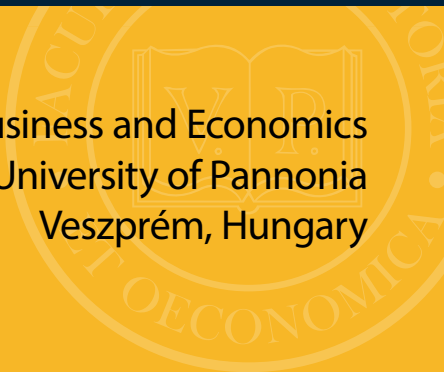




STUDY IN THE HEART OF EUROPE!

Faculty of Business and Economics
University of Pannonia
Veszprém, Hungary



OUR STUDENTS



ARMAAN BRUNO

India

"University of Pannonia in Veszprém is an ideal choice for students who want to explore something new and out of the box. It offers a high-quality education and most importantly the friendly and cheerful environment. The staff is well qualified and is always ready to help the students in any way. Overall, my experience so far with everything is very nice and the city has a lot to offer to the students."

DENNIS OLAWUMI

Nigeria

"Studying at the University of Pannonia was one of the best decisions I ever made, I completed my first degree at the university and returned back for my master's degree after 3 years of work in the Scandinavian. This is because of the peaceful, helpful and friendly learning environment. Both the academic staffs and non-academics staffs are great and ready to offer their support at all time and Veszprem is a very beautiful and calm city every student will love and worth visiting by tourist in their lifetime. I call this city "Home away from home."



PANETH NAK

Cambodia

"The University of Pannonia has a great academic reputation and employed a lot of excellent lecturers and staffs who have a very good hospitality, good facilities, and support students equally, which is one of the things that I like the most during my studies. The university also enable students to work hard and graduate with high qualification. Furthermore, the school has provided appropriate program facilities, such as a library with a large number of documents and ample quiet for students to perform study and review their lessons prior to exams. As a consequence, I have a few words that I'd like to pass on to potential students and my juniors. If you want to pursue your studies in Europe and fulfill your dream of being a qualified individual in the future, I strongly encourage you to choose "The University of Pannonia" where you can earn a real education, skills, professional knowledge which will be qualifies for the future careers."

ALISHAN KARIMOV

Azerbaijan

"I have started my study journey in Veszprem in 2018 as a Master student and never regretted. Not to mention the excellent level of education process, I have always found the staff and lecturers to be kind helpful when I needed help. That is why when I have graduated from the MA degree, I have decided to continue my studies as a PhD student in the University of Pannonia as well."



WHY?

TOP 10 REASONS TO COME TO STUDY IN VESZPRÉM:

- High quality training
- Internationally recognised professors
- Dynamically developing academic environment
- Talent management
- Perfect starting point for exploring Hungary and Europe
- Affordable living costs
- Friendly atmosphere
- University with history, traditions
- Beautiful historic town
- Mentor programme



WE ARE PROUD OF...

the Higher Education Quality Award 2008

The Faculty of Business and Economics, University of Pannonia was the first faculty ever to receive the Higher Education Quality Award for the faculties. The award was established by the government with the aim of recognising the achievements of Higher Education Institutions and their faculties, which have attained outstanding results in the application of quality improving methods, as well as reflecting continuous improvement. The awarding committee made its decision by assessing the quality of education, the stage of development of the infrastructure, students' satisfaction, intensity of corporate relations and the quality of talent management.



the AACSB membership

In January 2014 the Faculty came to a milestone during the accreditation procedure: we became a member of the AACSB International (The Association to Advance Collegiate Schools of Business). AACSB Accreditation is the hallmark of excellence in business education. Membership is a valuable resource of the development of the Faculty, making international contacts and worldwide reputation.



„Academic Centre of Excellence”

The Management Committee of the International Purchasing and Supply Education and Research Association (IPSERA) has donated “Academic Centre of Excellence” award to the Faculty of Business and Economics; and based on the activities in the field of purchasing and supply management research and education the Faculty was recognized as a “Regional Node”. There are only 22 IPSERA Academic Centres of Excellence around the world.



