





## **Lecturers**

PhD Eng. Michał Adamczak

Beata Bal-Domańska PhD

doc. Ing. Pavel Ceniga PhD

doc. dr. Eng. Piotr Cyplik

PhD. Eng. Roman Domański

Ilhan Ege PhD

Prof. Wojciech J. Florkowski

Prof. Hoàng Hải

Nertila Hoxha

Esmeralda Kadëna

Sarah Keeler

PhD Eng. Adam Kolinski

Sylwia Konecka PhD

György Kökényesi

Dr. Giao Chi Le Thi

Kapka Manasieva PhD

Pascal Ricordel PhD

Aneta Rybicka PhD

Ing. Viera Šukalová EUR ING PhD



## PhD Eng. Michał Adamczak

michal.adamczak@wsl.com.pl

*supply chain planning, inventory management*

Poznan School of Logistics  
Poznan, Poland

## Inventory management in supply chain

Course will be divided into two parts: theoretical and practical. In theoretical part students learn about role of inventory in material flow in supply chain, about costs of inventory and methods of inventory management.

In practical part, students will be a manager of material flow in supply chain (consisted of central warehouse, regional warehouses and stores).

Whole group will be divided into teams (in one team could be 2 or 3 members). Teams will compete with each other. The aim will be to achieve the highest possible profit by the supply chain.

The game will be divided into weekly rounds and will last six months. At this time, lecturer will show (week by week) a random demand in line with previously set parameters.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.105.**

27<sup>th</sup> April THURSDAY 08:00-09:40; 09:50-11:30 2x90 minutes

## Planning of material flows in the supply chain based on algorithms of ERP

The aim of the workshop is to understand the logic of action algorithms planning of material flow in the supply chain, that are the principal components of modern ERP systems. At the beginning the workshop the ERP systems will be presented overall. Then in the detail will be discussed two variants of material flows: in the area of distribution - DRP, in the area of sourcing and production - MRP. Theoretical understanding of knowledge will be tested in practice through the realization of a specific workshop calculations. The workshop will be ended evaluation of knowledge in the form of short test.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.103.**

26<sup>th</sup> April WEDNESDAY 09:50-11:30; 11:40-13:20 2x90 minutes





## Beata Bal-Domańska PhD

beata.bal-domanska@ue.wroc.pl  
*modelling of regional development,  
statistics and econometrics analysis,  
sustainable development*  
Wroclaw University of Economics

### Sustainable development as one of the priority of the EU

- the idea and definition of sustainable development;
- a brief history of sustainable development;
- the 2030 Agenda: Transforming our world;
- the Europa 2020 strategy;
- the EU Sustainable Development Strategy (SDS);
- Monitoring of sustainable development and statistical indicators;
- Statistical portrait of the EU countries based on the Report 2015 by Eurostat

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.103.**

27<sup>th</sup> April THURSDAY 08:00-09:40, 1x90 minutes

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**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.105.**

27<sup>th</sup> April THURSDAY 11:40-13:20 1x90 minutes





**doc. Ing. Pavel Ceniga PhD**

pavel.ceniga@fpedas.uniza.sk

*logistics management*

University of Zilina,  
Zilina, Slovakia

## **Logistics management in era of globalization**

The main topics of the lecture:

- Logistics, the Supply Chain and Competitive Strategy, Competitive Advantage, the Changing Competitive
- Logistics and Customer Value, the Marketing and Logistics Interface, Customer Service
- The Supply Chain in Globalization Context, Trends towards Globalization
- Creating a Sustainable Supply Chain; Reduce, Reuse, Recycle

**Tavaszmező str. 17. 1<sup>st</sup> floor, room TA.122. "Tanácsterem"**  
27<sup>th</sup> April THURSDAY 11:40-13:20; 13:30-15:10 2x90 minutes





## **doc. dr. Eng. Piotr Cyplik**

piotr.cyplik@wsl.com.pl  
*logistics systems, supply chain  
management, inventory  
management*  
Poznan School of Logistics  
Poznan, Poland

### **Inventory management in supply chain**

Course will be divided into two parts: theoretical and practical. In theoretical part students learn about role of inventory in material flow in supply chain, about costs of inventory and methods of inventory management.

In practical part, students will be a manager of material flow in supply chain (consisted of central warehouse, regional warehouses and stores).

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The game will be divided into weekly rounds and will last six months. At this time, lecturer will show (week by week) a random demand in line with previously set parameters.

**Tawaszmező str. 14., 1<sup>st</sup> floor, room TG.105.**

27<sup>th</sup> April THURSDAY 08:00-09:40, 09:50-11:30 2x90 minutes





## **PhD. Eng. Roman Domański**

roman.domanski@wsl.com.pl

*logistics*

Poznan School of Logistics  
Poznan, Poland

### **Planning of material flows in the supply chain based on algorithms of ERP**

The aim of the workshop is to understand the logic of action algorithms planning of material flow in the supply chain that are the principal components of modern ERP systems. At the beginning the workshop the ERP systems will be presented overall. Then in the detail will be discussed two variants of material flows: in the area of distribution - DRP, in the area of sourcing and production - MRP. Theoretical understanding of knowledge will be tested in practice through the realization of a specific workshop calculation. The workshop will be ended evaluation of knowledge in the form of short test.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.103.**

26<sup>th</sup> April WEDNESDAY 09:50-11:30; 11:40-13:20 2x90 minutes







## Prof. Ilhan Ege

ilhanege@mersin.edu.tr

*finance, economy*

Mersin University,  
Mersin, Turkey

## Overview of Economy Crisis in Turkey and Hungary

Financial crises are emerging economies. These crises negatively affect economies. Because of this, poverty is big problem for these economies. Microfinance is banking the unbankables, bringing credit, savings and other essential financial services within the reach of millions of people who are too poor to be served by regular banks, in most cases because they are unable to offer sufficient collateral. In general, banks are for people with money, not for people without. And this credits' name is microcredit. Do we fight to poverty with microcredit or not? Objectives of this lesson to discuss answer this question for Turkey and Hungary.

