enrolled students

UP belongs to the leading

3,**6%** of international higher education institutions worldwide

Ranked among **TOP3** Hungarian universities

More than

114

sending countries

FACULTIES

- Faculty of Business and Economics
- Faculty of Cultural Sciences, Education and Regional Development
- Faculty of Engineering and Information Technology
- Faculty of Health Sciences
- Faculty of Humanities
- Faculty of Law
- Faculty of Music and Arts
- Faculty of Pharmacy
- Faculty of Sciences
- Medical School





STUDENT LIFE AT OUR UNIVERSITY

The splendid university life is guaranteed by a wide range of services International Spring

- PEN Festival
- Dancing University
- Leisure time sporting activities



Student life at our University



University of Pécs Faculty of Business and Economics



UNIVERSITY OF PÉCS Faculty of Business and Economics

OUR SCHOOL

- founded in 1970, significant actor of the Hungarian business education
- outstanding recognition in education and in research
- continuous quality improvement is one of the main strategic goals of our school
- we provide international experience for our students to be prepared for their international career perspectives
- well-maintained facilities with central location





Our VISION is to become an inspiring, globally recognised community of business professionals, which inspires its members throughout their professional lives to bring relevant impacts to the local socio-economic environment.



OUR MISSION

Our MISSION is to inspire people to achieve their best by delivering highquality business education in a student-centred, global environment. It is committed to building a higher education institution that supports all its stakeholders in achieving the best they can in their business life.



OUR VALUES

V1| Respect

the School respects individual and collective performance, motivating and supporting careers and wellbeing of its stakeholders

V2| Flexibility

the School operates in a rapidly changing environment and so are its stakeholders, in which flexibility and innovative attitude is considered to be a key success factor

V3| Stability

UPFBE is a 50-year-old school with experience and knowledge inherited and further developed by generations, which is committed to providing a stable background to its stakeholders

V4| Sensitivity

openness of the community towards the individual, the environment and general social issues is a characteristic the School can be proud of, and due to which the School can be an open-minded, friendly place.

OUR FACULTY IN NUMBERS











Rankings

- Among the top schools in the official national rankings.
- According to a prominent national ranking by the business magazine HVG, in the past 5 years the School has been among the top 5 teaching Business and Economics out of more than 150 Hungarian schools in many fields of study.
- More specifically, the HVG ranking evaluated the School in 2019 as the 3rd best institution among 37 Hungarian schools teaching business and economics, listed just after Corvinus Business School (the main national competitor) and Debrecen University's Faculty of Business and Economics.



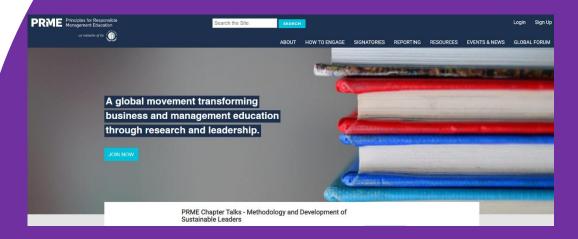
MEMBERSHIPS

PRME Principles for Responsible Management Education

an initiative of the United Nations Global Compact



European Foundation for Management Development membership





STRATEGIC PARTNERSHIPS



ACCREDITED PARTNERSCHOOLS

- Katholieke Universiteit Leuven
- University of Zagreb
- University of Economics Prague
- University of Jyvaskyla
- University of Vaasa
- Kedge Business School
- Burgundy School of Business/Groupe Esc Dijon
- Université Jean Moulin Lyon 3
- Ecole Superieure De Commerce De Montpellier
- University of Groningen
- Tilburg University
- BI Norwegian School of Management
- University ofLjubljana
- Sheffield University
- SolBridge University
- University of Victoria
- Ohio University
- University of North Florida
- Washington State University





INTERNATIONALISATION

- Visiting Scholar Program (VSP)
- International Teaching Week (ITW)
- Joint scientific conferences (Ohio University),
- Running joint courses (Arnhem Business School),
- Joint field schools (Capilano University, Ohio University and Nanjing Audit University)
- Erasmus
- Internationalisation at home activities



WORLD OF PRACTICE

- strategic partners involve in curriculum development
- partners supporting networking activities
- partners providing professional experience
- A week where practice meets theory, where students meet customers, companies and entrepreneurs
- informative lectures and classes for students from company representatives



ACADEMIC EXCELLENCE

Members of the teaching staff have both practical experience and highly specialized knowledge in their research field.

