



University of Pannonia
Faculty of Business and Economics



University of Pannonia • Faculty of Business and Economics
Veszprém, Hungary

STUDY IN THE HEART OF EUROPE



OUR STUDENTS



MO FAN - China

"I have been studying at this university for nearly seven years, starting from my bachelor degree in Tourism to my current doctoral program. What I appreciate most is the academic atmosphere the university fosters. It provides a platform for students to share their research, apply for scholarships, and offers opportunities for exchange programs. Additionally, the campus life is vibrant with sports competitions, cultural exchange activities, various themed events. It's worth mentioning that many of my classmates upon completing their bachelor or master studies here, choose to continue their academic journey and life in this university. I extend a warm welcome to more friends to join the Pannonia University family. This is not just a place for acquiring knowledge, it is a place brimming with endless possibilities."

CHAIMA HMIDA - Tunisia

"My decision to study in Hungary turned out to be the best decision I have ever made. I will be eternally grateful for this chance, and I encourage everyone to apply for this program. Pannonia University taught me to know more about myself and radically improve my mentality. Living in a completely new environment abroad is always a great adventure for me. One of the most amazing aspects of studying at Veszprém was the opportunity to meet people from in the whole world. Dorm life has helped me feel at home because I'm always surrounded by people of different nationalities."



SADH SATHAWATTEY - Cambodia



"That's me, Sadh Sathawatthey. I come from Cambodia. Currently, I'm a PhD student at the University of Pannonia studying Management Science and Business Administration. Along with earning my Bachelor's degree in Tourism and Catering here, I also received my Master's degree with a Tourism and Management as well. My experience at University of Pannonia has been exceedingly of exceptional for the last eight years. This institution has offered me unmatched opportunities for growth, learning, and personal development from the day I arrived on campus as a bright-eyed freshman. In addition to academics, the university's welcoming environment along with the diverse students have improved my life through developing significant connections and lifelong friendships. Whether it was through interesting lectures, practical research projects, or extracurricular activities, every second I've spent here has shaped me into the kind of person I am today. I am appreciative of the innumerable experiences, challenges exceeded, and lessons obtained during the course of my stay at the University of Pannonia, all of which have prepared me for an optimistic future."

ALISHAN KARIMOV - Azerbaijan

"I have started my study journey in Veszpre 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:

- We are an AACSB ACCREDITED Faculty
- High quality training
- Affordable living costs
- Internationally recognised professors
- Friendly atmosphere
- Dynamically developing academic environment
- University with history, traditions
- Talent management
- Beautiful historic town
- Mentor programme

WE ARE PROUD OF

- FISU Healthy Campus
- Academic Centre of Excellence IPSERA
- Renovated energy efficient campus
- Sustainability efforts
- 1st Solar Boat Competition
- Special Mentor Programme
- Cooperation with Veszprém–Balaton European Region of Sport 2026



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

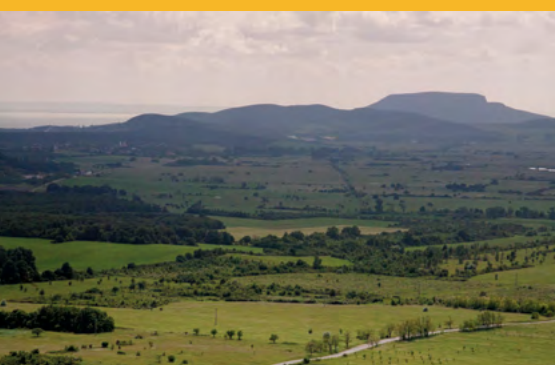
BUDAPEST is truly a city of a thousand faces. There is no point in trying to cover the city over a short weekend. Besides needing a few days to see all the sights and their delights, the city is spread out over a large area and it is worth taking the time to experience its geographical diversity, from the Buda hills, the banks of the Danube and Margaret Island to the bustling downtown Pest area. The first unique aspect that catches the eye of visitors is how the city is divided in two - Buda and Pest, connected by bridges - and that each side offers a distinct experience and glimpse into history.



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.

Thanks to its natural and historical values, the region offers plenty of opportunities for hiking, mountain biking, relaxing in spas, water sports, museums, festivals and much more. The area is ideal for boat trips and cycling, and also offers a wide range of excellent wines.



EXPLORE HUNGARY



BAKONY HILLS

The Bakony Mountains offer a great pastime and activity for hikers, who will also find romantic trails and excellent places to pick mushrooms and herbs. The Vibe Park in Eplény is a paradise for extreme cyclists and a great place for skiing and sledging in winter, while the Sobri Jóska adventure park offers further adrenaline challenges.