**Tavaszmező str. 17. 1<sup>st</sup> floor, room TA.122. "Tanácsterem"**  
26<sup>th</sup> April WEDNESDAY 13:30-15:10; 15:20-17:00 2x90 minutes





## **Prof. Wojciech J. Florkowski**

wojciech@uga.edu

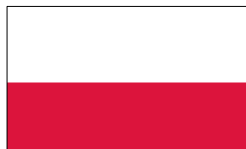
*agricultural & applied economics*

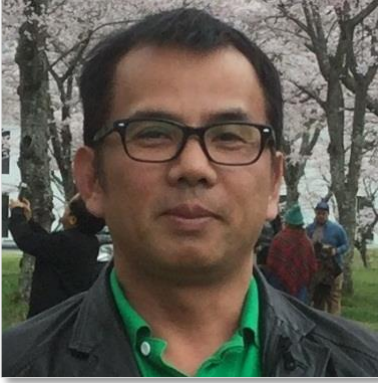
University of Georgia  
Griffin, USA, GA

## **How to prepare and organise a survey?**

The series of lectures will introduce the topic of application of surveys to collect data for empirical economic, marketing and management research. The covered topics will introduce the topic of selecting a suitable survey method given the objective of an empirical research project, discuss the organization and costs of implementing a survey, and data entry. Some of the specific aspects of survey research that will be discussed include non-probability sampling, questionnaire design, timing of the survey, and the pretest and pilot testing. Also, the lecture will include a preliminary data analysis and descriptive methods. Lectures will provide illustrations from past empirical research conducted in different countries and with different groups, for example, consumers, firms.

**Tavaszmező str. 14. 3<sup>rd</sup> floor, room TG.305. "Tanácsterem"**  
25<sup>th</sup> April TUESDAY 13:30-15:10; 15:20-16:40 2x90 minutes





## Prof. Hoàng Hải

hhai@ac.udn.vn

*environment science*

University of Danang,  
Danang, Vietnam

### Environmental protection for sustainable development in Vietnam I.

Environmental protection for sustainable development in Vietnam: a case study of Danang City: In this course, we will give the present environment situation in Vietnam (I), its challenges for economic development with purpose of sustainable development (II).

**Tavaszmező str. 17., 1<sup>st</sup> floor, room TA.122. "Tanácsterem"**  
26<sup>th</sup> April WEDNESDAY 09:50-11:30 1x90 minutes

### Environmental protection for sustainable development in Vietnam II.

Environmental protection for sustainable development in Vietnam: a case study of Danang City: In this course, we will give the present environment situation in Vietnam (I), its challenges for economic development with purpose of sustainable development (II).

**Tavaszmező str. 17., 1<sup>st</sup> floor, room TA.122. "Tanácsterem"**  
26<sup>th</sup> April WEDNESDAY 11:40-13:20 1x90 minutes





## **Nertila Hoxha, PhD-student**

nertila.hoxha@fti.edu.al

*production*

Óbuda University,  
Budapest, Hungary

### **Users' behaviour on password selecting**

Nowadays every person have a lot of accounts, a web mail, a profile on a social network or an online banking account, etc. All of these accounts perform user authentication by entering passwords. Password safety is essential for protecting the personal information, bank details virtual identities as well.

The lecture will cover the topic of password selecting and users behaviours

- How the people select their passwords?
- Do they apply the correct theoretical knowledge correctly?
- Users' behaviors against choosing a password , their knowledges about security.

Practical suggestions how to choose a strong password and how to improve the security of people accounts

**Tavaszmező str. 17., 1<sup>st</sup> floor, room TA.122. "Tanácsterem"**

25<sup>th</sup> April TUESDAY 09:50-11:30 1x90 minutes





## Sarah Keeler

sarah.keeler@hs-niederrhein.de

*production*

Niederrhein University of Applied  
Sciences

Krefeld, Germany

## Meetings across borders

- Reflection on own cultural values
- Practical exercise in team-building
- Explore cultural stumbling blocks in a business context
- Doing business with Germans

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**  
24<sup>th</sup> April MONDAY 09:50-11:30 1x90 minutes

## Doing Business with the British

Doing business with the British - small talk, diplomatic language, high vs.  
low context

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**  
24<sup>th</sup> April MONDAY 11:40-13:20 1x90 minutes





## **PhD. eng. Adam Kolinski**

adam.kolinski@wsl.com.pl

*supply chain management, efficiency  
of logistics processes, transport  
production*

Poznan School of Logistics  
Poznan, Poland

## **Efficiency of transport processes in supply chain**

The planned course is about identifying the main factors influencing the processes in the supply chain, with special emphasis on transport processes. In order to identify factors will be developed indicators system of transport process efficiency in the supply chain. The next stage of the course will be to identify and assess the factors of the transport process disruption.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.106.**

26<sup>th</sup> April WEDNESDAY 13:30-15:10; 15:20-17:00 2x90 minutes





## Sylwia Konecka PhD

Sylwia.Konecka@wsl.com.pl

*supply chain management, transport, risk management, efficiency of logistics*

Poznan School of Logistics  
Poznan, Poland

## Efficiency of transport processes in supply chain

The planned course is about identifying the main factors influencing the processes in the supply chain, with special emphasis on transport processes. In order to identify factors will be developed indicators system of transport process efficiency in the supply chain. The next stage of the course will be to identify and assess the factors of the transport process disruption.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.106.**

26<sup>th</sup> April WEDNESDAY 13:30-15:10; 15:20-17:00 2x90 minutes





## György Kökényesi

*management, non-profit marketing*

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

### How to improve the productivity with Agile and DevOps practices

For all market leading companies it is critical to quickly reflect on the market changes, find opportunities which can make competitive advantages to win shares from competitors and launch the newest products ongoing basis to gather new customers. For big companies, like IBM it is very difficult to adopt changes because of the size of the company and complexity of internal processes. Few years ago IBM brought Agile practices in house to help here, moreover our outcome delivery squads started to use DevOps practices. On this session I would like to invite you to learn about Agile and DevOps practices through real business examples. It is not only to developers (!), but many of the practices can be implemented for every functions in the end to end business.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**  
27<sup>th</sup> April THURSDAY 15:20-17:00 1x90 minutes







## Dr. Giao Chi Le Thi

ltgchi@ufl.udn.vn

*English Language and Education*

The University of Danang  
Danang, Vietnam

## Students as Global Citizens – The Triple Bottom Line I-II.

In the context of increasing globalization and international as well as regional integration, more than ever before, students as young intellectuals and as hosts of the nation state are put to the fore with exhortation for compounding important pillars for knowledge, skills, and attitudes to be able to fit in a highly dynamic and thriving global economy.

Universities and colleges around the world should not exclude themselves from this trend. As 'knowledge enterprises' universities and colleges around the world should embrace a highly-regarded model of business, integrating their social responsibility or rather social conscience into their everyday operations so that they can become responsible educational institutions.

