

Lecturers

Prof. Predrag Djordjevic

Prof. Florin Duma

Prof. Dr. Dr. h.c. Raymond Figura

Marja-Liisa Kaakko

Beáta Kádár

György Kökényesi

Pekka Mytty

Ksenia Baimakova

Plamena Palamarova

Prof. Pascal Ricordel

Jukka Sirkiä

Prof. Hung Vo Trung



Prof. Predrag Djordjevic

djpredrag@gmail.com

quality management

University of Belgrade, Technical Faculty in Bor, Serbia

Application of statistical tools and techniques in Quality Management I. and II.

Quality of goods and services has been one of the most important issues that businesses have focused on in the last several decades. Quality management is being considered as one of the key elements for success in today's highly competitive market. Statistics is the language which engineers, management and other functional components of the business use to communicate, therefore statistical techniques play a vital role in the quality management.

Objective of this course is to introduce the main concepts and principles of quality control and improvement, together with overview of some statistical tools and methods which include:

- Quality management evolution and its significance for the management of modern organizations.
- Introduction to methods of Statistical Process Control.
- Process defects estimation using normal distribution function.
- Basic concepts, design and interpretation of control charts for variable and attribute data.
- Process capability ratios.
- Concepts and dimensions of service quality, SERVQUAL model.
- Kano model.
- Continuous improvement of quality using Kaizen principles.
- The Taguchi loss function.
- Quality Function Deployment (QFD) and House of Quality.

Népszínház str. 8., grandfloor, room F45. "Tanácsterem",

22nd November TUESDAY 08:00-09:40 1x90 minutes

Tavaszmező str. 17., Building "A", 2nd floor, room TA.2.20.,

24th November THURSDAY 08:00-09:40 1x90 minutes





Prof. Florin Duma

florin.duma@ubbcluj.ro

entrepreneurship & innovation

Babes-Bolyai University, Cluj-Napoca,
Romania

The main steps of a business plan I.

The business plan is an instrument that is essential for any potential entrepreneur (but not only) because it is like a “map” of that potential business and also, like a “passport” for obtaining the necessary financing.

Tavaszmező str. 14., Building “G”, 1st floor, room TG.1.06,
22nd November TUESDAY 11:40-13:20, 1x90 minutes

The main steps of a business plan II.

This class intends to explain the students what is a business plan and how it is created. During this class we will present the main concepts and the principles used when a business plan is made, either if it is designed for a start-up or for a company that intends to expand in a specific area.

Népszínház str. 8, 1st floor, room N.105,
23rd November WEDNESDAY 08:00-09:40, 1x90 minutes





Prof. Dr. Dr. h.c. Raymond Figura

raymond.figura@w-hs.de

interesting fields

Westfälische Hochschule University of Applied Sciences
Bocholt, Germany

Study in Germany

Introduction of Westfälische Hochschule University and study abroad.

Tavaszmező str. 17., Building “A”, 1st floor, room 122. “Tanácsterem”,
24th November THURSDAY 11:40-13:20 1x90 minutes





Marja-Liisa Kaakko

marja-liisa.kaakko@centria.fi

management accounting, entrepreneurship

Centria University of Applied Sciences,
Ylivieska, Finland

Let's Innovate Start - up 4 hour camp

How to develop Business Idea in 8 hours camp.

We start team building and innovation and in the end students have a presentation of own Business Ideas with Business Canvas Model.

Tavaszmező str. 17., Building “A”, 2nd floor, room 122 “Tanácsterem”,
24th November THURSDAY 13:30-15:10, 15:20-17:00 2x90 minutes





Beáta Kádár

beata.kadar@gmail.com

management, non-profit marketing

Sapientia Hungarian University of Transylvania,
Miercurea Ciuc, Romania

Marketing of non-profit organizations

I would like to present the challenges and the possibilities in non-profit marketing. There are two questions: Are the NGO-s useful for us? And the NGO-s needs marketing or not?

Tavaszmező str. 17., Building “A”, 2nd floor, room TA.2.20.,
24th November THURSDAY 09:50-11:30, 11:40-13:20 2x90 minutes





György Kökényesi

management, non-profit marketing

IBM Capital Hungary Kft., Business
Transformation for IGF Europe, CIO Transform
Senior Manager

Client service management at IBM

Global integration, new client model, new paradigm for technology, solutions.

Transformations projects, driving a digital revolution at IBM.

