

7th International Week

20th – 23rd November 2017.

Óbuda University

Keleti Faculty of Business and Management

“New Challenges of the 21st Century”



Lecturers

Prof. Kaija Arhio, PhD

Prof. Milica Arsic

Prof. Ivana Djolovic

Prof. Aleksandra Fedajev

Prof. Ewa Gabrinska

Ing. PhD. Eva Jílková

Prof. Marja-Liisa Kaakko

Esmeralda Kadëna, PhD-student

Prof. Daniel Kwabena

Prof. Djordje Nikolic, PhD

Doc., Ing. Adam Pawlicek

DI Phlipp Rosenberger

Elvira Tabaku, PhD



Prof. Kaija Arhio, PhD

Kaija.Arhio@centria.fi

entrepreneurship, entrepreneurship education, SMEs, networking

Centria University of Applied Sciences,
Ylivieska, Finland

Develop and find your own future Workshop

The workshop is about finding and developing business ideas in teams, including a small scale business idea competition.

Tavaszmező str. 16-18., 1st floor, room TG.101.

21st November TUESDAY 08:00-13:20 3x90 minutes

Tavaszmező str. 17., 1st floor, room TA.1.122.

“Tanácsterem”.

22nd November WEDNESDAY 08:00-09:40; 09:50-11:40 2x90 minutes





Prof. Djordje Nikolic, PhD

djnikolic@tfbor.bg.ac.rs

quantitative methods for decision analysis

University of Belgrad, Technical Faculty in Bor, Serbia

Application of the hybrid MCDM (Multi-criteria Decision Making) framework of SWOT analysis for strategic decision making

In the first segment of his lecture professor Nikolic will present some prominent multi-criteria methods which can be used to improve the quantitative information basis of strategic planning processes. Furthermore, professor Nikolic will give short summary of hybrid MCDM models in the SWOT framework for the generation and prioritization of the considered long-term strategies. The aim of the second segment will be to present the usability of the proposed methodology through the case study example considering strategic decision making in national park. Professor Nikolic will present results of the proposed SWOT-ANP methodology in the case of the largest national park in Serbia, National Park Djerdap, where this novel methodological framework was used for prioritization of potential scenarios for future development of this national park in accordance to its vision and strategic goals.

**Tavaszmező str. 17., 1st floor, room TA.1.122.
"Tanácsterem"**

20th November MONDAY 08:00-09:40 1x90 minutes

Tavaszmező str. 16-18., 2nd floor, room TG.2.203.

21st November TUESDAY 09:50-13:20 2x90 minutes





Prof. Ivana Djolovic, PhD

idjolovic@tfbor.bg.ac.rs

mathematics

University of Belgrad, Technical Faculty in Bor, Serbia

Mathematical approach to everyday life

Today, in the modern informatical society we are surrounded with different kind of stories in the media related to some predictions, claims, confidence levels and conclusions. Verbal expressions and everyday phrases are presented to audience in order to warn or just inform people, but mathematics stays in "the backstage".

Correctly used mathematics and statistics could be powerful toll for explanation of many situations in everyday life. This talk will be devoted to some statistical interpretations of real life situation. Starting from some real situation, we will discover where the statistical interpretation is hidden. Also we will emphasize potential traps in understanding the situation.

**Tavaszmező str. 17., 1st floor, room TA.1.122.
"Tanácsterem"**

20th November MONDAY 09:50-11:30 1x90 minutes

Tavaszmező str. 16-18., 2nd floor, room TG.2.207.

22nd November WEDNESDAY 08:00-09:40; 09:50-11:30 2x90 minutes





DI Philipp Rosenberger

Philipp.rosenberger@fh-campuswien.ac.at
Agile and hybrid IT project management,
System Design, Cloud Computing, Internet
economics

University of Applied Science FH Campus
Wien, Austria

Agile IT Project Management

Introduction into the definition agile IT projects. Focusing on challenges and solutions in projects that contain agile as well as classic project approaches.

Tavaszmező str. 16-18. Groundfloor, room TG. F.19”
22nd November WEDNESDAY 09:50-11:30 1x90 minutes





Prof. Aleksandra Fedajev, PhD

afedajev@tfbor.bg.ac.rs

business economy, macroeconomics

University of Belgrad, Technical Faculty in Bor, Serbia

The economy of fixed assets and the calculation of depreciation

Teaching on the International Week will be organized in period 23 - 25 of April. The subject of the lecture will be: "The economy of fixed assets and the calculation of depreciation". Students will be introduced to the fixed assets concept, their characteristics and basic types of them. After that, the values of the fixed assets (used for their recording in business books) will be specified and analyzed. Having in mind that depreciation is one of the most important assets accounting area, its calculation will be presented through numerous numerical examples. Also, students will be introduced the concept, goals and methods of revaluation, as the enterprises in the most economies are faced with price growth that greatly influence the calculation of depreciation.

Tavaszmező str. 17. 1st floor, room TA.122. "Tanácsterem"
20th November MONDAY 15:20-17:00 1x90 minutes

Tavaszmező str. 17. 1st floor, room TA.122. "Tanácsterem"
21st November TUESDAY 11:40-13:20; 13:30-15:10 2x90 minutes





Prof. Milica Arsic, PhD

marsic@tfbor.bg.ac.rs

management and administration

University of Belgrad, Technical Faculty in Bor, Serbia

International management behavior

The subject of the lecture will be: "International management behavior". Students will be introduced to the concept of organizational behavior, national culture and the influence of national culture on the behavior of people in the organization. During the course, students will be able to understand how much cultural differences can affect the operations of global companies and suggest solutions how intercultural communication can be improved.