 Quality-driven business education based on academic research and professional insights.

Honorary Doctors of the Faculty:

- Charles Simonyi (the developer of MS Excel applications)
- Professor Peter Lorange (President of IMD, Lausanne and holder of the Nestlé Chair at thatinstitution),
- Francis Aguilar, Professor at the Harvard Business School,
- Gunter Pauli, world famous advocate of the blue economy concept.



RESEARCH EXCELLENCE CENTERS

There are three renowned research excellence centers at the Faculty

Regional Innovation and Entrepreneurship Research Center

RIERC conducts research in regional innovation, entrepreneurship, development policy impact modeling and applies research results in specific regional development policy analyses.

Center of Excellence of Economic Studies

The center integrates research from several departments of the Faculty. In addition to basic research it, also focuses on applied research in which the knowledge base of the Faculty interacts with local and national economic actors and activities in order to cerate economic and social value.

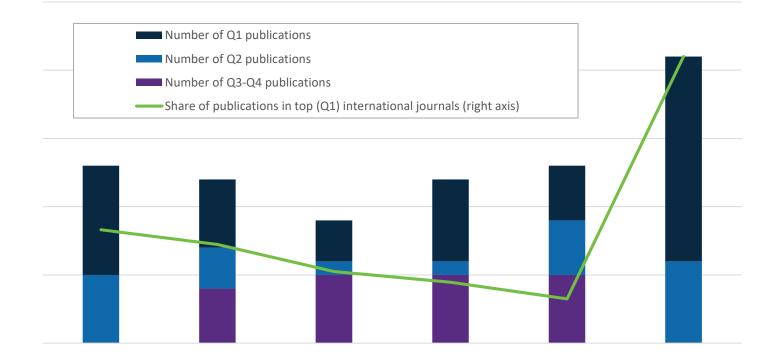
FLOW MaReTeam

The group was established to study the business situation arising from the COVID-19 pandemic. It focuses on the digital/distance forms of education and the actual challenges in home-office employment.





Our Faculty members continuously publish in leading national and international academic journals



ACADEMIC PROGRAMS

Degree and non-degree programs in English

- 2 Undergraduate Programs
- 2 Graduate Programs
- 2 Doctoral Programs
- 3 Certificate Programs

Degree and non-degree programs in Hungarian

- 4 Higher Level Vocational Training
- 7 BSc (undergraduate) Programs
- 7 MSc (graduate) Programs
- 2 PhD (doctoral) Programs
- 9 Executive Education Programs





PROGRAM PORTFOLIO

We are proud of our ability to offer full educational programs in English at Bachelor, Master and Doctoral levels.

- BSc in Business Administration and Management
- BSc in Tourism and Catering
- MSc Management and Leadership
- MSc in Business Development
- IPhD Programme in Business
 Administration
- IPhD Programme in Regional Development

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BSC BUSINESS ADMINISTRATION AND MANAGEMENT



The overall purpose of our programs is to train and educate professionals who can manage ethically, sensitively and holistically in range of organizations in an increasingly global and rapidly changing environment. a graduates are to be found in almost all walks of business, industrial, community- and professional life.



Duration of training: 3.5 years (7 semesters) for the Hungarian National Degree



Turne of trainings full

Intake: Fall



Type of training: full-time study



Application fee: 100 EUR Tuition fee 1 150 EUR (350 000 Ft) / semester (for citizens of EU member states) 3 500 EUR / semester (for non-EU citizens)



Deadline for Application: 30th June



Program structure & student hanbook:

https://ktk.pte.hu/en/students/studies/bachelor-programs/studenthandbooks

Application: https://apply.pte.hu/en_GB/courses/course/213business-administration-and-management-bsc?search=110059

BSC TOURISM AND CATERING



With the acquired economic, business, social sciences, applied methodology and tourism and catering specialised knowledge our graduates will be able to manage the tasks and challenges and the related workflows in a wide range of activities related to tourism and catering. They will be able to reveal and analyse the factors influencing the tourism demand, create an attractive and experience based supply and organise and fulfil the related services activities.



