



Dear Partners and Colleagues,

the Faculty of Business and Economics, University of Pécs has the pleasure of inviting you to join our international teaching week taking place in April 18-22, 2016.

The idea of organising this event is besides providing our students international experience at home, to have the opportunity of discussing two hot topics in today's higher education

- University centered, ecosystem based entrepreneurship capacity building
- Innovations in teaching methodologies

We are pleased to invite faculty members from your institution to guest lecturing in one of the following courses:

Competence Development;

International Economics;

Advertising and Sales Promotion;

Financial Accounting;

Probability and Statistics;

Investments;

Interdisciplinary Innovation Capacity Building;

Foundation Marketing;

Operations Management;

Intercultural Business Communication;

Global Marketing;

Business Ethics;

Finance Cases;

E-Business;

Small Business Management

Apart from guest lecturing all participants are kindly asked to contribute to at least one of the main topics of the event by either delivering a speech on the academic plenary (discussing university centered, ecosystem based entrepreneurship capacity building) or participating and presenting relevant good practices (dealing with innovative teaching methodologies) on the workshop of the program.

Applications can be submitted by filling in the registration form available on <http://iweek.ktk.pte.hu>

Applications are expected until March 10, 2016. Selected applicants will be announced by March 17, 2016. We foresee a maximum of two people representing the same institution.

Accommodation for 4 nights, catering and participation on the program are complimentary. Travelling costs and other expenses shall be covered by the participants.

PRELIMINARY PROGRAM:

Monday, April 18

Official Welcome, Guest lecturing, Gala dinner

Tuesday, April 19

Morning Café, Guest lecturing, Workshop1; Social/Cultural Program

Wednesday, April 20

Guest lecturing, Academic Plenary – Simonyi BEDC programs

Thursday, April 21

Guest lecturing, Workshop2, Farewell dinner

FURTHER INFORMATION

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