Tavaszmező str. 17. 2nd floor, room TA.2.204.

20th November MONDAY 08:00-10:35 3x45 minutes

Tavaszmező str. 17., 3rd floor, room TA.3.305.

21st November TUESDAY 13:30-15:10 1x90 minutes





Dr. Daniel Kwabena Twerefou

twerefou@yahoo.co.uk

*macroeconomics, environment and natural
resource economics*

University of Ghana, Accra, Ghana

Introduction to macroeconomics

The course will enable students to acquire knowledge on basic Macroeconomic concepts, problems and relations among them with support of theoretical models. They will also learn about macroeconomic policies and their application by solving the problem of economic stability. Topics that will be treated will include AS-AD Model, Macroeconomic Measurement, Financial Sector in Economy, Inflation, Unemployment, Monetary Policy, Fiscal Policy, International Trade Theory and Policy among others.

Tavaszmező str. 17. 1st floor, room TA.122. "Tanácsterem"
21st November TUESDAY 08:00-09:40 1x90 minutes

Tavaszmező str. 17. 1st floor, room TA.122. "Tanácsterem"
22nd November WEDNESDAY 11:40-13:20 1x90 minutes

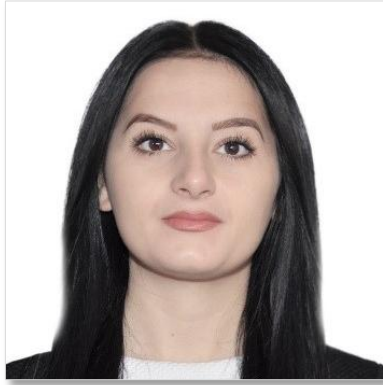
Climate change mitigation for sustainable development

This course introduces students to the science of climate change and mitigation measures being undertaken by the world. Measures that will be discussed include CDM, NAMA, REDD+, NDC, among others.

Tavaszmező str. 17., 1st floor, room TA.122. "Tanácsterem"
21st November TUESDAY 09:50-11:30 1x90 minutes

Tavaszmező str. 17. 1st floor, room TA.122. "Tanácsterem"
22nd November WEDNESDAY 13:30-15:10 1x90 minutes





Esmeralda Kadëna

kadenaesmeralda@gmail.com

PhD-student

Doctoral School of Safety and Security
Sciences, Óbuda University

Smartphones and security: new challenges in a connected world

The course is about the rapid advancement in technology, the so-called "convenience" to control everything from your smartphone vs security with special emphasis on human factor.

Main points:

- General overview: connected world;
- Defining smartphones (security);
- Identifying security challenges and understanding the main threats;
- Theoretical and practical suggestion

Tavaszmező str. 16-18. Groundfloor, room TG.F.19.

20th November MONDAY 11:40-12:25 1x45 minutes

Tavaszmező str. 17. 2nd floor, room TA.2.214.

22nd November WEDNESDAY 8:00-9:40 1x90 minutes





Ing. PhD. Eva Jílková

eva.jilkova@mvso.cz

economics and economy, economic policy, globalization

Moravian University College, Olomouc,
Czech Republic

Economic Resources – The Matter of Choice People in the Globalized World of today

In essence, in the last 20 years, globalisation has significantly altered the way we live and think and we live and make not only economic decisions precisely in such world. Economics is about choice and the impact of our choices on each other. It relates to every aspect of our lives, from the decisions we make as individuals or families to the structures created by governments and firms. The economic way of thinking can help us make better choices. On the other hand, people want to get the highest benefit from the resources.

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20th November MONDAY 11:40-13:20, 13:30-15:10 2x90 minutes

Tavaszmező str. 17. 1st floor, room TA.122. "Tanácsterem"
21st November TUESDAY 15:20-17:00 1x90 minutes





Doc. Ing. Adam Pawliczek

adam.pawliczek@mvso.cz

Management tools in SMEs

Moravian University College, Olomouc, Czech Republic

Business Planning

The course is focused on introduction to business planning, and primary strategic document. Lecture describes the content of typical written business plan in ten essential chapters. Lesson emphasizes importance of business planning for competitiveness of the enterprise. Students in groups will try to prepare their own business plan. Students are encouraged to bring their own laptops and connect to internet during the practical part of course (or PC lab is beneficial).

Tavaszmező str. 17., 2nd floor, room TA.2.204
20th November MONDAY 13:45-16:15 3x45 minutes

Management methods, tools and systems in SMEs

Sixteen important respected management tools, methods and systems in different branches of management, especially strategic and quality, will be introduced and characterized. The level of utilization of these management methods, tools and systems in SMEs will be characterized. Their influence on business performance of SMEs will be described and illustrated. Own original research data from Czech and Slovak Republic will be presented.