Duration of training:

3+1 years (8 semesters) for the Hungarian National Degree



Intake: Fall



Type of training: full-time study



Application fee: 100 EUR Tuition fee: 1 150 EUR (350 000 Ft) / semester (for citizens of EU member states) 3 000 EUR / semester (for non-EU citizens)



Deadline for Application: 30th June



Program structure & student handbook:

https://ktk.pte.hu/en/students/studies/bachelor-programs/studenthandbooks



Application: <u>https://apply.pte.hu/en_GB/courses/course/408-tourism-and-</u> <u>catering-bsc?search=110059</u>

MSC MANAGEMENT AND LEADERSHIP

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The aim of the program is to prepare students to be managers able to perform effectively in a globally competitive and changing environment and to develop the competence of students in applying business and management skills essential to practicing international management.



Duration of training: 2 years (4 semesters)



Type of training: full-time study

Intake: Spring

Application fee: 100 EUR Tuition fee: 1 300 EUR (400 000 Ft) / semester (for citizens of EU member states) 4 000 EUR / semester for non-EU citizens



Deadline for Application: 31st October



Program structure & student hanbook:

https://ktk.pte.hu/en/students/studies/master-programs/studenthandbooks



Application: <u>https://apply.pte.hu/en_GB/courses/course/216-applied-management-msc</u>



MSC BUSINESS DEVELOPMENT

The aim of the program is to qualify internationally competitive entrepreneurs who are by the end of their studies either capable to start their own thriving enterprise, or to elaborate a development strategy for an existing enterprise and to implement operational tasks.



Duration of training: 2 years (4 semesters)

Intake: Spring

Type of training: full-time study

Application fee: 100 EUR Tuition fee: 1 300 EUR (400 000 Ft) / semester (for citizens of EU member states) 4 000 EUR / semester for non-EU citizens



Deadline for Application: 31th October



Program structure & student handbook:

https://ktk.pte.hu/en/students/studies/master-programs/studenthandbooks



Application: <u>https://apply.pte.hu/en_GB/courses/course/219-enterprise-development-and-entrepreneurship-msc</u>



MASTER OF BUSINESS ADMINISTRATION (MBA) ONLINE PROGRAMME



The programme offers a unique academic experience that is based on professional expertise. It is designed to help you in developing skills that are needed to unfold the full potential in you. Our aim is to train executives and to develop analytic and strategy development skills by the interdisciplinarity and digital participation-based learning.

Duration of training: 4 semesters (can be shortened to 3 semesters)



Intake: Fall&Spring



Type of training: Online, distant learning



Application fee: 100 EUR



Tuition fee: 20 400 EUR for the whole programme



Deadline for Application: 31th October

Programme structure & handbook; requirements, application: ktk.pte.hu/en



BUSINESS Administration



The programme combines the advantages of contact-based and distance-based education, drawing on the contribution of recognized national and international experts.



Duration of training: 4 years (8 semesters)



Intake: Fall



Type of training: full-time study

Application fee: – Tuition fee: 20 000 EUR / program



FS

Deadline for Application: 15th May



Program structure: https://ktk.pte.hu/en/students/studies/phd-

programs/iphd-program-businessadministration/program-structure



Application:

https://apply.pte.hu/en_GB/courses/course/222business-administration-phd



IPHD REGIONAL DEVELOPMENT

The programme is designed to help students acquire the skills and knowledge necessary for writing good quality doctoral dissertations. It supports independent research by providing experienced faculty supervisors and professional feedback at dissertation seminars.



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Duration of training: 4 years (8 semesters)

Intake: Fall





Application fee: – Tuition fee: 20 000 EUR / program



Deadline for Application: 15th May



Program structure:

https://ktk.pte.hu/en/students/studies/phdprograms/iphd-program-regional-development/programstructure



Application:

https://apply.pte.hu/en_GB/courses/course/225-regionaldevelopment-phd



VALIDATED PROGRAMS

Pécs-Middlesex joint degree programs

Our majors offered in the framework of the english language double degree programs are:

 BSc Business Administration and Management in English language



Welcom



Business education has become an increasingly competitive area, for instance nearly 200 business schools operate within Europe. What makes a business training stand out from the rest?

Our Faculty is a member of the European Foundation for Management Development and our BSc in Business Administration and Management program gained EFMD programme accreditation based on a high-quality criteria, deserving of using the brand label: EFMD Accredited.

Our program accreditation is based on five strong pillars, the already mentioned programme label, secondly the global recognition which provides us an international market recognition, thirdly the international benchmarking – by being compared with other institutions and reviewed by an international peer review team.