Népszínház str. 8., 2nd floor, room N.225.,

23rd November WEDNESDAY 09:50-11:30 1x90 minutes





Jukka Sirkiä

jukka.sirkia@saimia.fi

business administration, management

Saimaa University of Applied Sciences,
Lappeenranta, Finland

Business Simulation

Business Simulation intensive course with same student group all the time (group total between 12-35 students).

Teaching time 8 hour could be divided into two parts 4 + 4 hours also in different days.

Business Simulation teaching needs an IT class with internet access.

The Business Simulation model is cloud based and the system is used by Web browser via link: <https://www.cesim.com/>

Tavaszmező str. 14., Building “G”, 1st floor, room TG.1.06.

22nd November TUESDAY 08:00-09:40, 09:50-11:30

AND

22nd November TUESDAY 13:30-15:10, 15:20-17:00, 4x90 minutes





Ксения Баймакова (Ksenia Vaimakova)

k.baimakova@gmail.com

Cooperation in the sphere of innovation, the EU economy, small business

Saint-Petersburg State University of Aerospace Instrumentation

Cross-cultural differences in doing international business

There is no better arena for observing a culture in action than business. Cultures tend to reveal themselves in situations where much is at stake, because it is here that their resources are most needed. Marriage, family obligations, and such stressful experiences as illness and the death of a loved one bring out much of what is distinctive and fundamental in a culture. The same is true of business, because economic survival is at stake. Business practices are shaped by deeply-held cultural attitudes toward work, power, trust, wealth—and communication. Communication styles vary enormously around the world, and these contribute to a staggering variety of business styles. Effective use of cross cultural teams can provide a source of experience and innovative thinking to enhance the competitive position of organizations. However, cultural differences can interfere with the successful completion of projects in today's multicultural global business community. To achieve project goals and avoid cultural misunderstandings, project managers should be culturally sensitive and promote creativity and motivation through flexible leadership.

During the lecture we will speak about cross-cultural differences in doing international business. And especially Russian way of doing business, as well as cultural differences will be considered.

Népszínház str. 8., 2nd floor, room N.225.,

23rd November WEDNESDAY 11:40-13:20 1x90 minutes





Plamena Palamarova

p_palamarova@ue-varna.bg

marketing communications

University of Economics – Varna, Bulgaria

Digital Marketing Communications

The lecture will cover the following topics: core characteristics of digital marketing communications, social media usage, social media strategy development.

Tavaszmező str. 17., Building “A”, 1st floor, room 122. “Tanácsterem”,
24th November THURSDAY 08:00-09:40, 09:50-11:30 2x90 minutes





Pekka Mytty

pekka.mytty@saimia.fi

business administration, management

Saimaa University of Applied Sciences,
Lappeenranta, Finland

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22nd November TUESDAY 08:00-09:40, 09:50-11:30

AND

22nd November TUESDAY 13:30-15:10, 15:20-17:00, altogether 4x90 minutes





Prof. Pascal Ricordel

pascal.ricordel@univ-lehavre.fr

urban and regional economics. competition framework, economic incidence

University of Le Havre, France

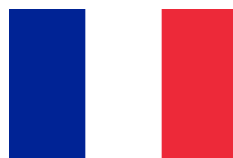
Looking for the regional competitiveness obsession bias

With the European enlargement in 2000's, European Commission triggered a harsh competition among regions in Europe, putting forward the doctrine of "competitiveness" as good for UE.

But according to some famous economic scholars, Tiebout, Krugman, Porter, the competitiveness obsession could lead to misleading policies, because of a bias: competitiveness turns into export obsession that may be counterproductive.

If this warning seems well established for competition among state, what about regional competition? The course make a point upon this issue, overviewing facts, figures, factors and models in a first part, and presenting my own research and results upon the regional competitiveness obsession bias in a second part where I stress out incidence upon entrepreneurship policies.

Népszínház str. 8., grandfloor, room F45. "Tanácsterem",
22nd November TUESDAY 09:50-11:30, 11:40-13:20 2x90 minutes





Prof. Hung Vo Trung

vthung@dut.udn.vn

natural language processing, computer science

University of Danang, Vietnam

Sustainable development facing challenges of the 21st century: a case study of Vietnam