The presentation is of a more interactive one. It seeks to provide participants with a forum for sharing knowledge and understanding of the issues of their concerns. The key message underlying the presentation is the triple bottom line expected of the students of the new age – academic excellence, social awareness, and environmental responsibility.

Participants will be encouraged to voice their perceptions on what constitutes an image of students of the twenty-first century, and what social awareness and environmental responsibility mean to them. They will engage in discussions, making plans for their actions. They will team up their own task force, identifying their particular interest, specifying objectives, and course of actions. It is recommended that universities and colleges as incubators for knowledge and competencies for students of the twenty-first century act as catalysts and provide them necessary grounds so that they can take initiatives to realize their dreams becoming global citizens with academic excellence, social awareness, and environmental responsibility.

**Tavasmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**

25<sup>th</sup> April WEDNESDAY 08:00-09:40 1x90 minutes

26<sup>th</sup> April WEDNESDAY 08:00-09:40 1x90 minutes





## Kapka Manasieva PhD

kapka.manasieva@vfu.bg

*design, management, fashion*

Varna Free University „Chernorizets  
Hrabar”

Varna, Bulgaria

## Design management directions

General overview of the design management. What is design, and what is design management meaning today. Historical development of design management concepts. Design management value, economic importance and directions for future.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. “Tanácsterem”,**  
24<sup>th</sup> April MONDAY 13:30-15:10; 15:20-17:00 2x90 minutes





## Aneta Rybicka, PhD

aneta.rybicka@ue.wroc.pl

*Data analysis, marketing research,  
consumer preferences research*

University of Economics  
Wroclaw, Poland

## Consumer preference research

Consumer preferences research:

marketing research, consumer preferences, stated and revealed consumer preferences, consumer preferences analysis: compositional, decompositional and mix methods, conjoint analysis and discrete choice methods in R software and Sawtooth Software.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.103.**

27<sup>th</sup> April THURSDAY 09:50-11:30 1x90 minutes

## Consumer preference research

Consumer preferences research:

marketing research, consumer preferences, stated and revealed consumer preferences, consumer preferences analysis: compositional, decompositional and mix methods, conjoint analysis and discrete choice methods in R software and Sawtooth Software.

**Tavaszmező str. 14., 1<sup>st</sup> floor, room TG.105.**

27<sup>th</sup> April THURSDAY 15:20-17:00 1x90 minutes





## **Pascal Ricordel, PhD.**

pascal.ricordel@mageos.com

*economics*

Normandy University  
France

### **Industrial Trade 1 Fundamentals**

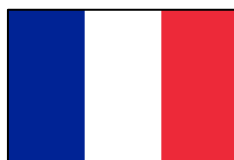
This part firstly deals with specificities in industrial trade, and we will see how to buy an airbus? The lecture follows by studying the behavior of industrial buyers and sellers and finally we present how to build an industrial business model and survey several kind of business model for French industrial companies. The very last part is a case the audience has to study with the lecturer: how to shape the business model of the new maintenance activity in airbus industry.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**  
25<sup>th</sup> April TUESDAY 13:30-15:10    1x90 minutes

### **Industrial Trade 2 Strategy**

This part firstly deals with the strategic positioning in industrial trade. We differentiate horizontal from vertical strategy and focus on the innovative game for industry. Airlines strategy are presented. Strategy in industrial organization is the second point of the lecture as finance and international governance has been impacting industrial organization for 30 years. A case study about outsourcing is presented to the audience. As a final point, trade strategy in price, product and partnership is presented and the audience will end this session by assessing the new airbus group strategy.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room 122. "Tanácsterem",**  
25<sup>th</sup> April TUESDAY 15:20-17:00    1x90 minutes





## **Ing. Viera Sukalová, EUR ING, PhD**

viera.sukalova@fpedas.uniza.sk

*personal management, management,  
management of safety work*

University of Zilina  
Zilina, Slovakia

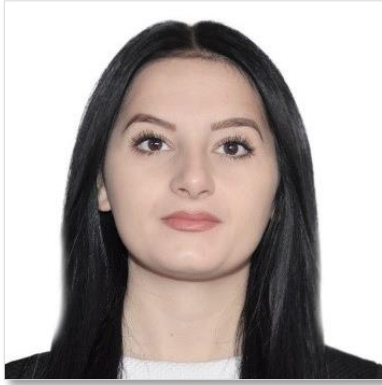
## **Sustainable Human Resources Management**

- The main topics of the lecture is Basics of Human Resource Management
- Changes in world of work in era of globalization
- Corporate social responsibility in human resources management
- Actual problems of human resources management

**Tavaszmező str. 17. 2<sup>nd</sup> floor, room TA.220.**

27<sup>th</sup> April THURSDAY 08:00-09:40; 09:50-11:30 2x90 minutes





## Esmeralda Kadëna

kadenaesmeralda@gmail.com

*PhD-student*

Óbuda University,  
Budapest, Hungary

## Security behavior of smartphone users

In recent years, the smartphone usage raised significantly. Smartphones provide users with a wide range of services like phone calls, Internet services, sharing and keeping data, on/off-line games and some entertaining applications. The rapid advancement in smartphone technology and the growth of the number of this devices make the security one of the biggest problems. With comfort and convenience come some risks, cybercriminals have "desire" for these devices as well.

The lecture will cover the topic of smartphone security with focus on users.

- Why is smartphone (security) interesting?
- Contemporary and future platforms.
- Defining and discussing about smartphone security threats.
- Users' behaviors against smartphone, their consciousness about security.
- Theoretical and practical suggestions to improve the security of daily life operations.