EUROPE & HUNGARY

HUNGARY

Area: 93,030 km²

Population: 9,982,000 inhabitants

Official language: Hungarian

Capital city: Budapest

Currency: Hungarian Forint (HUF)

Time zone: Central European time (GMT+1)

EU accession: 1 May, 2004

CLIMATE

Climate of Hungary can be described as typical European continental climate with warm, dry summers and fairly cold winters. Spring and autumn are mild.

There is no place like Hungary (Magyarország). The country is a European Union member situated in the heart of Europe, with a unique culture and language in the region. The country is small, but it is filled with various opportunities for studying, business and leisure. Mother Nature gave vast plains for agriculture, mild hills for wine, thermal water for spas and Central Europe's largest lake – Balaton. Magyars (as locals call themselves) are proud of their 1100 years history and heritage. Beside the vibrant capital, Budapest, lovely historical towns welcome visitors offering a lot to explore.



EXPLORE HUNGARY!

BUDAPEST

The location of the capital is determined by its exceptional features. The river Danube splits the city into two parts (Buda and Pest) creating lovely banks on both sides with spectacular historical buildings. Budapest is vibrant, lively and multicultural. Thanks to its location people can even ski in winter or hike in summer just within the territory of the city. The capital is the centre of business in the country and it is also famous for its diverse cultural programmes.



PANNONIA (TRANSDANUBIA) REGION

The region got its name two thousand years ago, when the Roman legions were stationed there. Situated west of the Danube it has everything that makes exploring the country and recreation pleasant and diverse. Blessed with natural beauty and full of history, it is ideal for boat trips and cycling and also offers a wide selection of excellent wines. In the region there are plenty of possibilities for hiking, horse-riding, mountain biking, relaxing in spas, trying water sports, visiting museums, enjoying festivals and much more.



EXPLORE HUNGARY!



BAKONY HILLS

Bakony Hills offer great pastimes and activities for bike lovers, those who long for hiking, look for horse programmes and also for the lovers of skiing and sledging during wintertime. In the Bakony Hills hikers will find beautiful, romantic pathways and excellent places to gather mushrooms and herbs. Mountainbikers like the steep, shady slopes and the downhill track in Eplény, which can be a real challenge. For those wishing for other types of challenges, it seems to be a great idea to try the adventures offered by the attractions of the Sobri Jóska Adventure Park.

LAKE BALATON

Hungarians love their Balaton, which they call the "Hungarian Sea". It is Central Europe's largest lake. In summer it provides perfect holidays with a water temperature between 20-25 degrees Celsius. Bike lovers can go for a ride around Lake Balaton, through picturesque landscapes. The small towns around the lake are cosy and offer enticing dining facilities. Balatonfüred, right on the shore, only 20 km from Veszprém, is rich in historic memorial places, mansions and villas. Tihany, located on a small peninsula, bears beautiful relics of the folk architecture and is famous for its abbey and lavender fields.



I ♥ VESZPRÉM

Veszprém is a medium sized town with around 60 000 inhabitants. As the centre of Veszprém County, it offers all the possibilities a student would need. There is the county library; two theatres; several shopping facilities including a shopping mall with cinema; a zoo; charming cafés and restaurants.

Veszprém is known as the “City of Queens” since in the early years of the country’s history the castle of Veszprém was the residence of the Hungarian queens. The main square of the castle is surrounded by wonderful baroque buildings, museums, galleries and the Archbishop’s Palace. Close to the historical downtown, Veszprém is a modern university town.

In 2008 the Arena was built, which is the country’s second largest sport and event hall and the “home” of the famous Veszprém handball team. In the industrial parks of Veszprém numerous international companies operate, many of whom rely on the freshly graduated students.

The town is very strong in cultural events and festivals. The most well-known of these are the Gizella Days Arts Festival, the Street Music Festival, the Veszprém Fest and Veszprém Rally.