The forth pillar is the strategic advice and guidance as well as institutional development which guides us for outstanding quality improvement.

And finally we became the part of the international learning community, facilitating the sharing of good practice."



DISTANCE LEARNING PROGRAM

The Faculty also offers its students the opportunity to complete its distance learning BSc and MSc programs run in cooperation with the Fernuniversität Hagen.

Both of these programs are conducted in German and students receive their degrees from both institutions:

- BSc in Business Administration and Economics
- MSc in Business Administration and Economics



SIMONYI SUMMER SOCIAL ENTREPRENEURSHIP PROGRAM

- In collaboration with Ohio University (USA) since 2006
- Focuses on value creation in the regional socio-economic environment of the University of Pecs.
- Students have the opportunity to provide professional support to social entrepreneurship initiatives that can have real social impact in the region.
- Culturally and professionally diverse student groups in a practice oriented, experiential learning context that focuses on real-life projects and project owners in the region.
- Professional mentors assist in imbedding the projects.

SIMONYI SUMPLER SUMPLER SOCIAL PROGRAM



CERTIFICATE PROGRAMS

Certified two-semester-long training programs are designed to give more in-depth information about the specific skills and practical usage opportunities of special fields.

In Entrepeneurship: https://ktk.pte.hu/en/education/ce



in BIO Entrepeneurship: https://ktk.pte.hu/en/education/ce

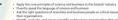


in Data Science and Entrepreneurship: https://ktk.pte.hu/en/education/ce









STUDENT SERVICES

- Orientation Week
- Dining on campus
- Medical service guidance
- Visa services guidance
- Student organisations
- International Office
- Study Department
- Development Centres





INTERNATIONAL OFFICE

The International Office is responsible for implementing the Faculty's international strategy. The office coordinates international student recruitment, incoming and out going student exchanges, as well as teaching mobility, links with universities and other organisations, and assists the organization of international events, be it conferences or short term programs.



KNOWLEDGE CENTRE – LIBRARY

Students and staff of the University can use the majority of library services free of charge after subscribing to any of the faculty libraries or the Central Library.

CENTRE FOR APPLIED LEARNING

- Enable students to work on real-life projects with real clients to enable companies to actively participate in the focused skill development of potential future employees
- Provide the local community surrounding the University with innovative, practical and implementable solutions as the regional development of Pécs and its surrounding areas
- Consists of the Simonyi BEDC Entrepreneurship Center, the CoreLab and the Internship Center. These centers provide a variety of industries and projects that students can get involved in
- Develop the platform openup.pte.hu, an integrated tool for educating via experience while connecting university stakeholders.

"Enter the World of Practice"





TALENT SPOT

The Talent Centre founded in 2014 has a staff really experienced in assisting talents, an extended network of connections and a wide range of services. The Centre is already connected to several student organisations, institutions and mentors working at our Faculty who assist the work of each other and the students.

compe T ence **c** A reer deve L oping E am mentori N g in T ernship work S hop info P oint c O unselling T raining

Developing the competencies of tomorrow"

SIMONYI BEDC ENTREPRENEURSHIP CENTER

"Think outside the box"

- Founded in 2013, linking the academic and the business sector, is to fulfil an "Economic Centre of Gravity" role in the region of South Transdanubia.
- We are a self-sustaining, university driven entrepreneurship ecosystem that allows the interaction of all actors of the socio-economic environment of the region interwoven with the international economic centers of gravity through our communities of practice
- The **main** objectives:
 - Offering degree and non-degree programs in the field of entrepreneurship on the University level
 - Integration practice oriented, action, and transformative learning methods in the curriculum at all levels across disciplines
 - Facilitating interdisciplinary interaction of students and faculty members outside the class to stimulate creative and innovative thinking;
 - Opening the University to all actors of the region by integrating their business and non-business problems into class activities to facilitate co-learning and co-creation;
 - Re-activating Alumni, regional entrepreneurs, businesses in the regional ecosystem by involving them in the framework of a structured mentoring;
 - Empowering students across all disciplines to seek opportunities, organize their professional activities and to come forward with meaningful, high impact initiatives.



the CoRe lab Innovative market research

- UX (user experience)
- Customer experience
- VR technology
- In-store study
- Field observation
- Eye tracking
- Neuromarketing
- Online communities
- Netnography
- Socail media listening
- Mobile qualitative content analysis
- Online focus group discussion