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 in the region 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. The University of Pannonia has its own hotel and dormitory, its own beach in Balatonalmádi 13 km from Veszprém.

VESZPRÉM

WELCOME TO THE CITY OF QUEENS

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 - county library; two theatres; several shopping facilities including a shopping centre 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. Thanks to the developments of recent years, the university district has also been revitalised and filled with cultural, active and sport opportunities.

Veszprém is worthily famous for its vibrant cultural life. The programmes and events provide a tailor-made entertainment for all ages and for residents and guests of all interests.

Veszprém held the prestigious title of „European Capital of Culture" in 2023. The University of Pannonia worked closely with the city on the project to ensure its successful implementation.

Veszprém is the UNESCO City of Music as well. The most well-known of these are the VeszprémFest, Gizella Days Arts Festival, the Street Music Festival.

Veszprém is also rich in sporting excellence and potential, swimming, athletics, football, and is also famous for its Europe-wide fame handball team, which was a finalist in the European League, several times.

In the industrial parks of Veszprém numerous international companies operate, many of whom rely on the freshly graduated students.



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 MSc 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.

THE UNIVERSITY

INNOVATION. KNOWLEDGE. FUTURE. WE ARE UP FOR IT.

The UNIVERSITY OF PANNONIA operates in picturesque towns on the land of the former Roman province of Pannonia, and its headquarters located in Veszprém, one of the oldest cities in the country. The institution was founded in 1949. The five faculties of our human-scale, student-friendly institution run high-quality courses supported by institutional research with a portfolio that meets the needs of the labour market in close cooperation with economic actors, businesses, and municipalities in the region. The University of Pannonia is characterized by outstanding academic excellence and high-quality marketable knowledge in a creative atmosphere. The degree obtained at the University of Pannonia is recognized valuable and it is a guarantee of a successful career. Each of our university campuses has rich history and attractive surroundings that provide opportunities for in-depth professional development, while the vibrant cultural life and unique natural values of the Bakony Hills and Lake Balaton help to recharge the spirit.

The diversity of English-language courses reflects the diversity of the university, and our aim is to make our missions outside education visible on the international stage: circular economy, environmental awareness, innovative approach.

international.uni-pannon.hu/

The University of Pannonia is composed of five faculties:

- Faculty of Business and Economics
- Faculty of Engineering
- Faculty of Information Technology
- Faculty of Humanities
- Faculty of Business Administration Zalaegerszeg

and two University Centres:

- University Centre for Circular Economy Nagykanizsa
- University Centre of Zalaegerszeg



THE FACULTY

EXPERIENCE. OPPORTUNITY. CAREER.

The Faculty of Business and Economics provides a variety of courses corresponding to the needs of the local and international market. Education is conducted in an international environment in small-size groups, which encourages the development of individual abilities. Students are invited to participate in research projects assisting internationally acknowledged professors. Due to our active business partnerships, students can gain real-life practical experience both in the classroom and during their internships. The multifaceted development of students' competences is important to us, so we place great emphasis on involving the students in extracurricular talent management activities such as Knowledge Academy, Marketing Focus Lab, Scientific Student Competitions, Startup Lab, research groups and mentoring network. The Faculty gained the most prestigious international accreditation from the Association to Advance Collegiate Schools of Business International (AACSB), elevating us to the level of top business schools worldwide, and increasing the value of the degrees issued by the Faculty of Business and Economics.

The Faculty of Business and Economics is composed of three institutes and ten 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 Innovation Management
- Department of Management
- Department of Quantitative Methods
- Department of Supply Chain Management



The aim of the courses is to train economists and managers who are prepared for the challenges of the 21st century (innovation, sustainability, circular economy, digitalisation) and who, in addition to the sound and integrated professional knowledge acquired in the field of management, can participate in practice-oriented training, which will enable them to analyse, plan and manage the work processes of the competitive sector and public sector organisations.

INTERNATIONALIZATION

Internationalization is one of the most important strategic objectives of the University of Pannonia. Building extensive international relations is an important pillar of this process. The Faculty of Business and Economics attaches equal importance to its more than one hundred partnerships within and outside Europe and the participation in the Stipendium Hungaricum programme, which has resulted in active students from more than 40 countries. Thanks to inter-institutional cooperation agreements with nearly 20 universities, these links facilitate joint research, international publications, and the sharing of good practices in the field of education. The faculty places great emphasis on connecting to international networks, increasing mobility activities and visibility. The experience gained through international contacts help the faculty to improve the quality of its services to students and enhance its scientific reputation.