Distance from Budapest:
110 km (easily accessible by train or bus)
Distance from Lake Balaton: 15 km



HIGHER EDUCATION IN HUNGARY



The Hungarian higher education has a three cycle degree structure (BA/BSc, MA/MSc, PhD/DLA) in accordance with the principles of the Bologna Process, in which Hungary has been taking part since 1999. The first degree programmes (3 to 4 years) lead to Bachelor's (BA, BSc) degrees, while second degree programmes (1 to 2 years) lead to Master's (MA/MSc) degrees. Unified, undivided, long-term undivided Master's degree programmes (5 to 6 years) are offered in some fields of study, e.g. in human medicine, dentistry, pharmacy, veterinary medicine, architecture, law and in a few programmes of art education. Based on a Master's degree or its foreign equivalent, PhD or Doctor of Liberal Arts (DLA) degrees as third cycle degrees can be awarded after 3 years of study. Higher education programmes may be offered in full-time training, part-time training or distance learning courses.

All the member states of the EU are obliged to accept degrees issued in Hungary and vice versa. This provides the opportunity for graduates with a degree awarded in the European Union to continue their studies at M.Sc. or PhD level as well as to apply for jobs with national and international companies, governmental institutions and research centres anywhere within the EU.

Hungarian universities use the credit system based on ECTS (European Credit Transfer System). According to the governmental decree, one credit corresponds to 30 hours of study.

The Hungarian system of assessment consists of five grade points. These are: excellent (5), good (4), satisfactory (3), pass (2) and fail (1). At PhD-level, this is shortened to the three grades classification of excellent (5), satisfactory (3), fail (1).

Each academic year consists of two semesters; each one is followed by an examination period. Every semester contains 15 weeks of lectures followed by 6 weeks of examination period. The fall semester starts at the beginning of September, while the spring semester starts at the beginning of February.

UNIVERSITY OF PANNONIA

Seated in Veszprém, one of the oldest towns in Hungary, the University of Pannonia was founded in 1949. It is the most significant institution of higher education in the Transdanubian region. With its long professional tradition and great past, the university offers degrees covering nearly all areas of science. This multidisciplinary university offers unparalleled opportunities to acquire knowledge in the fields of agricultural science, humanities, economics, engineering, information technology, education, social and natural sciences. Beside the main campus in Veszprém, it has campuses in Keszthely and Nagykanizsa and offers training programs and carries out research in Martonvásár, Pápa, Kőszeg, Zalaegerszeg and Székesfehérvár.

The University of Pannonia is committed to knowledge, after all, it is cultivating and creating science, preserving and transmitting culture, forming quality and building a university, offering new perspectives for tutors, researchers, students and the professional community in a wider sense in the region, in Hungary and in Europe.

The University of Pannonia's mission is to develop its scientific expertise and networks in such a way as to contribute to intellectual development, the quality of life and social wellbeing of the region. This will be achieved through the excellence of the faculties which are committed to continuous improvement and strive to advance creatively.

The University of Pannonia is composed of five faculties.

- The Faculty of Business and Economics
- The Faculty of Engineering
- The Faculty of Information Technology
- The Faculty of Modern Philology and Social Sciences
- The Faculty of Business Administration Zalaegerszeg



FACULTY OF BUSINESS AND ECONOMICS

The University of Pannonia founded the Institute of Economics in 2000, which became the independent Institute of Economics in 2001. The Institute was responsible for the economic programmes within the Faculty of Engineering until September 2003, when the Faculty of Economics was established. In 2012 in accordance with the double profile the name has been officially altered to the Faculty of Business and Economics.

The primary objective of the Faculty of Business and Economics is the education of economists, engineering managers and the further education and retraining of executives in a wide range of business areas. The aim is to produce professionals who are capable of creating, managing and leading systems of enterprises of national importance. The Faculty of Business and Economics of the University of Pannonia is recognised as a constantly growing and important intellectual centre in the Transdanubia region and contributes to the functioning and improvement of the public and civil society with its high quality education, research and development activities.



THE FACULTY'S STRUCTURE

The Faculty of Business and Economics is composed of three institutes and nine departments:

Institute of Business Studies

- Department of Accounting and Finance
- Department of Marketing
- Department of Tourism

Institute of Economics

- Department of Economics
- Department of Business Economics
- Department of International Economics

Institute of Management

- Department of Management
- Department of Quantitative Methods
- Department of Supply Chain Management



BSC IN BUSINESS ADMINISTRATION AND MANAGEMENT

This course is for you if you...