STUDENT ORGANIZATIONS

Besides the smaller, local student groups the biggest European Student Organizations are present in Pécs as well, offering a wide variety of professional and leisure programs for both Hungarian and international students. Student organisations at the Faculty



- Student Union
- AEGEE
- AIESEC
- Nest
- Janus Pannonius College for Advanced Studies
- Karton Network
- Kappa Tau Beta
- Society of Hungarian Economists
- Sportfolio

STUDENT LIFE ON CAMPUS

In addition to the traditional classroom studies, exchange programs, international conferences, field trips and a variety of cultural programs provide students with a huge number of opportunities to achieve something whilst enjoying life to the full.

- Freshmen's Ball
- Octoberfest
- Picnic in May
- Café Mediterran

HOUSING FACILITIES

Dormitory

- 10 dormitories 4 available for international students
- provided for 1st year students for a monthly fee (~130 EUR)
- shared rooms

Alternative accommodation

- private apartment renting
- rental fee: 250–620 EUR/month + utilities
- real estate agencies

2020 OUR JUBLIEE YEAR

Our School celebrates its 50th anniversary in 2020.

We want to celebrate this anniversary with our students, alumni members, colleagues, corporate partners and partner institutions





MEASURE AND PRECAUTION

- We take every necessary measure and precaution to safeguard the health of university students, lecturers, and staff as well as the citizens of Pécs.
- Administrative process of admission to the university of Pécs continues despite the COVID-19 virus alert.
- We are accepting applications for the upcoming academic year (2020/2021).
- We will organise online admission/entrance interviews on Skype
- We are optimistic that the fall semester will start in September as usual

APPLICATION PROCESS AND REQUIRED DOCUMENTS

International applicants use the School's online application platform (https://apply.pte.hu/), through which the application process is the following:

1. The applicant uploads all the required documents on the online application platform:

a copy of valid passport;

a super-legalised copy of the certificate of school leaving examination;

a super-legalised copy of the Transcript of Studies (e.g.: grade report;

a copy of a CEFR B2 level language exam certificate (not older than 2 years) of an internationally recognised language exam;

a copy of a medical certificate in English language that states that the applicant is fit for studies in higher education

a copy of the immunisation card and their English language translation;

a CV and a motivation letter; and other certificates or references.

2. After submitting the documents, applicant receives an official invoice of the application fee;

3. after the payment of the application fee, the uploaded materials are evaluated and a decision is made whether the applicant is eligible or not;

4. an oral interview (personal or online) is scheduled with eligible applicants and carried out by a committee;

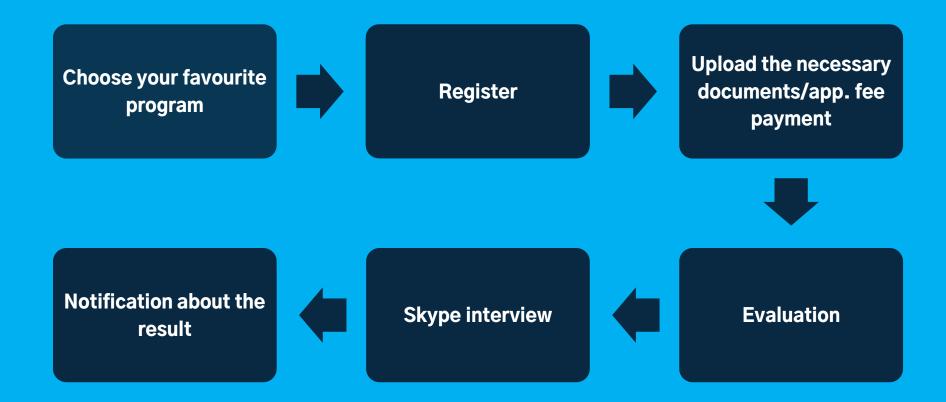
5. based on the applicant's academic qualification, motivation letter and the oral interview a decision is made on acceptance;

6. selected applicants receive an offer invoice of the first semester's tuition fee;

7. accepted students receive their official Letter of Acceptance after paying the tuition fee for the first semester of their studies.

APPLICATION IN A NUTSHELL

Online application system DreamApply! <u>https://apply.pte.hu</u>



<u>Application Guide Step by Step</u> → Youtube

HOW TO APPLY?