**Tavaszmező str. 17., 1<sup>st</sup> floor, room TA.122. "Tanácsterem"**

25<sup>th</sup> April TUESDAY 11:40-13:10 1x90 minutes



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

	<b>24<sup>th</sup> April</b> MONDAY Tavaszmező str.17.	<b>25<sup>th</sup> April</b> TUESDAY Tavaszmező str.17.	<b>26<sup>th</sup> April</b> WEDNESDAY Tavaszmező str.17.	<b>26<sup>th</sup> April</b> WEDNESDAY Tavaszmező str.14.	<b>27<sup>th</sup> April</b> THURSDAY Tavaszmező str.17.	<b>27<sup>th</sup> April</b> THURSDAY Tavaszmező str.14.	<b>27<sup>th</sup> April</b> THURSDAY Tavaszmező str.14	<b>28<sup>th</sup> April</b> FRIDAY .
8:00 – 9:40	Opening	Hoang Hai Environmental protection for sustainable development in Vietnam I. (TA.122.)	Giao Chi Le Thi Students as Global Citizens – I. (TA.208.)		Viera Sukalová Sustainable Human Resources Management (TA.122.)	Michal Adamczak – Piotr Cyplik Inventory management in supply chain (TG.105)	Beata Bal-Domanska Sustainable development as one of the priority of the EU (TG.103)	<b>MEB International Conference</b>
9:50 – 11:30	Sarah Keeler Meetings across borders (TA.122.)	Nertila Hoxha Users' behaviour on password selecting (TA.122.)	Giao Chi Le Thi Students as Global Citizens – II. (TA.208.)	Roman Domanski – Michal Adamczak Planning of material flows in the supply chain based on algorithms of ERP systems (TG.103)			Aneta Rybicka Consumer preference research (TG.103)	
11:40 – 13:20	Sarah Keeler Doing business with the British (TA.122.)	Esmeralda Kadëna Security behaviour of smartphone users (TA.122.)	Hoang Hai Environmental protection for sustainable development in Vietnam II. (TA.122.)		Pavel Ceniga Logistics management in era of globalization (TA.122.)	Beata Bal-Domanska Sustainable development as one of the priority of the EU (TG.105)		
13:30 – 15:10	Kapka Manasieva Design Management Directions (TA.122.)	Pascal Ricordel Industrial Trade 1. – Fundamentals (TA.122.)	Ilhan Ege Overview of Economy Crisis in Turkey and Hungary (TA.122.)	Sylwia Konecka – Adam Kolinki Efficiency of transport processes in supply chain (TG.106)				
15:20 – 17:00		Pascal Ricordel Industrial Trade 2. – Strategy (TA.122.)			Kökényesi György How to improve the productivity with Agile and DevOps practices (TA.122.)	Aneta Rybicka Consumer preference research (TG.105)		
17:00 –								
18:00 –	WELCOME DINNER					FAREWELL PARTY		

# Professional Events

## **Scientific Roundtable**

Chair: Kornélia Lazányi, PhD.

Participants:

members of universities management  
and lecturers

25<sup>th</sup> April TUESDAY 09:50-11:30 TA.125.

## **Workshop I.**

Trainer: Ildikó Marosi, PhD. – Tibor J. Karlovitz, PhD.

Participants:

international coordinators

25<sup>th</sup> April TUESDAY 09:50-11:30 TG.207.

25<sup>th</sup> April TUESDAY 11:40-13:20 TG.207.

## **Workshop II.**

Trainer: Ildikó Marosi, PhD. – Tibor J. Karlovitz, PhD.

Participants:

international coordinators

26<sup>th</sup> April WEDNESDAY 09:50-11:30 TA.207.

26<sup>th</sup> April WEDNESDAY 11:40-13:20 TA.207.

## **International Culture**

Lecturer: Kornélia Lazányi, PhD.

Participants:

lecturers

26<sup>th</sup> April WEDNESDAY 08:00-09:50 N.225.



# Cultural Events

## **Faculty Visits**

Guide: András Keszthelyi, PhD.

Participants:

all guests

24<sup>th</sup> April MONDAY 10:00-15:00

campuses and labs at Óbuda University in Budapest

## **Exceptional City Tour**

Guide: András Keszthelyi, PhD.

Participants:

all guests

26<sup>th</sup> April WEDNESDAY 14:00-19:00

Budapest

# Staff Delegations



**Mrs. Lien Grauwet**

VIVES University  
International Office  
Belgium



**Mrs. Adriana Naciazek**

Wroclaw University of Science and  
Technology  
International Office  
Poland



**Mrs. Lorna Castle**

Moray College UHI  
Administration Services Centre  
  
Scotland



**Mrs. Ellen Kingham**

Moray College UHI  
Administration Services Centre  
  
Scotland



**Mrs. Honorata Howaniec, PhD**

University of Bielsko-Biala,  
Director of The Center of Innovation and  
Technology Transfer of University of  
Bielsko-Biala, Poland



**Mrs. Monica Buchinger**

Esslingen University  
Engineering Management  
  
Germany

# Collaborators



**András Keszthelyi, PhD.**

associate professor, institutional director  
Institute of Management and Organisation  
Keleti Faculty, Óbuda University



**Tibor J. Karlovitz, PhD.**

associate professor, educational trainer  
Institute of Management and Organisation  
Keleti Faculty, Óbuda University

# Faculties of the Óbuda University in Budapest

We have some famous Hungarian inventors, so let's see who were these famous Hungarians, our faculties are named of:



## **Donát Bánki Faculty of Mechanical Engineering and Security Technology**

Donát Bánki was one of the greatest Hungarian mechanical engineers and scientists, his extraordinary abilities appeared at the age of 21. From 1882 he worked as a designer, head of department, later as engineer-in-chief at the Ganz and Co Iron Casting and Machine Works. In his first year at the Ganz and Co he patented his first invention, which he outlined in the Bulletin of the Hungarian Engineer and Architect Society in 1885. The Hungarian Engineer and Architect Society awarded the dynamometer with Hollán prize grade II in 1887. Other noteworthy inventions: front wheel drive automobile, aircraft stabilizer, dual flow water turbine, Bánki-Csonka carburetor.



## **Kálmán Kandó Faculty of Electrical Engineering**

Kálmán Kandó was a Hungarian engineer, and a pioneer in the development of electric railway traction. In 1894, Kálmán Kandó developed high-voltage three phase alternating current motors and generators for electric locomotives; he is known as the father of the electric train. He was the first who recognised that an electric train system can only be successful if it can use the electricity from public networks. After his achievement in designing the three-phase motor and generator he moved to Italy. Under his leadership the Ganz factory began to work on three-phase haulage for railways. Based on their design, the Italian Valtellina railway line was electrified in 1902 and became Europe's first electrified main railway line.



## **Károly Keleti Faculty of Business and Management**

Károly Keleti was a broad-minded European thinker-philosopher, economist and statistician. Besides being a recognised scientist he was also an excellent manager and good administrator and is regarded as the

founder of the Hungarian Central Statistical Office. The first, scientifically planned census, held in 1880, is due to Keleti's efforts. As an acknowledgement of his work in statistics and on the national economy, in 1890 he was elected to the Board of the Hungarian Academy of Sciences.