- ... are looking for obtaining an overall qualification, which can be applied in numerous business fields;
- ... would like to further specialize later during your master's studies or at your workplace;
- ... are interested in taking part in research and analysis related to the efficient operation of enterprises as well as in management tasks;
- ... would like to get to know the economic and business relations of the information society and would like to get familiar with information management and mass communication;
- ... find it challenging to solve complex tasks;
- ... agree that a modern businessman must have an excellent ability to build relationships, good command of communication skills in foreign languages and is a computer literate.



FULL TIME

Where you may find a job...

- in the management of factories;
- service companies;
- logistic headquarters;
- state institutions (e.g. National Tax and Customs Administration, Competition Authority);
- government offices and agencies;
- national and regional development institutions;
- municipalities;
- research centres;
- private enterprises.



Business Administration and Management graduates are also prepared to continue their studies at graduate (Master's) level at our Faculty or in other leading international higher education institutions.

Did you know that...

- ... by completing this programme you will be able to start and lead an own enterprise?
- ... you can learn how to increase sales and what generation-, relationship-, non-business and direct marketing mean?
- ... you will get to know what the relationship is between the operation of the companies and the economic development of a region?
- ... you can take a deeper look at the trends of the 21st century and their effects on the economics and the enterprises?

Qualification and description of the degree:

Economist in Business Administration and Management

Further information:

international@gtk.uni-pannon.hu



BSC IN INTERNATIONAL BUSINESS ECONOMICS



FULL TIME

This course is for you if you...

- ... are open to the world and interested in other cultures and feel comfortable in international environment,
- ... regard the globalized world economy as the natural environment of today's business operation and you want to explore their specific characteristics,
- ... would like to study the EU markets and the institutions and policies of the EU in depth,
- ... are interested in the various techniques of international negotiations and successful negotiation strategies,
- ... are interested in the operation and role of international organizations, and are tempted to participate in economic diplomacy,
- ... believe that foreign language communication skills of an international economic specialist are essential,
- ... wish to apply the gained knowledge at transnational or multinational companies and learn more about global trends.

Where you may find a job...

- multinational corporations,
- international trade enterprises,
- international service providers,
- organisations participating in EU projects,
- organisations in interstate relations,
- international professional associations,
- printed and electronic media,
- municipalities,
- non-governmental organisations.

The knowledge and skills acquired will enable you to start up and operate your own business.



Did you know that...

- ... many of the basic subjects of the study programme are taught from the books written and edited by the professors of the University of Pannonia?
- ... the courses of international economics are taught by senior academics with high academic qualifications?
- ... you can also study international business and international marketing alongside European Union Studies?

Qualification and description of the degree:

Economist in International Business Economics

Further information:

international@gtk.uni-pannon.hu



BSC IN TOURISM AND CATERING



FULL TIME

This course is for you if you...

- ... are open to the world and are interested in other cultures;
- ... are interested in travel both personally and professionally;
- ... want to show the treasures of Hungary to your fellows and international guests;
- ... would like to get an insight into several academic disciplines such as business and economics, marketing, geography, and would like to learn how to examine issues in their complexity related to tourism;
- ... can see complex issues, enjoy organising and have got good ideas as well.

Where you may find a job...

- hotels, head offices of hotel chains and other accommodation;
- catering establishments;
- tour operators and travel agencies;
- national tourism management organisations and the related ministries and bodies;
- local authorities and other tourism related regional or local bodies;
- national parks and other nature conservation directories;
- conference and event organising businesses and institutions;
- research institutes, consultancy companies, auditing companies;
- transport companies;
- non-tourism specific medium- and large-sized enterprises.

The knowledge and skills acquired will enable you to start up and operate your own business.

Did you know that...

- ... you can spend your professional practice abroad, for example at one of the Hungarian National Tourist Offices in Paris, London or Milan?
- ... there are a lot of optional professional programmes to choose from, such as the World Traveller's Club, photo- or various other professional competitions or a few-day-long field trip?
- ... you can also fulfil some of requirements of your modules online?

Qualification and description of the degree:

Economist in Tourism and Catering

Further information:

international@gtk.uni-pannon.hu



MSC IN MARKETING

Master in Marketing is recommended for you if you.....