THE AACSB

The Faculty of Business and Economics, University of Pannonia gained the prestigious AACSB accreditation in 2025. AACSB, the Association to Advance Collegiate Schools of Business established in 1916, is the first and most established business higher education accreditation organisation worldwide, with more than 1000 accredited schools across more than 60 countries.

Being accredited by one of the largest business accreditation alliances enables us to learn the best practices of business schools around the globe, ensuring that the Faculty of Business and Economics has the appropriate strategic plans as well as operational framework to foster innovation, learner success and thought leadership to create societal impacts locally as well as globally.

The Faculty's mission is to proactively connect the academic, governmental, business and civic spheres and to provide high quality business education and to prepare students to create positive change as local, European and global citizens, by

- engaging with business stakeholders to ensure practice-oriented education, ensuring real-life business experiences;
- providing a caring environment for students, enabling them to develop their potential;
- promoting ethical behaviour, setting the highest standards of academic and professional behaviour;
- supporting research that provides relevant knowledge and skills to students while adding value to the professional communities.

The AACSB accreditation is a strong quality assurance that guarantees that our graduates encounter state-of-the-art innovations as well as current and emerging technologies during their studies that prepare them for the challenges of the 21st century.

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 DATA SCIENCE IN BUSINESS

Data Science in Business is for you if you...

- ... are interested in data science, statistics, programming, and business decision-making.
- ... want to know how to use data to solve business problems,
- ... how to apply cutting-edge analytical methods and tools,
- ... how to communicate results effectively and persuasively.
- ... would like to gain knowledge and skills that are in high demand in the job market and that will help you in your future career.
- ... you want the knowledge that will enable you identify business opportunities that require data-driven solutions,
- ... bridge the gap between business problems and analytical models,
- ... demonstrate professionalism in data analytics and data analysis tools,
- ... develop data-driven solutions to support decision making in real business situations.



FULL TIME

Where you can find a job:

Having a degree in Data Science in Business, you can find a job in many fields and sectors where data analysis and decision-support skills are in high demand. Some examples of possible career paths:

- *Business Analyst:* a business analyst helps companies understand and solve their problems, improve their processes and products, and take advantage of business opportunities. Their tasks include collecting data, modeling data, analysing data, presenting results, and developing proposals.
- *Data Analyst:* a data analyst is like an investigator in the business world, looking for information hidden in large data sets. Their tasks include preparing data, visualising data, analysing data, using statistical and machine learning methods, interpreting, and communicating results.
- *Financial Analyst:* a financial analyst uses financial and accounting data to assess the performance and prospects of companies. Responsibilities include analysing financial statements, budgets, cash flow, investment portfolios and market trends, and developing financial plans and strategies.
- *Process Analyst:* a process analyst advises companies on how to improve their efficiency, competitiveness, and profitability. They are responsible for identifying business problems, analysing possible solutions, developing, and implementing solutions, and evaluating the business processes.

Did you know that...

- data is power?
- the exciting world of Big Data awaits you?

Classification of the degree certificate:

Data Scientist in Business

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

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.



FULL TIME

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 MANAGEMENT AND LEADERSHIP

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SEMESTERS

FULL TIME

Master in Management and Leadership is recommended for you if you...

- are interested in the science of management;
- are looking for a senior management position;
- want to acquire skills that are widely applicable in the business world;
- would like to learn more about management in a way that will be of maximum practical benefit to you;
- wish to develop your organisational, problem-solving and decision-making skills to a high level;
- are curious how to manage the human and material processes of different organisations to an outstanding professional standard.

SPECIALISATIONS

The study programme specialises in 5 different areas:

- Human Resources and Organisation Development Management
- International Management
- Sustainable Tourism Management
- Logistics and Supply Chain Management
- Controlling and Management Decisions Supporting

Applicants must choose one of the specialisations when applying for the course.

Our graduates can be employed by:

any manufacturing and service company, regardless of its profile, from small and medium-sized enterprises to multinationals (like consulting, IT, financial services, FMCG, energy; public sector).

Depending on the specialisation:

- *Human Resources and Organisation Development Management:* HR department
- *International Management:* multinational and transnational companies, agencies of the European Union; diplomatic institutions and authorities dealing with international affairs
- *Sustainable Tourism Management:* hotels; tour operators and travel agencies, tourism management organisations and the related ministries
- *Logistics and Supply Chain Management:* companies involved in transport and logistics
- *Controlling and Management Decisions Supporting:* financial, accounting and controlling departments of companies; financial institutions; economic consultancy firms

Content of the programme

1. and 2. semester: general management and leadership subjects
3. and 4. semester: specialisation subjects

Foundation core modules

Specific modules

Dissertation work

For further details see the Programme in the curriculum.