Choose your favourite program and click on Apply now!

Register

Apply now! Academic year 2020/21



Application deadline Jun 30, 2020 23:59:59 Europe/Budapest time

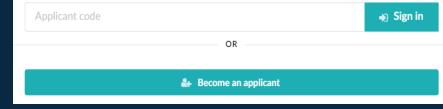


Studies commence Sep 1, 2020

Dear applicant,

In order to gain access to the application system, please provide your secret applicant code.

I forgot my code





Online application system: DreamApply! https://apply.pte.hu

HOW TO APPLY TO THE BSC PROGRAMMES?

Upload the necessary documents/app. fee payment

- a valid passport;
- a high school leaving certificate and a certified translation into English,
- transcript of results of the completed high school program and its certified English translation
- a certificate of proficiency in English of no older than 2 years, on at least a CEFR level B2 (TOEFL/IELTS/Cambridge/ECL/TELC/Euroexam) more information on our website; or a certificate proving that the language of instruction was English during the undergraduate/graduate studies
- the official medical certificate in English stating that the applicant has received the required vaccines and is free of communicable diseases;
- CV, letter of motivation;
- other certificates/documents (voluntary work, relevant professional experience)

HOW TO APPLY TO THE MSC PROGRAMMES?

Upload the necessary documents/app. fee payment

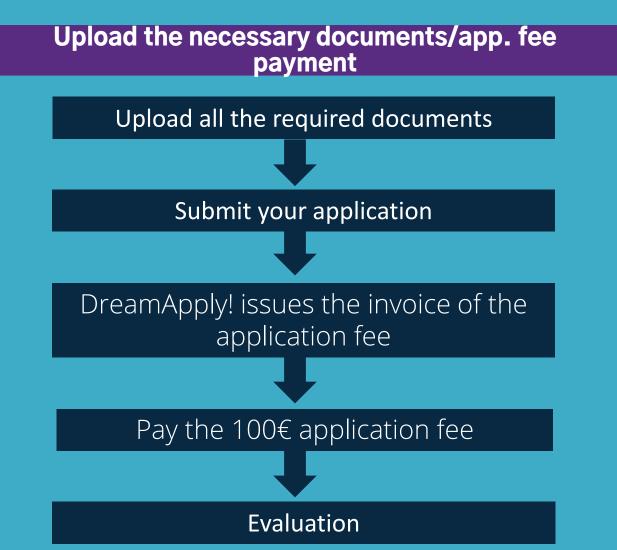
- a valid passport;
- a bachelor certificate and a certified translation into English,
- transcript of results of the completed bachelor program and its certified English translation
- a certificate of proficiency in English of no older than 2 years, on at least a CEFR level B2 (TOEFL/IELTS/Cambridge/ECL/TELC/Euroexam) more information on our website; or a certificate proving that the language of instruction was English during the undergraduate/graduate studies
- the official medical certificate in English stating that the applicant has received the required vaccines and is free of communicable diseases;
- CV, letter of motivation;
- other certificates/documents (voluntary work, relevant professional experience, research proposal in case of PhD application)

HOW TO APPLY TO THE IPHD PROGRAMMES?

Upload the necessary documents/app. fee payment

- a valid passport;
- an MSc certificate and a certified translation into English,
- transcript of results of the completed MSc program and its certified English translation
- a certificate of proficiency in English of no older than 2 years, on at least a CEFR level B2 (TOEFL/IELTS/Cambridge/ECL/TELC/Euroexam) more information on our website; or a certificate proving that the language of instruction was English during the undergraduate/graduate studies
- the official medical certificate in English stating that the applicant has received the required vaccines and is free of communicable diseases;
- CV, letter of motivation;
- Preliminary Research Proposal (2–3 pages long)*
- List of Publications (if any)
- other certificates/documents (voluntary work, relevant professional experience, research proposal in case of PhD application)





HOW TO APPLY?

Evaluation

Evaluation of application documents on a 0–100 scale

- a) Learning outcomes
- b) Cover letter
- c) Motivational interview
- d) Extra points

Minimum eligibility

- obtains more than zero points for a), b), and c) criteria
- the total score is at least 40 points, without any extra points

More information on the pointsystem: <u>https://international.pte.hu/</u>



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THANK YOU!



UNIVERSITY OF PÉCS Faculty of Business and Economics