- ... are interested in relationships between market phenomena;
- ... want to study consumption trends of the global world;
- ... have already completed marketing programmes and you would like to deepen your acquired knowledge;
- ... would like to complete your education acquired in another area with marketing knowledge;
- ... would like to learn marketing methods of sustainable consumption and responsible corporate behaviour;
- ... would like to work in senior management position in the field of sales&marketing, market research or advertising;
- ... plan to continue your studies in a doctoral school of business and management.



FULL TIME

Our graduates can be employed by...

- manufacturers and service providers;
- trade companies;
- public institutions;
- non-profit organizations;
- market research agencies;
- advertising agencies;
- e-commerce;
- PR-firms;
- consulting companies.

Furthermore, the obtained knowledge will qualify you to launch and successfully operate your own business.



Content of the Programme

The content listed below is for informative purposes.

For further details see the Programme in the curriculum.

Foundation core modules

Advanced Microeconomics, Quantitative Methods in Economics, ERP System, Advanced Project Management, Strategic Management, Advanced Corporate Finance, Marketing Management, Supply Chain Management, Business Law, Strategic Marketing Planning, Marketing Research, Sociology and Psychology of Consumption, Integrated Marketing Communication, International Marketing

Specific modules

Business Relationship Management, Competitive Strategies in International Manufacturing, Knowledge Management, Intercultural Management, Logistics, Quality Management, Sustainability, E-marketing, Strategic Human Resource Management

Dissertation work

Classification of the degree certificate:

Economist in Marketing

Further information:

international@gtk.uni-pannon.hu



MSC IN TOURISM MANAGEMENT

4

SEMESTERS

FULL TIME

Master in Tourism Management is recommended for you if you...

- ... have studied tourism before but would like to get a deeper insight into tourism as a phenomenon as well as an industry;
- ... would like to widen your knowledge gained from your previous studies in other academic areas with specific tourism knowledge;
- ... see challenge in complex problems and bring different interests into common ground;
- ... wish to follow the international pace and not to lose sight of the national features;
- ... are interested in complex the tasks, such as destination management or organisation of tasks of the large scale tourism enterprises;
- ... would like to participate in the drafting of successful project development proposals;
- ... would like to work in senior management positions in tourism.

Our graduates can be employed by...

- tourism destination management organisations (DMOs);
- national tourism management bodies, foreign offices of Hungarian National Tourist Office;
- hotels and hotel chains;
- tour operators, conference organisers;
- environmental protection organisations, national parks;
- cultural institutions, festival organisers;
- sports facilities, organisers of sport events;
- research institutes, consulting firms, tendering business;
- higher educational institutions offering tourism courses.

Furthermore, the obtained knowledge will qualify our graduates to launch and successfully operate their own businesses.



Content of the Programme

The content listed below is for informative purposes; please see the precise description of the Programme in the curriculum.

Foundation core modules

Quantitative Methods in Economics, Strategic Management, Economic Policy, Advanced Corporate Finance, Advanced Tourism Marketing, International Business Communication, Managerial Decisions, Service Quality Management, E-marketing, Research Methods, Project Planning and Management

Tourism specific modules

Tourism Policy and Planning, Tourism and Travel Law, Organisation and Management of Integrated Tourism Businesses, Leisure Management, Transport and Tourism, Business Case Studies in Tourism, Attraction and Visitor Management, Strategic Regional Marketing

Dissertation work

Classification of the degree certificate:

Economist in Tourism Management

Further information:

international@gtk.uni-pannon.hu



DOCTORAL SCHOOL

Doctoral School of Management Sciences and Business Administration

Objectives of the Programme

- To transfer to PhD students world-class cutting-edge research and scientific knowledge in the areas of economics and applied economics.
- To involve the doctoral students in the research work of leading academics and to achieve results that are internationally recognized; mentor-student relationship building.
- To involve the doctoral students in assignments that provide training in the fundamentals, in order to encourage PhD students to continue their academic work.
- To build a wide range of international scientific-research network with institutions recognized in the disciplines both domestically and internationally.