Tavaszmező str. 16-18., 2nd floor, room TG.2.206
22nd November WEDNESDAY 10:45-13:20 3x45 minutes





Prof. Elvira Tabaku, PhD

elvira.tabaku@uet.edu.al

marketing

European University of Tirana, Tirana,
Albania

Customer loyalty in economic downturn

Companies continuously aim to create loyal customers. They work hard and invest on the creation of the appropriate practices to create loyalty. But it becomes more challenging in difficult economic situations to turn customers into loyal ones and to keep/maintain their loyalty. The course will cover the topic of customer loyalty. The aim is to offer to students an understanding of the construct of loyalty, the elements that create it serving as antecedents and the important outcomes of loyalty to both the customer and the company. Some of the specific aspects of the course will cover product and service quality, customer value, trust and customer satisfaction. Special attention will be given to the exploration and implementation of these elements under hard economic situation and downturn, as the one we are experiencing. The course will be interactive and will aim to provide the participant with a forum to exchange information and knowledge related to the elements presented. Students will be encouraged to offer their perceptions and experiences.

Tavaszmező str. 16-18. 1st floor, room TG.101.

20th November MONDAY 11:40-13:20; 13:30-15:10 2x90 minutes

Tavaszmező str. 16-18. Groundfloor, room TG.F18.

21st November TUESDAY 15:20-17:00 1x90 minutes





Prof. Ewa Grabinska, PhD

e.grabinska@uj.edu.pl

*regional tourism, air
transport market*

Jagellonian University, Cracow, Poland

The air transport market - preliminary issues

The first lecture will present basic concepts, facts and information with the aim to introduce the subject of further lectures. The origin and history of air transport will be presented, as well as its potential future growth. The initial connection of the air transport with other branches of the economy, especially tourism and regional development of the area will be shown.

Tavaszmező str. 16-18., 1st floor, room TG.101.

20th November MONDAY 08:00-09:40 1x90 minutes

The air transport market in the world and in Europe

The main purpose of this lecture is to characterize the air transport from the perspective of current state of air transport in the world and in Europe. An overview of the current situation will be made on the basis of existing statistics of air traffic, and prospects for the development of this market.

Tavaszmező str. 16-18., 1st floor, room TG.101.

20th November MONDAY 09:50-11:30 1x90 minutes

Tavaszmező str. 17., 1st floor, room TA.122. "Tanácsterem"

22nd November WEDNESDAY 15:20-17:00 1x90 minutes





Prof. Marja-Liisa Kaakko, PhD

Marja-Liisa.Kaakko@centria.fi

management accounting, entrepreneurship, innovations

Centria University of Applied Sciences,
Ylivieska, Finland

Develop and find your own future Workshop

The workshop is about finding and developing business ideas in teams, including a small scale business idea competition.

Tavaszmező str. 16-18., 1st floor, room TG.101.

21st November TUESDAY 08:00-13:20 3x90 minutes

Tavaszmező str. 17., 1st floor, room TG.1.122.

“Tanácsterem”

22nd November WEDNESDAY 08:00-09:40; 09:50-11:30 2x90 minutes



Schedule

	20th November MONDAY Tavaszmező str.17.	20th November MONDAY Tavaszmező str. 16-18.	20th November MONDAY Tavaszmező str.16-18 ;17.	21st November TUESDAY Tavaszmező str.17.	21st November TUESDAY Tavaszmező str. 16-18.	21st November TUESDAY Tavaszmező str. 16-18;17.	22nd November WEDNESDAY Tavaszmező str.17.	22nd November WEDNESDAY Tavaszmező str. 16-18;17	22nd November WEDNESDAY Tavaszmező str.16-18
8:00 – 9:40	Nikolic Djordje Application of the hybrid MCDM models in the framework of SWOT analysis for strategic decision making TA.1.122.	Ewa Grabinska The air transport market – preliminary issues TG.1.101.	Milica Arsic International management behavior TA.2.204. (8:00-10:35; 3x45 Minutes)	Daniel Kwabena Introduction to Macroeconomics TA.1.122.			Kaija Arhio and Marja-Liisa Kaakko Develop and find your own future - Workshop TA.1.122	Esmeralda Kadena Smartphones and security: new challenges in a connected world TA.2.214.	Ivana Djolovic: Mathematical approach to everyday life TG.2.207.
9:50 – 11:30	Ivana Djolovic: Mathematical approach to everyday life TA.1.122..	Ewa Grabinska The air transport market in the world and in Europe TG.1.101.		Daniel Kwabena Climate change mitigation for sustainable development TA.1.122.	Kaija Arhio and Marja-Liisa Kaakko Develop and find your future Workshop TG.1.101.	9:50-13:20 Nikolic Djordje Application of the hybrid MCDM models in the framework of SWOT analysis for strategic decision making TG.203		Adam Pawliczek Management methods, tools and systems in SMEs TG.2.206. (3x45 Minutes)	Ivana Djolovic: Mathematical approach to everyday life TG.2.207.
11:40 – 13:20	Eva Jilkova The matter of choice People in the Globalized World of today TA.1.122.	Elvira Tabaku Customer loyalty in economic downturn TG.1.101.	Esmeralda Kadena Smartphones and security: new challenges in a connected world TG.F.19. 11:40-12:25 (1x45 Minutes)	Aleksandra Fedajev The economy of fixed assets and calculation of depreciation TA.1.122.			Daniel Kwabena Introduction to Macroeconomics TA.1.122.		09:50-11:30 Pilipp Rosenberger Agile IT Project management TG.F.19
13:30 – 15:10	Eva Jilkova The matter of choice People in the Globalized World of today TA.1.122.	Elvira Tabaku Customer loyalty in economic downturn TG.1.101.		Aleksandra Fedajev The economy of fixed assets and calculation of depreciation TA.1.122.		Milica Arsic International management behavior TA.3.305.	Daniel Kwabena Climate change mitigation for sustainable development TA.1.122.		
15:20 – 17:00	Aleksandra Fedajev The economy of fixed assets and calculation of depreciation TA.1.122.		Adam Pawliczek Business Planning TA.2.204. 13:45-16:15 (3x45 Minutes)	Eva Jilkova The matter of choice People in the Globalized World of today TA.1.122.	Elvira Tabaku Customer loyalty in economic downturn TG.F18		Ewa Grabinska The air transport market TA.1.122.		