Every human being wishes that he and the members of his community can live in a good, healthy and happy environment and the quality of life continues to be improved. To obtain this target, humans have striven toward development. There are various ways of development. A common feature among these is the harmonious consideration of demographic, economic, social, natural resources, and environmental issues. This ensures that development progress in the short term will not compromise long-term development. This is a Sustainable Development. Sustainable development is a strategic choice selected by all nations. To reach the target of sustainable development, the international community has hosted many summits and conferences to discuss this issue. The fundamental principle of sustainable development is that humans are the centre of sustainable development and that long-term development should be driven by peoples' demands. Humans are entitled to have a peaceful and healthy life that is balanced with nature. Sustainable development in Vietnam has been endorsed by the leaders of the leading Party and serves as a guideline for the State. To reach the targets of sustainable development, many programmes have been deployed. Vietnam Government approved ""The strategic orientation for sustainable development in Vietnam"" (Vietnam Agenda 21) in August 2004. This is a framework plan to realize the targets of national sustainable development in the 21st century. To manage the implementation of Vietnam Agenda 21 in the country, the Prime Minister established the National Council for Sustainable Development with the members from Party agencies, Ministries, and sectors in September 2005. The Vietnam Agenda 21 Office was established by Minister of Planning and Investment in June 2004. This Office advises to Minister in realization Vietnam's Agenda 21 and acts as secretariat for National Council for Sustainable Development. In this course, we will present the concept and global implementation progress of sustainable development; the strategic orientation for sustainable development in Vietnam; formulate local Agenda 21 of Vietnam; and reference data of Vietnam development situation. During the course, we will discuss about challenges in the world and in Hungary and solutions for sustainable development.

Népszínház str. 8., grandfloor, room F45. “Tanácsterem”,
22nd November TUESDAY 13:30-15:10, 15:20-17:00 2x90 minutes



Syllabus for the International Week "New Challenges of the 21st Century" at Óbuda University, Budapest

	21 November Monday	22 November Tuesday	22 November Tuesday	23 November Wednesday	24 November Thursday	24 November Thursday	25 November Friday
	17, Tavaszmező str Building "A"	"Tanácsterem" 8, Népszínház str Building of Bánki Faculty	TG.1.06. 14, Tavaszmező str Building "G"	Different rooms, 8, Népszínház str Building of Bánki Faculty	"Tanácsterem" 17, Tavaszmező str Building "A"	TA.2.20. 17, Tavaszmező str Building "A"	17, Tavaszmező str Building "A"
8:00-9:40		Predrag Djordjevic Application of statistical tools and techniques in Quality Management I.	Jukka Sirkiä - Pekka Mytty Business Simulation	Florin Duma The main steps of a business plan (N.105)	Plamena Palamarova Digital Marketing Communications	Predrag Djordjevic Application of statistical tools and techniques in Quality Management II.	
9:50-11:30		Pascal Ricordel Looking for the regional competitiveness obsession bias		György Kökényesi Client service management at IBM (N.225)		Beáta Kádár Marketing of non-profit organizations	
11:40-13:20	Introduction		Florin Duma The main steps of a business plan	Ksenia Baimakova Cross cultural differences in doing international business (N.225)	Raymond Figura Study in Germany		FIKUSZ Symposium for Young Researchers
13:30-15:10	Faculty visit	Hung Vo Trung Sustainable development facing challenges of the 21st century: a case study of Vietnam	Jukka Sirkiä - Pekka Mytty Business Simulation	Cultural Programme	Marja-Liisa Kaakko Let's Innovate Start - up 4 hour camp		
15:20-17:00							
18:00-21:00	Welcome					Farewell	

Roundtable

at Óbuda University, Budapest

17., Tavaszmező str., Building “A”, 1st floor, room 125.

23rd NOVEMBER WEDNESDAY 09:50 – 11:30

Participants

Prof. Predrag Djordjevic

Prof. Florin Duma

Prof. Dr. Dr. h.c. Raymond Figura

Marja-Liisa Kaakko

Beáta Kádár

Pekka Mytty

Ksenia Baimakova

Plamena Palamarova

Prof. Pascal Ricordel

Jukka Sirkiä

Prof. Hung Vo Trung

How to reach...

8., Népszínház street

Bánki Faculty of Mechanical and Safety Engineering

You can reach the Faculty by taking the tram line 4 or 6 or you can choose metro line 2. Please get off at “Blaha Lujza” square. From there it will be only some steps on the Népszínház street to the faculty’s building.



17., Tavaszmező street

Building “A”

Keleti Faculty of Business and Management

You can reach the Faculty by taking the tram line 4 or 6 or you can choose metro line 4. Please get off at “Harminckettesek Tere” square. From there it will be only a short walk on the Baross street and Tavaszmező street to the faculty’s building.