Fields of Research

- Agricultural economics
- Economics
- Management science

Fields of Study

- Microeconomics
- Macroeconomics
- Econometrics
- Strategic Management
- International Management



The Prerequisites for Obtaining a Doctoral Degree

- The successful completion of a combined final exam.
- At least two or three publications of academic work (at least one in a refereed national journal, or equivalent book, excerpt or chapter of a book, and at least one in a refereed international journal, book or equivalent, excerpt or chapter of a book, or at least two non-refereed foreign journals or equivalent, book, excerpt or chapter of a book).
- The defending of a doctoral dissertation in-house and in a public debate.

Forms of Training

- Full-time
- Individual training



Further information:

international@gtk.uni-pannon.hu

PANNON MANAGEMENT REVIEW

The Pannon Management Review is the management magazine published by the faculty four times a year. Pannon Management Review contributes to bridging scholarly management research and management practitioner thinking worldwide. In particular, Pannon Management Review broadens the existing links between Hungarian scholars and practitioners, on the one hand, and the wider international academic and business communities, on the other – the journal acts as an overall Central and Eastern European catalyst for the dissemination of international thinking, both scholarly and managerial. To this end, the articles published in Pannon Management Review reflect the extensive variety of interests, backgrounds, and levels of experience and expertise of its contributors, both scholars and practitioners – and seek to balance academic rigour with practical relevance in addressing issues of current managerial interest. The journal also encourages the publication of articles outside the often narrow disciplinary constraints of traditional academic journals, and offers young scholars publication opportunities in a supportive, nurturing editorial environment.

Prof. Zoltán Veres

Editor
Pannon Management Review
Pannon Egyetem
(University of Pannonia)

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SERVICES

Accommodation, costs of living

The Faculty gives assistance to its students to find accommodation in the city. Students are provided with information on renting a flat. University dormitory possibilities can be found on the Faculty's website. Living conditions in Hungary are identical to the Western standards. The variety and quality of goods and services meet the European expectations. Living expenses vary between 60.000-80.000 HUF/month (excluding accommodation), depending on your needs and level of comfort.



Hotel Magister (Student Hostel)

The modern building of „Hotel Magister” is situated near the University, in a calm greenbelt of Veszprém. The upper campus is right next to Hotel Magister, while the main campus can be reached in 5 minutes on foot. Well-equipped apartments with a double room or 2 double rooms with shower and kitchenette (containing microwave oven, refrigerator and sink) are available for the students and guests. There is a common-room with TV, a common kitchen and a laundry room on each floor. The installed washing machines can be used with a coin. There is a 24 hour reception service.



Website: <https://eng.uni-pannon.hu/useful-information/accommodation>

Library, computer facilities

The University Central Library provides a high level of service to the lecturers, researchers and students of the university, helping them to use the modern sources of information and specialized literature. At the Central Library students can apply for their own library card and borrow books free of charge. In the library students also find course literature and some international periodicals. Computer facilities at the library and at the Faculty of Business and Economics can be used by students. Students also have free and unlimited access to WiFi.



Need a mentor?

The Office of International Students Relations is a member of the Erasmus Student Network (ESN) and the Central European Student Network. The ESN team will try to make you feel welcome. Within the ESN there is a mentor-system, which means one-to-one patronage. Every international student gets a mentor from the university who will try to ensure their integration and socialisation.

Sports Facilities

The University owns several sports establishments, most of which are suitable for international competitions. The Sports Hall situated in the vicinity of the University containing a training room, fitness hall, six tennis courts and a bowling alley. There is also a stadium in Veszprém not far from the University, where athletic fields, football grounds, handball courts, running tracks and sauna are available. The University provides students with a wide range of sporting facilities, most of them free or moderately priced.

Student Identity Card

Officially registered students are entitled to hold student ID cards. With your student ID card, you can access a number of services and discounts. Public transportation discounts are available for students in full time as well as in part time, only the extent of the discount and the destinations for which it is available vary.



OPPORTUNITIES AND FREE TIME

International Week

During the days of the International Week in autumn well-known guest lecturers come from various countries to share their knowledge and to hold exciting presentations. This week spices up the semester and may even provide opportunities for new international contacts and professional relations. The professional and cultural event provides information on international opportunities, scholarships, internship and work. And this is also a time when international students share their culture through presentations, performances, talks.