Professional Events

Workshop

23rd November THURSDAY 08:30-10:00

Participants: all guests lecturers

8, Népszínház str. Budapest

Groundfloor, Room 45. "Tanácsterem"

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



Cultural Events

Faculty Visits (campuses and labs)

23rd November THURSDAY 10:00-12:00

Participants: all guests lecturers

Exceptional City Tour

23rd November THURSDAY 13:00-16:00

Participants: all guests lecturers

Guide: András Keszthelyi, PhD.



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.



Kandó

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.



**KELETI KÁROLY
GAZDASÁGI KAR**

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.

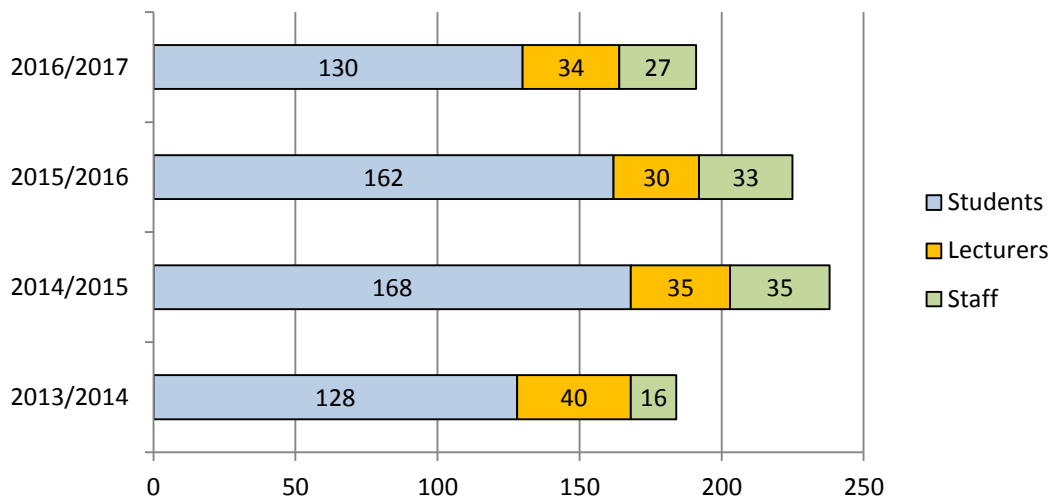
Ágoston Trefort Centre for Engineering Education

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.

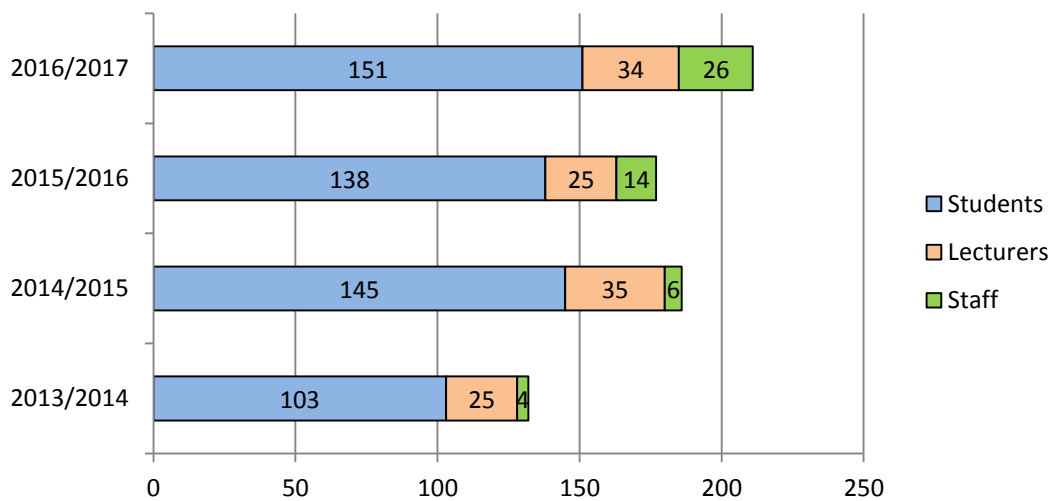
Internationalisation

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.

Based on the previous experiences, cooperations and practices (2015-2017; 2016-2018), in this year the Óbuda University started the third Credit Mobility project (2017-2019) with its highly appreciated partner institutions around of the world.