**14., Tavaszmező
street**

Building “G”

**Keleti Faculty of
Business and
Management**

You can reach the Faculty by taking the tram line 4 or 6 or you can choose metro line 4. Please step off at “Harminckettesek Tere” square. From there it will be only a short walk on the Baross street and Tavaszmező street to the faculty’s building.

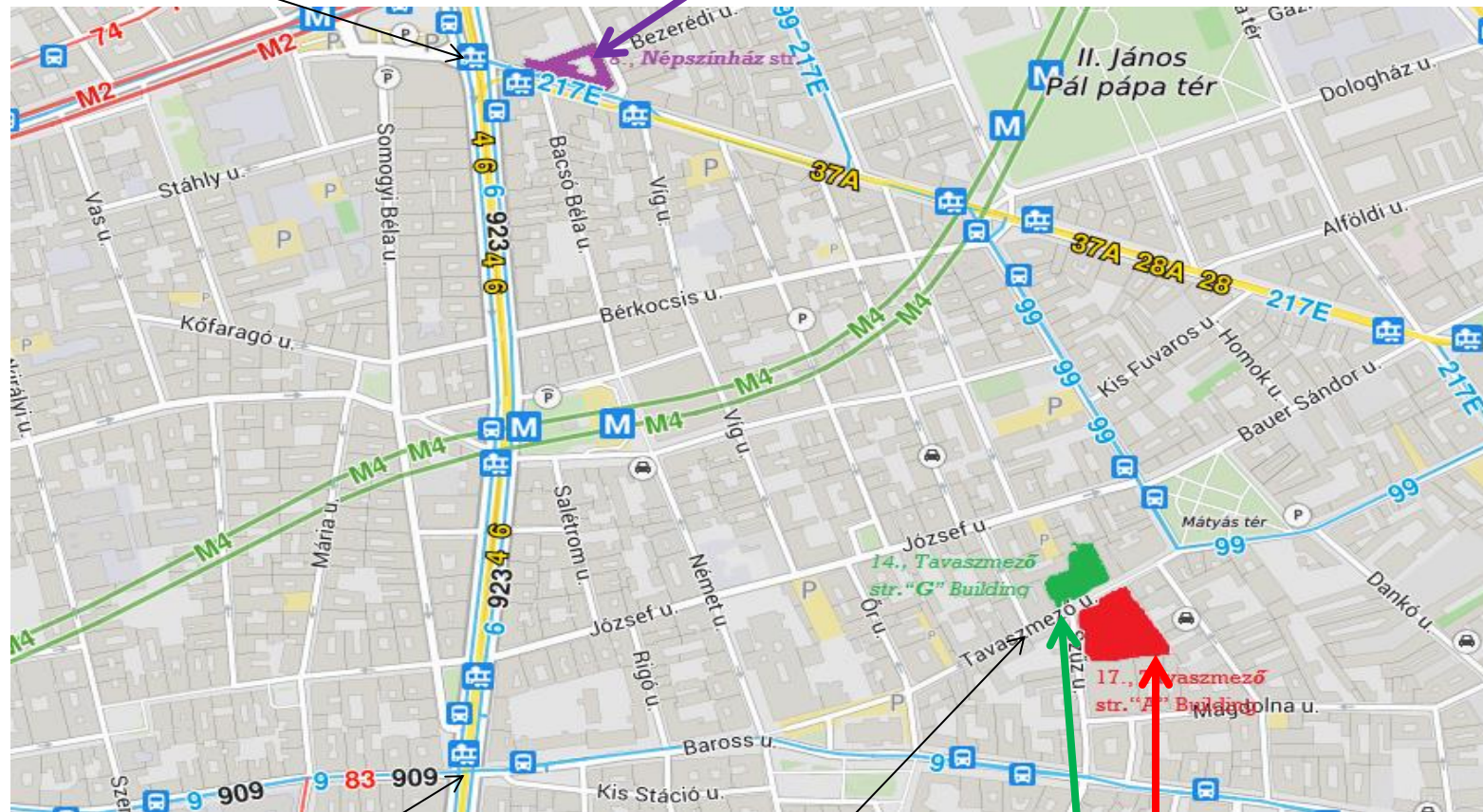
The Building “G” and Building “A” are opposite of each other.



Map of Buildings

"Blaha Lujza" square

Building of Bánki Faculty of Mechanical and Safety Engineering



"Harmincetesek tere" square

Caterland Restaurant

Buildings of Keleti Faculty of Business and Management

Organizers



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associate professor

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associate professor

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