Major specific events

Events where you can learn the characteristics and traditions of your major are organised on a regular basis. The *major's ball* gives opportunity to spend a free-and-easy evening with your tutors and fellows and have fun together. The *field trip* is brilliant occasion to visit the most beautiful sights in Hungary and abroad and while enjoying a good company you can expand your practical experience.

World Travellers' Club

Travel around the world with your favourite mug in your hands! World Travellers' Club organises presentations on different countries and destinations twice a month. Seeing the marvellous pictures on the slideshow you can feel yourself travelling, while sitting in a comfy chair and sipping a nice cup of tea.



CULTURAL LIFE

The University of Pannonia has always emphasised the importance of cultural events. As a programme organiser, the university actively contributes to the enrichment of the cultural life of Veszprém. The buildings of the university provide a venue for cultural programmes like guitar evenings, movie nights, classical and pop concerts or even exhibitions. There are around 50 volunteer, self-motivated teams at the university in all kinds of activities like dancing, singing, making trips around Hungary. One of the representatives of the cultural life in English is the American Corner Veszprém, which is the meeting point of English-speakers. Besides focusing on educational, cultural and business issues in connection with the USA, they organize conferences, meetings, exhibitions, workshops, cultural events and performances all in English.

Veszprém is going to be the **European Capital of Culture in 2023**. To win this title Veszprém bid together with the Balaton region to implement amazing programmes which can put the city and the surrounding region into the cultural focus of Europe. As an exemplary cooperation, hundreds of civic organisations, entrepreneurs, local citizens and numerous local governments have participated in the development of the programmes. We are proud that the professors and students of the University of Pannonia could also contribute to this achievement. Winning this honourable title is only the first step in the process of implementing the tasks that can bring recognition and put Veszprém and region on the map both in 2023 and during the run-up to the ECOC year. The University of Pannonia wishes to be actively involved in the future joint activities, and to be part of the development and the utilisation of the results.

VEN (= Veszprém University Days) has been organised since 1969, which become a real music and cultural festival. Lately more than 20 different bands, singers, DJ's and performers entertain the students every second year in spring. The main attraction is the competition of the Student Rector Nominees with their VEN teams. The highlight of the festival is the appointment of the new Student Rector. There is only one way to describe these days: FUN, FUN, FUN!



TALENT MANAGEMENT



Scientific Student Research Projects

The aim of the Scientific Research Projects at the Faculty is to provide students with assistance to get professional and scientific knowledge beyond the compulsory subjects. The students carry out research in order to get acquainted with a scientific area in more depth. The work is supported by the university lecturers. The students summarise the results of their research in essays, scientific publications and present them at professional conferences.

János Harsányi Scientific Student Hostel

The János Harsányi Scientific Student Hostel opened in September 2010 for talented students of the Faculty of Business and Economics. The members are students who are eager to develop professionally through extracurricular activities. Each month acknowledged professors and business practitioners are invited to hold lectures, trainings and workshops for those in the “Harsányi”. Besides, all student members carry out a research with the mentoring of experienced professors. The most talented students are offered to present their papers at the János Harsányi Economic and Management Conference. With the experiences gained at the János Harsányi Scientific Student Hostel students steadily pace toward a career development in business and in science.

Balaton Tourism Research Centre

The Balaton Tourism Research Centre established autumn 2015 brings together tourism knowledge with practice. As an innovative and high quality centre, following the roots of the Tourism Department’s tourism research activity, the BTRC is to play a significant role in education, research and knowledge transfer. The activities encompass the entire tourism value chain, including tourism strategies, analysis of current situation, tourism product studies, destination studies, image studies, monitoring tourism development, local values, and any other relevant tourism topic. The research centre counts also with the active involvement and support from tourism stakeholders around the Lake Balaton and in the catchment area of the University of Pannonia. University students are also involved in the studies conducted by the BTRC that enables future professionals to get a deep insight into the actual issues of tourism.

PEntor programme

We run a mentoring programme unique in the country. The goal is to support the professional and personal development of our students. Each participant of the programme gets a tutor mentor from the beginning of their studies, who follows their academic progress and individual development. Besides personal consultations, mentored students are also involved in various workshops and programmes aiming to develop their skills.



How to apply?

For the application details please visit the Faculty's website:
<http://en.gtk.uni-pannon.hu/>



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