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

University of Dayton, USA

2017-2019

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

European University of Tirana, Albania

Universidad Nacional del Litoral, Argentina

Tsinghua University, China

Université de Biskra, Algeria

University of Ghana, Ghana

Ajou University, South-Korea

Gwangju Institute of Science and Technology, South-Korea

D.Serikbayev East Kazakhstan State Technical University, Kazakhstan

University of Danang, Vietnam

Credit Mobilities in Pictures



Prof. Giao Chi Le Thi taught
(University of Danang, Viet Nam)
at Óbuda University, 2016



Prof. Drita Kruja (European
University of Tirana, Albania)
at Óbuda University, 2014



Prof. Jolán Velencei
taught at the University of
Danang, Vietnam, 2017,



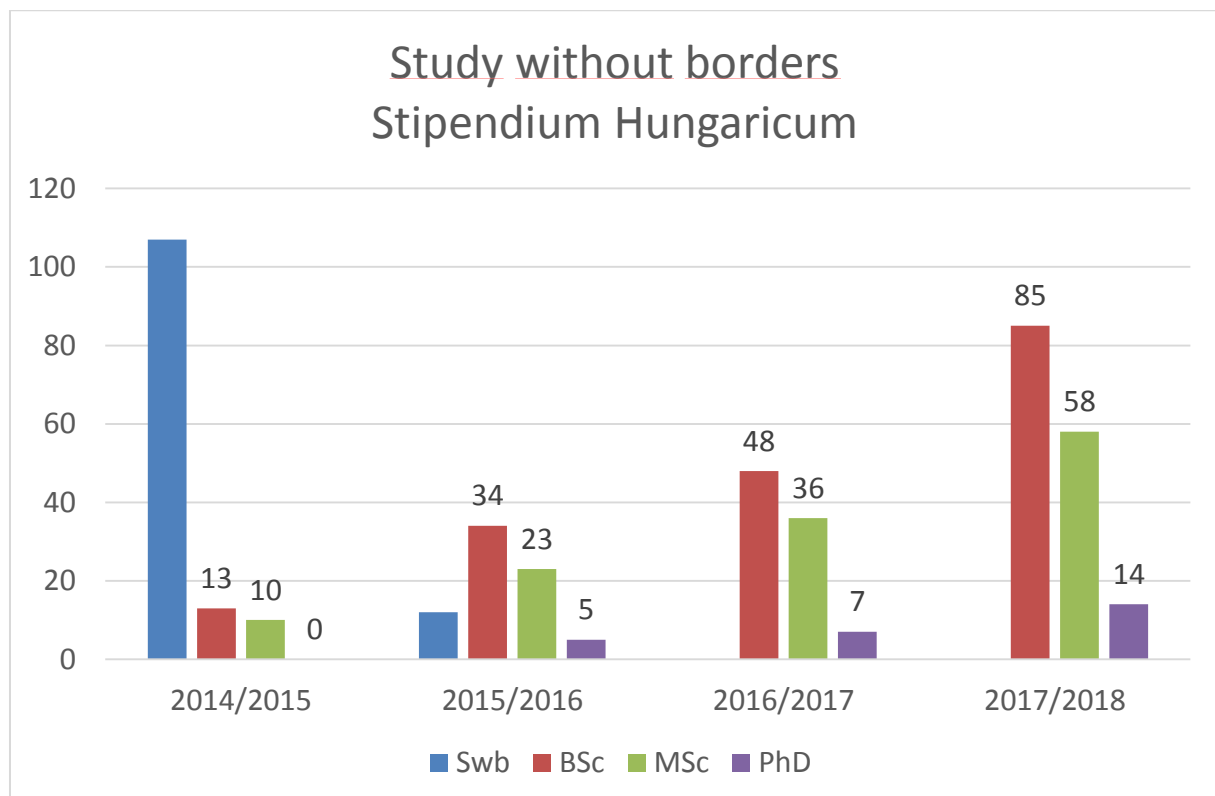
Hungarian professors' delegation at
Ben Gurion University of Negev,
Israel, 2017

Stipendium Hungaricum Scholarship Programme

The Stipendium Hungaricum Scholarship Programme was launched in 2013 by the Hungarian Government. The core mission of the programme is to increase the number of foreign students in Hungary and to encourage Hungarian higher education institutions to attract top foreign students.

The programme is based on bilateral educational cooperation agreements signed between the Ministries responsible for education in the sending countries/territories and Hungary or between institutions. Currently the Óbuda University has scholars from 36 countries in the programme.

Students can apply for study programmes at 7 bachelor, 3 master and 3 doctoral programme at Óbuda University, and preparatory courses as well. Apart from the tuition-free education, the Programme provides monthly stipend, medical insurance and housing allowance for the scholarship holders.



1st-6th International Weeks at Óbuda University



Kaija Arhio (Centria University,
Finland), 2015



Meeting of Dina Popluga, Modrițe
Peļše (Latvia) and Ivan
Mihajlovic (University of
Belgrade), 2015



Prof.
(College of Logistics,
Poznan), 2016



Prof. Predrag Djordjevic
(University of Belgrade), 2016



International students in the class
of Yukka Sirkia and Pekka Mytty
(Saimaa University, Finland), 2016



Nertila Hoxha, PhD-student
(European University of Tirana,
Albania), 2017

Represented countries at 1st-6th International Weeks at Óbuda University

From Asia:

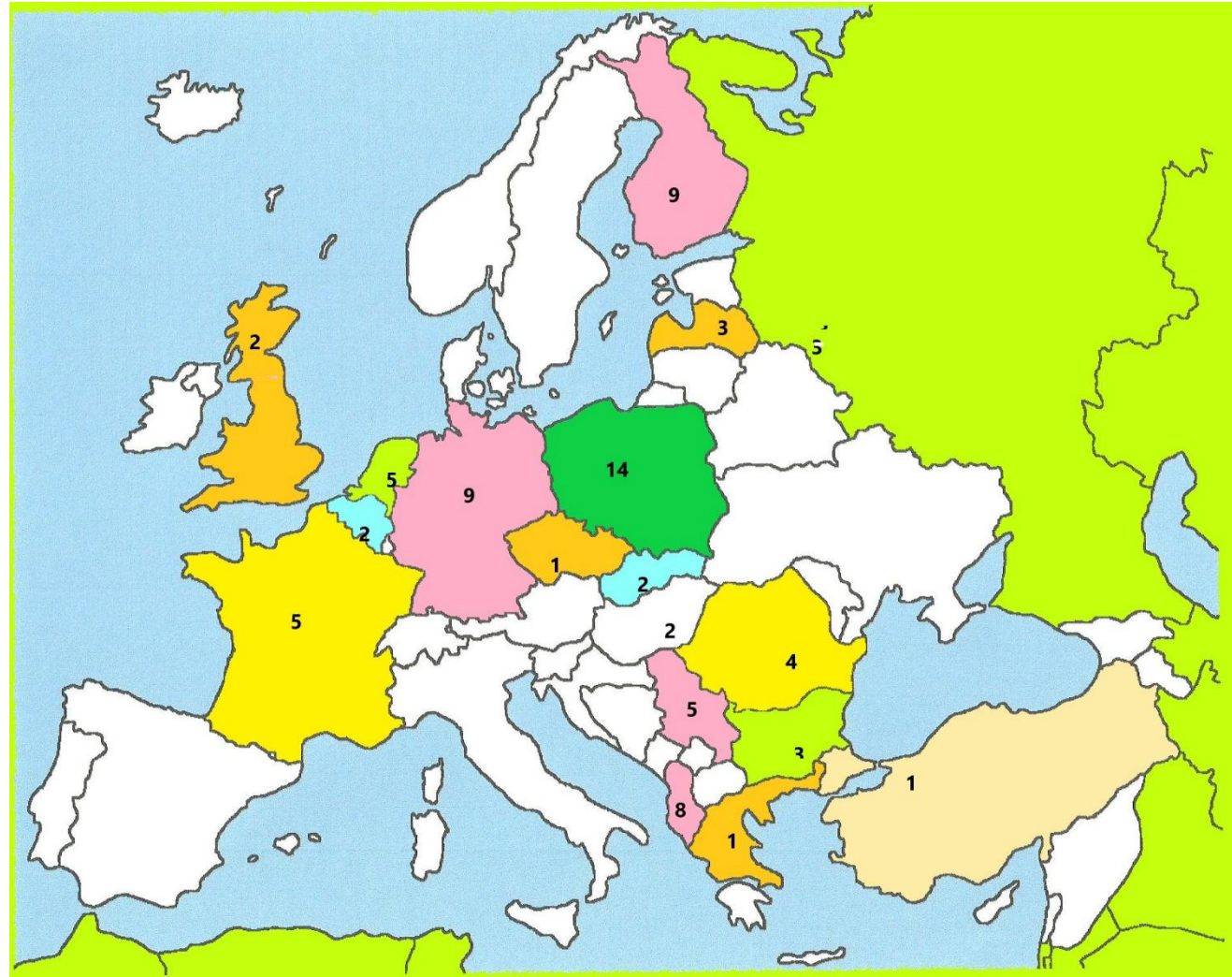
Vietnam; 3 lecturers

From Amerika:

USA; 2 lecturers

From Europe:

Coloured countries at the map
with the numbers of guests



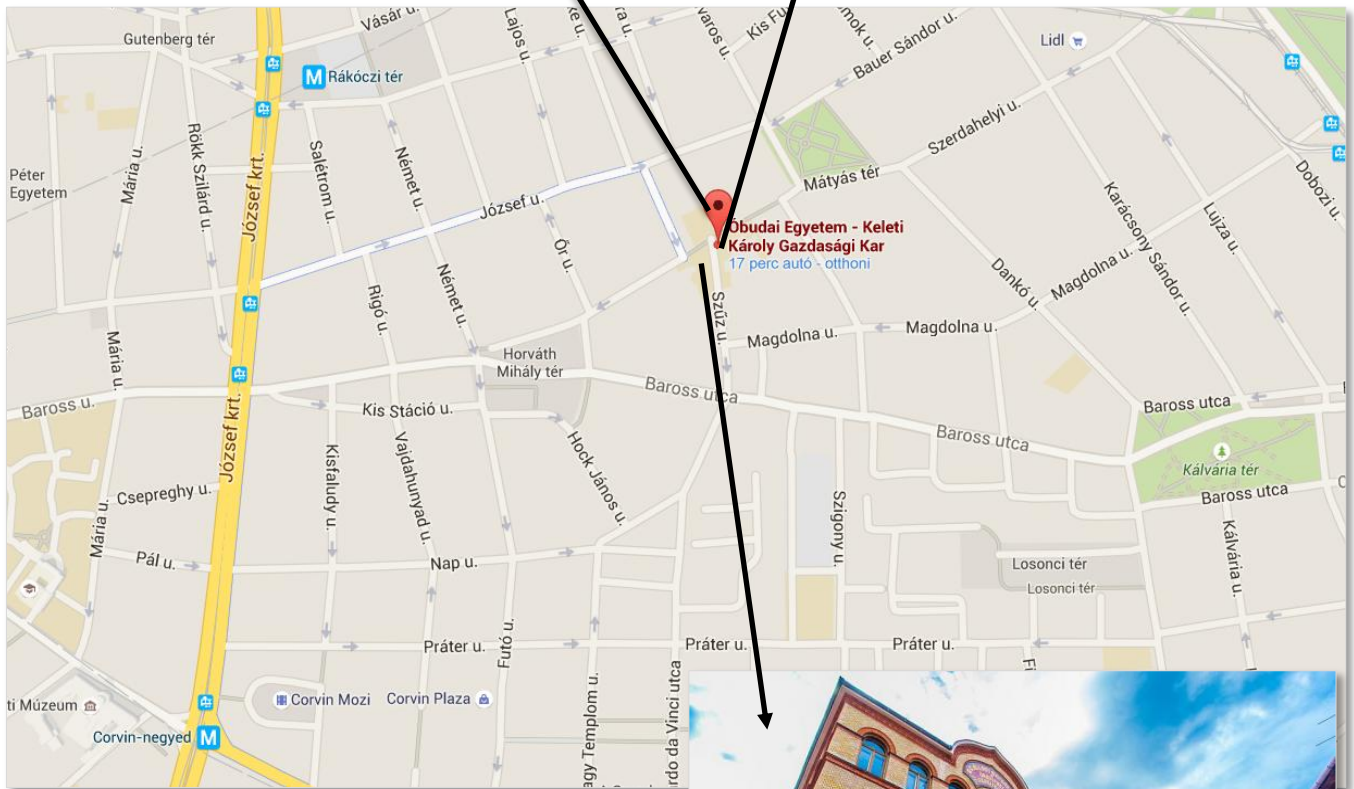
Buildings (Campuses) in Budapest



**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**

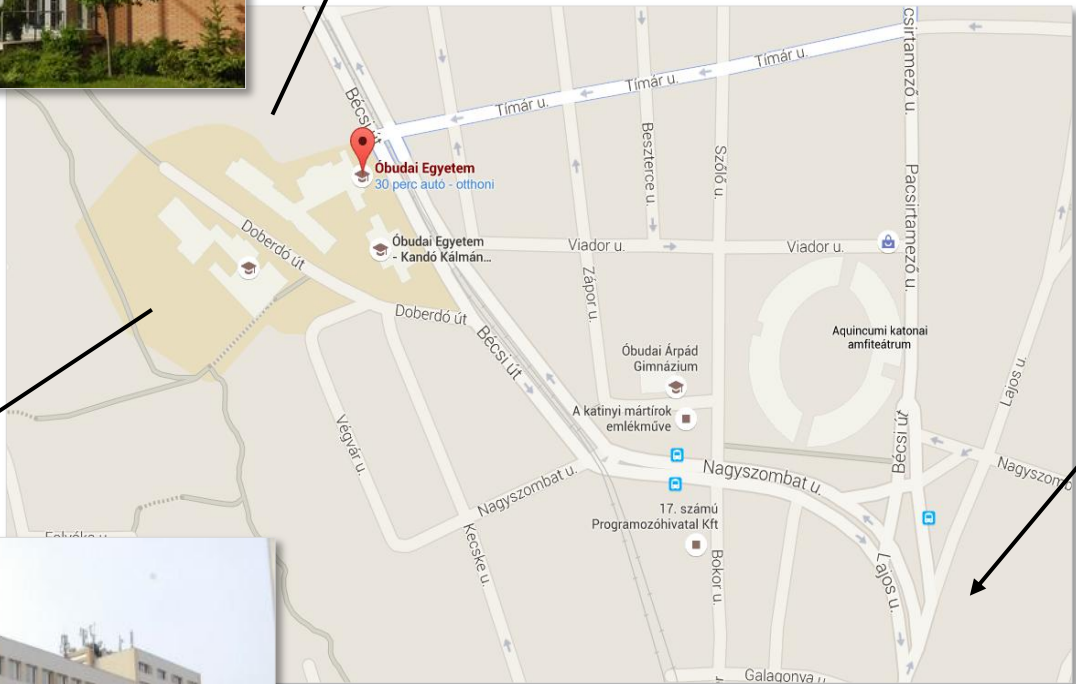


**TB - Tavaszmező utca 15.,
District VIII.
Kálmán Kandó Faculty of
Electrical Engineering - KVK**





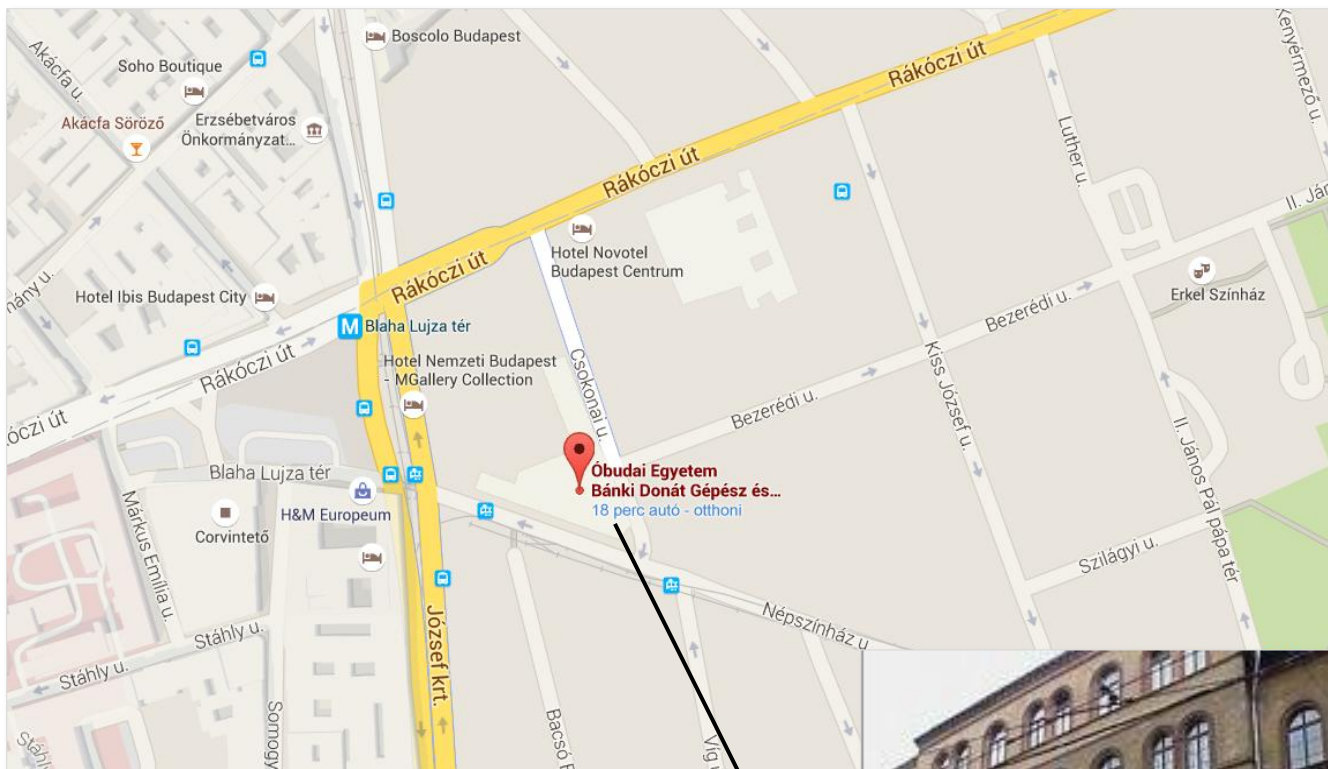
**BA - Bécsi út 96/B.,
District III.
John von Neumann Faculty
of Informatics - NIK**



**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**

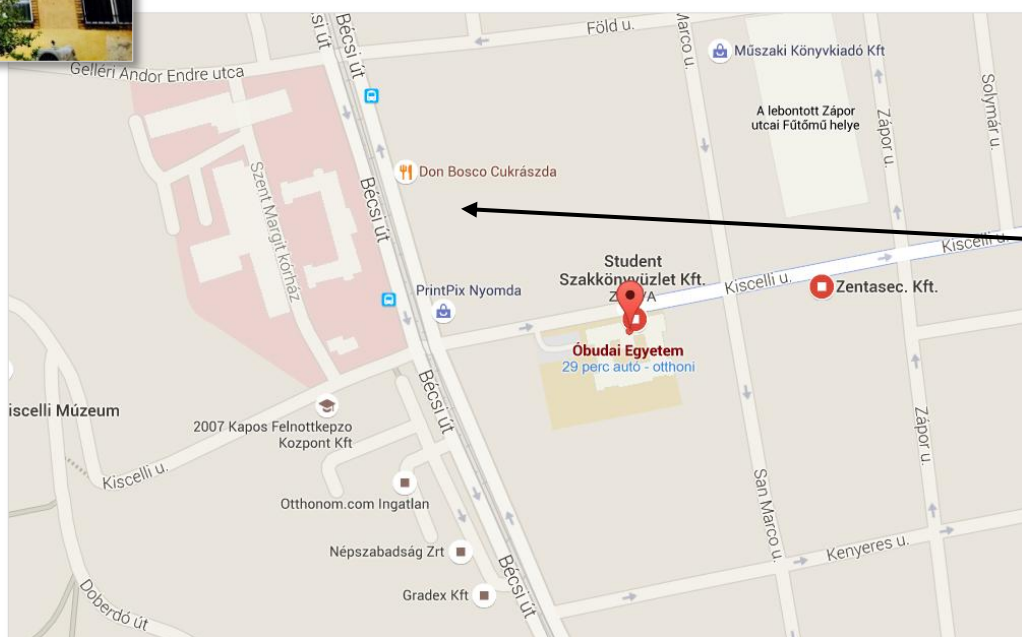




**N - Népszínház utca 8, District VIII.
Donát Bánki Faculty of Mechanical
Engineering and Security
Technology - BGK**



**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 km² 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	lɛʃensivɛʃ
Right. Ok.	Rendben.	rɛndbɛn.
I can't understand.	Nem értem.	nɛme:rtɛm.
Where?	Hol?	hol?
When?	Mikor?	mikor?
Who? What?	Ki? / Mi?	ki?/mi?

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your colleagues to participate on
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8th International Week

23th April – 26th April 2018.

Óbuda University

**Keleti Faculty of Business and
Management**

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*We are looking forward to meeting partners
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