### **John von Neumann Faculty of Informatics**

John von Neumann was a Hungarian and American pure and applied mathematician, physicist, inventor and polymath. He made major contributions to a number of fields, including mathematics (foundations of mathematics, functional analysis, ergodic theory, geometry, topology, and numerical analysis), physics (quantum mechanics, hydrodynamics, and fluid dynamics), economics (game theory), computing (Von Neumann architecture, linear programming, self-replicating machines, stochastic computing), and statistics. He was a pioneer of the application of operator theory to quantum mechanics, in the development of functional analysis, a principal member of the Manhattan Project and the Institute for Advanced Study in Princeton (as one of the few originally appointed), and a key figure in the development of game theory and the concepts of cellular automata, the universal constructor, and the digital computer.



### **Sándor Rejtő Faculty of Light Industry and Environmental Protection Engineering**

Sándor Rejtő was born in Kassa (Kosice today) on 21 August 1853. He was the first to receive a degree in mechanical engineering at the Palatine Joseph Technical University in Budapest in 1877. He broadened his technical knowledge by visiting foreign universities, firms, industrial institutions.

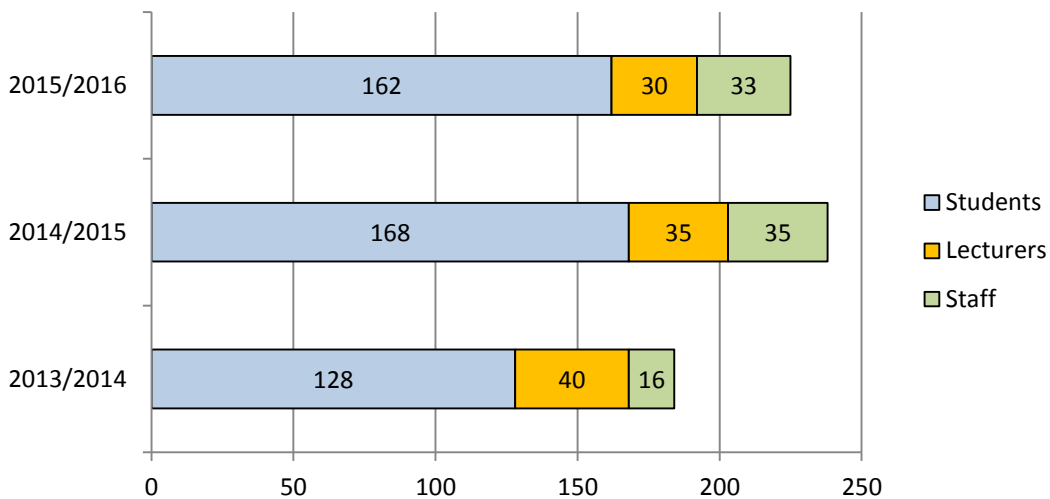
### **Ágoston Trefort Centre for Engineering Education**

Dr. Ágoston Trefort was a Hungarian politician, who served as Minister of Religion and Education from 1872 until his death. He was the President of the Hungarian Academy of Sciences from 1885. Eötvös and Trefort's multi-faceted politics yielded the birth of the modern Hungarian higher education. Social political transformation being equal to the capitalist economic development roamed together with this, and the pressure of the economic interests. The society set up his claims opposite the higher education in connection with this. It was the turn of new institutions', departments', laboratories' organization, the change of a curriculum, the increase of the vocational standard as a result of all these.

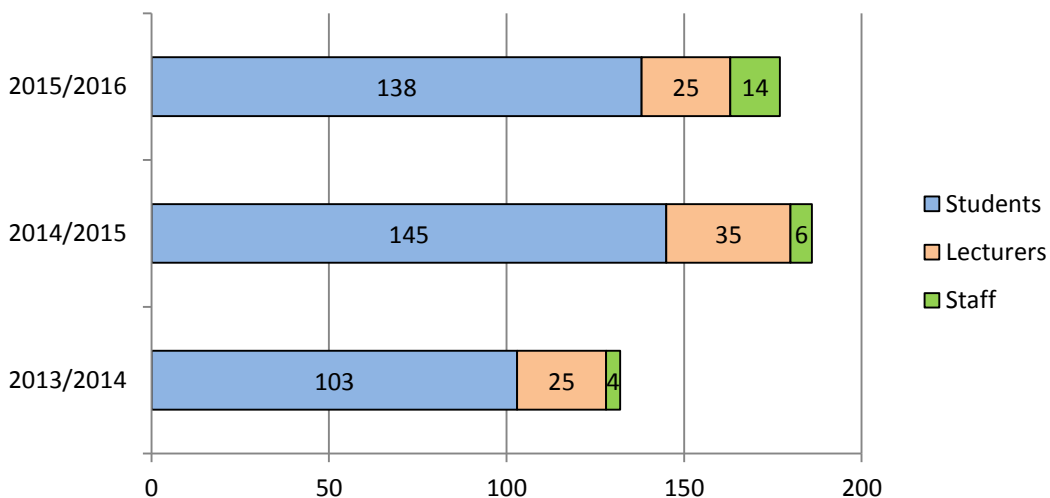
# Internationalisation

Óbuda University intends to go on with internationalization in the future as well, including the organisation of high-standard international conferences, the common research projects with the international partners and the students' and lecturers' mobility. The goal of Óbuda University is to build such a sustainable relation with the foreign partners that will increase the quality of these activities.

## Erasmus+ Mobilities



Outgoing mobilities 2013-2016



Incoming mobilities 2013-2016

## Credit Mobility Partners

Óbuda University has great achievements in the Credit Mobility projects regarding both its relations and the supported headcounts.

In the first round (2015-2017) we won support for 78 persons for the incoming and outgoing lecturers and students. For the project term 2016-2018 we have won the mobility of other 145 persons.

### **2015-2017**

Ben Gurion University of the Negev, Israel

University of Novi Sad, Faculty of Economics, Subotica, Faculty of Technical Sciences, Serbia

University of Belgrade, Technical Faculty in Bor, Serbia

Tomsk Polytechnic University, Russia

European University of Tirana, Albania

Universidad Nacional del Litoral, Argentina

### **2016-2018**

University of Novi Sad, Faculty of Economics, Subotica, Serbia

University of Novi Sad, Faculty of Technical Sciences, Serbia

University of Belgrade, Technical Faculty in Bor, Serbia

University of Danang, Vietnam

Taras Shevchenko National University of Kyiv, Ukraine

Universidade de Sao Paulo, Brasil

American University of Central Asia, Kyrgyzstan

Universidad Autonoma de Nuevo Leon, Mexico

National University of Singapore, Singapore

University of Dayton, USA

## Credit Mobilities in Pictures



Prof. Ivan Mihajlovic (Belgrad, University Serbia)  
at Óbuda University, 2016



Ms. Elona Shehu (PhD-student)  
and Prof. Arlinda Ymeraj (European  
University of Tirana, Albania),  
at Óbuda University, 2016



Prof. Raul Pedraza (UNL),  
Cesar Martinez (UNL)  
Prof. Levente Kovács,  
Miklós Kozlovsky  
in Argentina, 2016



Prof. V. Hung (University of Danang,  
Vietnam) among students on 5th  
International Week at Óbuda  
University, 2016



# Mentor (Buddy) Programme and Erasmus Student Network at Óbuda University

The International Mentor Program (IMP) builds relationships between newcomers from foreign countries and Hungarian students. The aim of the program is to encourage intercultural exchange and to support the new students during their stay here.

