



UNIVERSITY OF PÉCS
Faculty of Business and Economics

INTERNATIONAL TEACHING WEEK 2022 IN PÉCS

Call for application

International Teaching Week in University of Pécs Faculty of Business and Economics

Call for Application

University of Pécs Faculty of Business and Economics (UPFBE), has the pleasure of inviting you to join the 6th International Teaching Week taking place from **4th to 8th April, 2022.**

We have always asked the same question to know what our students really do appreciate. What do they value in our programmes? And yes, we know they prefer project-based learning, digital solutions and inspiring conversations. Do they also prefer online platforms, chats, videos and gamified courses or do they simply want to meet in person, come to the class and listen to the lecturer? What is the balance between digital and offline learning? How can we construct an ideal blended course? These are the questions, we are going to talk about with you if you join us next April to our 6th International Teaching week at the University of Pécs, Faculty of Business and Economics.

See you soon!

1. Blended learning workshop (Judit Dombi, Krisztina Fodorné Tóth, Krisztián Simon, Norbert Sipos, Zoltán Vörös)

Providing relevant responses to the needs of the information society and the students of the 21st century is a particularly important imperative higher education needs to acknowledge. The workshop aims to explore how digital technologies support modern educational practices. We would like to demonstrate how technology may optimize the teaching-learning process by presenting good practices of blended learning, i.e., the combination of remote and in-class activities. In particular, we would like to show how the apt use of learning management systems (LMSs) can contribute to increased inclusion, student engagement, better time management, more meaningful assessment practices and more efficient communication. By presenting practical examples (i.e., the flipped classroom, ideas for alternative formative assessment) and the added values they incorporate, the workshop is meant to contribute to the conscious, coordinated use of digital technologies to support our students' learning.

2. Learn from you own experience. Experiential learning in Entrepreneurship Education. (Dr. Zsolt Bedő, UPFBE) – WOP Workshop

The main objective during the conduct of experiential learning is to put the learner into a situation, environment where he/she plays an active role and is not a passive player of the learning process. It is also vital to create a setting when the learner must self-reflect on his/her knowledge implementation, learning process by receiving feedback from outside parties and processing it. In my courses, if possible I provide the students with the necessary learning material that needs to be acquired by themselves. I set up the framework of the "experience" by requiring them to create a company or develop a product or a service based on the knowledge they acquire from the conventional sources. I test their learning journey and performance by viewing their project implementation and their ways of reflecting on their own performance along with the corrections they make based on the feedback they receive from outside, independent actors.



Apart from giving guest lectures participants are kindly asked to attend the workshops and share their own experiences.

We are pleased to invite faculty members from your institution to deliver guest lecture(s) in at least two courses. The expectation is 4 hours (2x75 minutes) per participant.

BSc courses:

- **Advertising and Sales Promotion** (Business Administration and Management)
- **Banking and Finance**
- **Booms and crises in the European economy**
- **Case Studies in Tourism Marketing**
- **Consumer Behaviour** (Business Administration and Management)
- **Cultural and Heritage Tourism**
- **Environmental Economics** (Business Administration and Management / Tourism and Catering)
- **Financial Accounting** (Business Administration and Management / Tourism and Catering)
- **Foundations of Digital Marketing** (Tourism and Catering)
- **Human Resource Management** (Business Administration and Management)
- **International Career management**
- **International Economics** (Business Administration and Management / Tourism and Catering)
- **Introduction to Management** (Business Administration and Management)
- **Introduction to Marketing** (Business Administration and Management / Tourism and Catering)
- **Introduction to Social Sciences** (Business Administration and Management / Tourism and Catering)
- **Investments** (Business Administration and Management)
- **Lodging and Hotel Management**
- **Macroeconomics** (Business Administration and Management / Tourism and Catering)
- **Marketing Research**
- **Natural Resource Economics and CSR**
- **Probability and Statistics** (Business Administration and Management / Tourism and Catering)
- **Regional Economics** (Business Administration and Management / Tourism and Catering)
- **Small Business Management and Development** (Business Administration and Management)
- **The System of Tourism** (Tourism and Catering)
- **Tourism Products and their development** (Tourism and Catering)

MSc courses:

- **Advanced Organizational Behavior** (Management and Leadership)
- **Applied Statistics and Econometrics** (Management and Leadership / Business Development)
- **Applied Venture Valuation** (Management and Leadership / Business Development)
- **Business Consulting** (Management and Leadership)
- **Business Ethics** (Management and Leadership / Business Development)
- **Business Intelligence** (Management and Leadership / Business Development)
- **Change management** (Management and Leadership)
- **Corporate Entrepreneurship** (Business Development)
- **E-commerce** (Business Development)
- **Entrepreneurship and Business Model Generation** (Business Development)
- **Global Marketing** (Management) (Management and Leadership)
- **Innovation and Innovation Management** (Business Development)
- **Leadership and International Management** (Management and Leadership)
- **Quality Management** (Management and Leadership)
- **Regional Economics and Development** (Business Development)
- **Service Marketing and Management** (Business Development)
- **Strategic Human Resource Management** (Management and Leadership) / Business Development)
- **Tutorial: Start-up Development** (*Business Development*)

Applications can be submitted electronically at <https://incoming-staff.pte.hu>

Applications are expected until **28th February 2022**. Selected applicants will be announced by **15th March 2022**. We foresee a maximum of two people representing the same institution.

Further information:

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