Our mentors are committed students at ÓU, interested in intercultural exchange and keen to help international students to fit in. One mentor is in charge of max. 5 international students and mentors are also in touch with each other. They have to meet students on a regular basis, however the timing of the meetings, is completely left up to students. For instance, students short of time could see their mentor in the cafeteria and talk with them about various issues ranging from organising everyday life on campus through getting help in planning their



studies, such as mutual support with learning languages and studying together to free time activities. Besides, the Office of International Education also organises events where both students and mentors are welcome.

Incoming Erasmus+ and Credit mobility students at OU on a tour in Venice, 2017

Erasmus Student Network (ESN) is a non-profit international student organisation. Their mission is to represent international students, thus provide opportunities for cultural understanding and self-development under the principle of Students Helping Students. The ESN Óbuda University section is a full member of the ESN Budapest United section co-operation, as well as ESN Hungary and the international body since 2015 January. They are looking forward to welcome international students and promote mobility among the local ones.



# 1<sup>st</sup>-5<sup>th</sup> International Weeks at Óbuda University



Kaija Arhio (Centria University, Finland), 2014



Matthijs Hammer (Saxion, the Netherlands), 2014



Prof. Józef Dziechciarz (University of Economics, Wrocław), 2015



Prof. Pascal Ricordel (IUT, France), 2016



Ms. Ksenia Baimakova (Aerospace University, Russia), 2016



Prof. Piotr Cyplik and Michal Adamczak (Poznan School of Logistics, Poland), 2016

# 1<sup>st</sup>-5<sup>th</sup> International Weeks at Óbuda University in numbers of lecturers

Countries	All number of guest lecturers	No	1st IW	No	2nd IW	No	3rd IW	No	4th IW	No	5th IW	
			10-13 <sup>th</sup> November 2014		13-16 <sup>th</sup> April 2015		9-12 <sup>th</sup> November 2015		25-28 <sup>th</sup> April 2016		21-24 <sup>th</sup> November 2016	
Finland	9	3	Finland	1	Finland	2	Finland			3	Finland	
Poland	5	1	Poland			1	Poland	3	Poland			
Germany	7	2	Germany			3	Germany	1	Germany	1	Germany	
Netherlands	5	1	Netherlands			2	Netherlands	2	Netherlands			
Romania	4	2	Romania								2	Romania
Albania	6	1	Albania			2	Albania	3	Albania			
France	4	1	France			2	France				1	France
Serbia	5	1	Serbia			1	Serbia	2	Serbia		1	Serbia
USA	1	1	USA									
Czech Republic	1	1	Czech Republic									
Russia	3					1	Russia	1	Russia			1
Greece	1			1	Greece							
Belgium	1			1	Belgium							
Latvia	3					1	Latvia	2	Latvia			
Bulgaria	2					1	Bulgaria			1	Bulgaria	
Hungary	1									1	Hungary	
Vietnam	1									1	Vietnam	
<b>Altogether</b>	<b>59</b>	<b>14</b>		<b>4</b>		<b>14</b>		<b>11</b>		<b>12</b>		

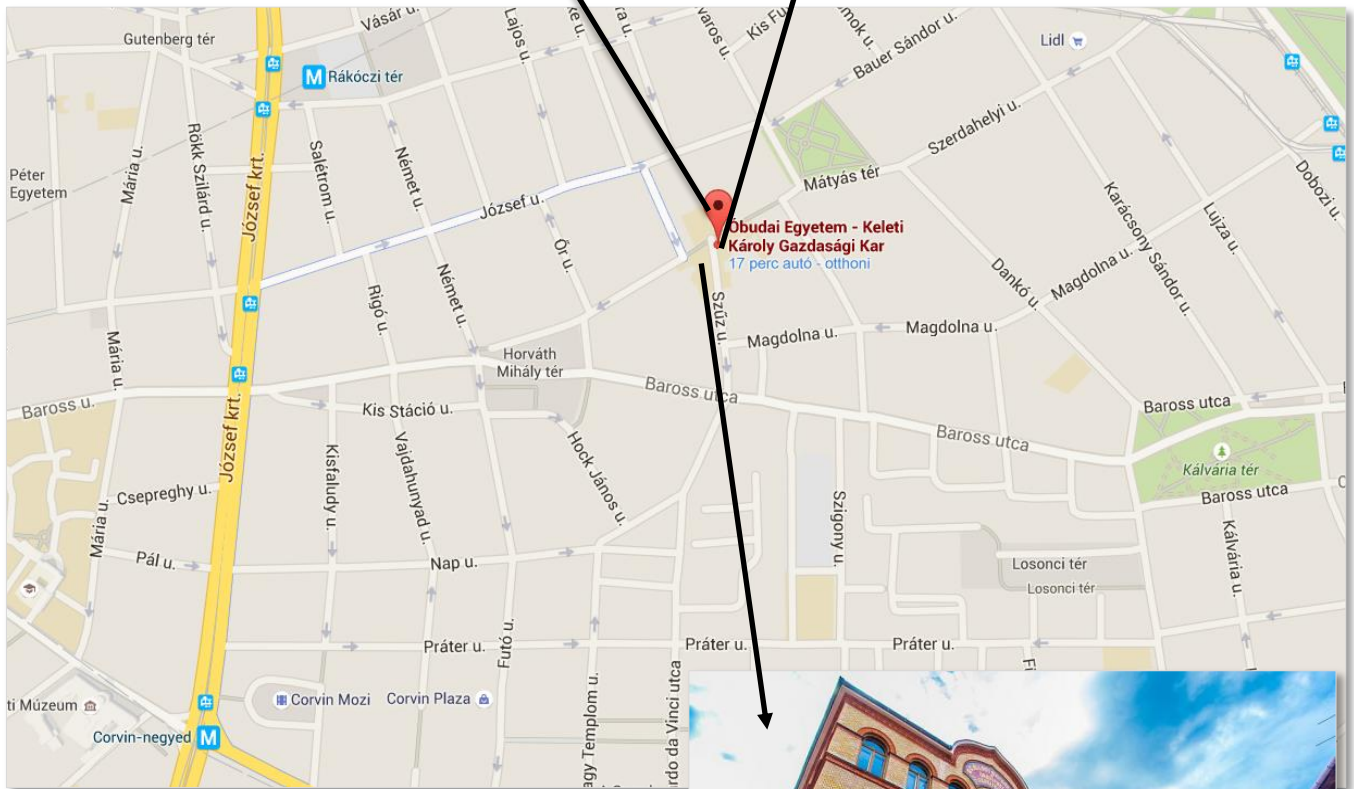
# Buildings (Campuses) in Budapest



**TG - Tavaszmező utca 14-18., District VIII.  
Károly Keleti Faculty of Economics - KGK**



**TA - Tavaszmező utca 17., District VIII.  
Kálmán Kandó Faculty of Electrical Engineering – KVK  
and Károly Keleti Faculty of Business and Management  
– KGK /Office of International Education**

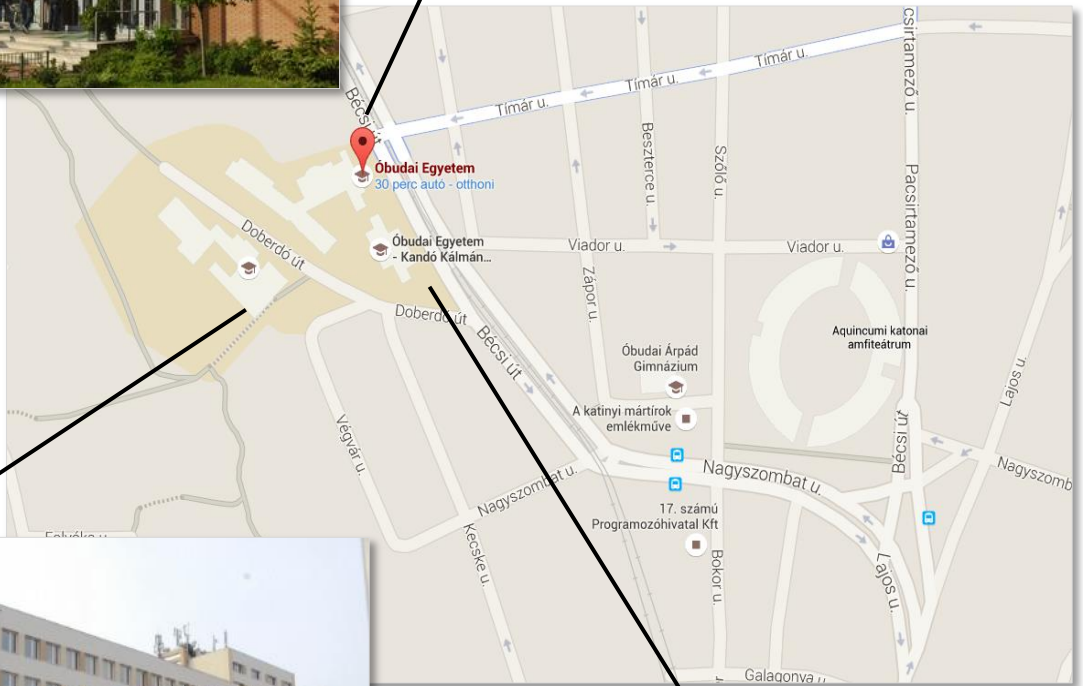


**TB - Tavaszmező utca 15.,  
District VIII.  
Kálmán Kandó Faculty of  
Electrical Engineering - KVK**





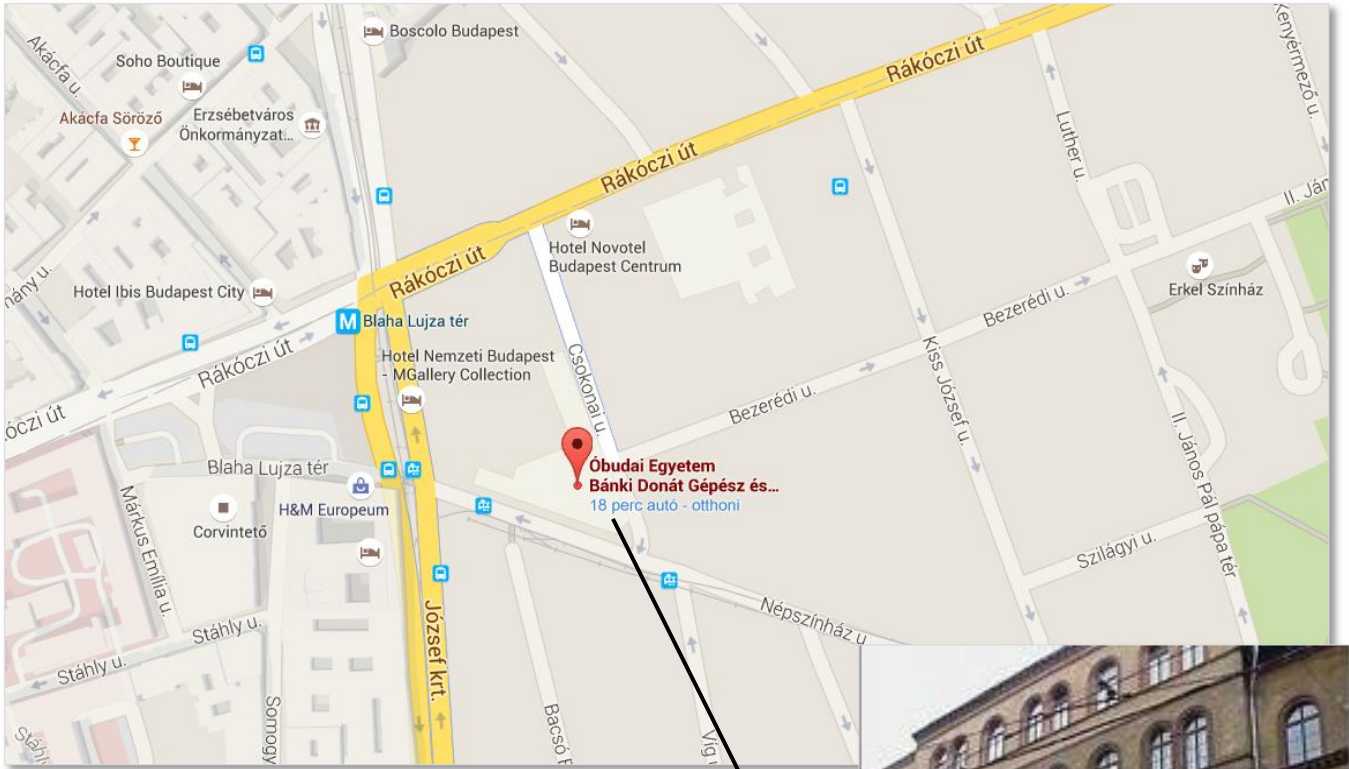
**BA - Bécsi út 96/B.,  
District III.  
John von Neumann Faculty  
of Informatics - NIK**



**BC - Bécsi út 94., District III.  
Kálmán Kandó Faculty of Electrical  
Engineering - KVK**

**D- Doberdó utca 6., District III.  
Sándor Rejtő Faculty of Light  
Industry and Environmental  
Protection Engineering - RKK**

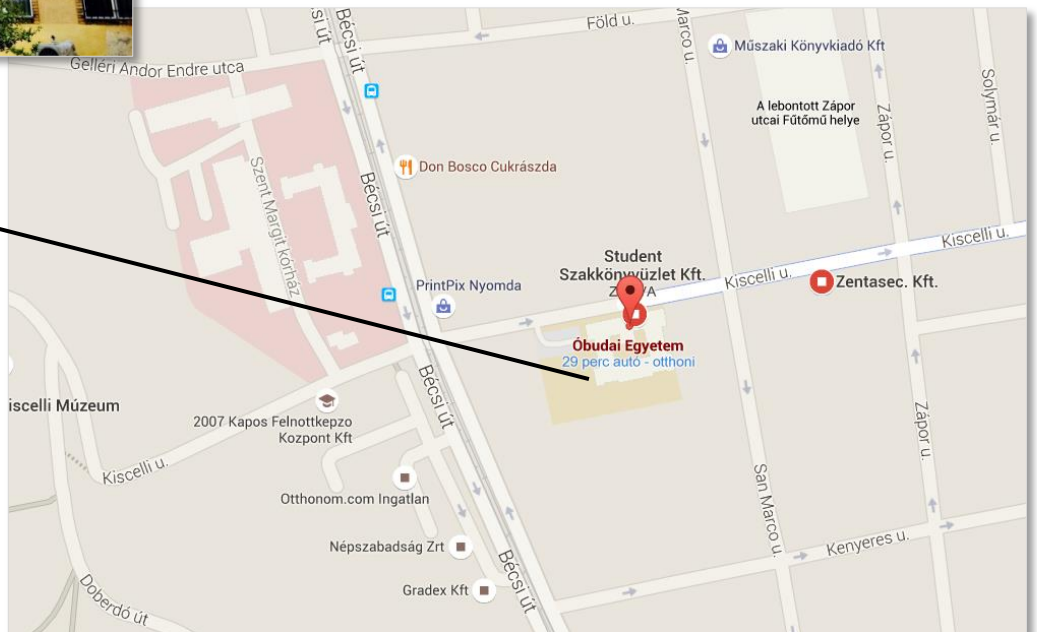




**N - Népszínház utca 8, District VIII.  
Donát Bánki Faculty of Mechanical  
Engineering and Security  
Technology - BGK**



**KC - Kiscelli utca 78-80,  
District III.  
Student's Service  
Centre  
University Gym**



# Facts about Budapest and Hungary

The capital of Hungary is situated along the Danube, in the heart of the Carpathian basin. Hilly Buda, which comprises one-third of the city's area of 525 km<sup>2</sup> is located along the right bank of the Danube surrounded by low mountains. János Hill, with its 529 metres is the highest summit of Buda. Across the river sprawls flat Pest.



The geology of Budapest has played a determining role in the city's life over the course of history. Hot springs breaking through limestone mountains supplying water of 35-76 degrees centigrade gave rise to a flourishing culture of spas in the Roman Age and made Budapest one of the most popular spa cities of Europe.



Hungarians are good at gastronomy, there are various typical dishes you should try while in Hungary: soups like "*Gulyásleves*" (goulash soup) or "*Halászlé*" (fish soup); different meals like "*Töltött káposzta*" (stuffed cabbage), "*Pörkölt*" (stew made of different kinds of meat) or "*Lángos*" (Hungarian fried bread), and desserts like "*Dobos torta*" (chocolate cake with a special caramel top on it), "*Túró rudi*" (sweet curd bar coated with chocolate) or "*Rétes*" (strudel).



"Dobos" cake

Hungarians are also fans of wines, we have 22 wine regions, the most well-known among foreigners are the Tokaj, Villány, Balaton Highland and Eger regions, but it is also worth visiting other regions for their local special wines. Hungarians like drinking "Fröccs" especially in summer, which is white or rosé wine mixed with fresh sodawater, also known as wine spritzer. There are a lot of different wine festivals, wine tastings, and winery tours all across the country.



Wine-yard in Tokaj



## Useful Hungarian Expressions

The following are some useful Hungarian expressions you might need during your stay in Budapest.

Expression in English	Expression in Hungarian	Pronunciation
Thank you.	Köszönöm.	køszønøm
Hi!	Szia!	sio
Good morning!	Jó reggelt!	jo:reg:elt
Good evening!	Jó estét!	jo:εfte:t!
Goodbye!	Viszlát!	vis-laat
I am sorry.	Sajnálom.	ʃøjna:lom.
I would like ...	Kérek...	ke:ræk
Please	Legyen szíves	lɛjɛnsi:vɛʃ
Right. Ok.	Rendben.	rɛndbɛn.
I can't understand.	Nem értem.	nɛme:rtɛm.
Where?	Hol?	hol?
When?	Mikor?	mikor?
Who? What?	Ki? / Mi?	ki?/mi?

# Organizers



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We request the pleasure of You and  
your colleagues to participate on  
our next event:

## **7<sup>th</sup> International Week**

**27<sup>th</sup> November – 1<sup>st</sup> December 2017.**

**Óbuda University**

**Keleti Faculty of Business and  
Management**

***“New Challenges of the 21<sup>st</sup> Century”***

*We are looking forward to meeting partners  
in Budapest*