Classification of the degree certificate:

Economist in Management and Leadership

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.

4

SEMESTERS

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



DOCTORAL SCHOOL

DOCTORAL SCHOOL OF BUSINESS AND MANAGEMENT

Objectives of the Programme

- To transfer to the PhD students world-class cutting-edge research methodology and scientific knowledge in the areas of business and management.
- 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.

Subprogrammes

- Business
- Management
- Quantitative methods

Fields of Study

- Qualitative research
- Quantitative research
- Academic writing
- Introduction to the academic world
- Systematic literature review



The Prerequisites for Obtaining a Doctoral Degree

- Language competence
- The successful completion of the comprehensive exam (end of the 4th semesters)
- Absolutorium (end of the 8th semesters)
- Publication of scientific results in peer-reviewed journals or in book published by prestigious publishers
- The defending of a doctoral dissertation in-house and in a public debate.

Form 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-in-chief

Pannon Management Review
University of Pannonia



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.

SERVICES

DORMITORIES

At the University of Pannonia all international students are placed in dormitories if they wish to live in a community. There are two dorms available: the Magister, which offers modern, well-equipped double rooms with private bathrooms and shared kitchens, and

the Central Dormitory, where students live in 2x3-bedded rooms with several common areas for studying and spending time together. Both are in green areas, within walking distance of the University. Accommodation is chosen by each student according to their needs and possibilities. Prices are student-friendly, affordable.



COST OF LIVING

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 180.000-230.000 HUF/month (excluding accommodation), depending on your needs and level of comfort.

UNIVERSITY LIBRARY AND KNOWLEDGE CENTRE

The University Library and Knowledge Centre provides high level services to the students, lecturers, and researchers of the university, helping them use the various resources of information, literature and other useful tools and databases. At the Library students can borrow books, and access digital scientific journal and e-book collections free of charge. Computer facilities can be used by the students, and the calm and comfortable spaces with free and unlimited WIFI for individual research as well as for teamwork and socializing.



STUDENT IDENTITY CARD

Officially registered students are entitled to hold students 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.

SERVICES

NEED a MENTOR?

The PEntor program of our Faculty is unique in Hungary. It aims:

- to support the professional and personal development of students;
- to facilitate integration into university life after high school;
- and to encourage students to achieve their individual study and career goals.

Every student has a teacher and a student mentor, who support their academic progress and personal development with consultations, useful workshops, and interesting and exciting social programs. The PEntor program is free.



THE CENTRE FOR STUDENT SERVICES AND CAREER

The primary objective of the Centre for Student Services and Career at the University of Pannonia is to promote and support the success of the students' careers. For our active students, the centre offers information service, individual career and psychological counselling, skill development and self-awareness trainings as well as a wide range of job opportunities. The service considers it important to form a transparent, stable, and secure bridge between academic life and the labour market; therefore, they also maintain close relationships with the representatives of the employer sector.

The main goal is to find the potentials and resources inherent in everyone who seeks help, so that they can plan a conscious career for themselves, where weakness will become strength, and uncertainty will lead to certain knowledge.

MARKETING FOCUS LABORATORY

The state-of-the-art marketing focus lab, equipped with an eye camera, is unique in the region and is ideal for focus group interviews, product and consumer behaviour testing, website design. The establishment also has a studio for audio and video editing and real-time interpretation during university events. Students at the University of Pannonia have access to the research facilities provided by the focus lab and the eye camera, and they have the opportunity to learn the modern tools of marketing research with the help of expert lecturers with recognised theoretical and practical knowledge. The services of the lab are also available to external partners.

Contact: focuslab@gtk.uni-pannon.hu

OPPORTUNITIES AND FREE TIME

PANNON COMMUNITY HUB

The Pannon Community Hub is a student activity space collaborating with European Capital of Culture (ECoC) themes and information base functions. It hosts community events, small conferences, workshops, and ECoC-supported project meetings. It provides appropriate venue for active student groups, volunteers, and members of the Student Council of the university.

The regular programmes of the Pannon Community Hub are popular among international students. You can join the Joy of Drumming, the Board Game Nights, the International Nights, and the Generation Bridge events, and more.

SPORTS FACILITIES

The University provides students with a wide range of sporting facilities, most of them free or moderately priced. 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 brand-new gym – called Brick Zone –, fitness hall, furthermore outdoor basketball court and tennis courts. There is also a stadium in Veszprém not far from the University, where athletic fields, running tracks are available.

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.

VESZPRÉM UNIVERSITY DAYS (VEN) 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!

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.

TALENT MANAGEMENT

TALENT MANAGEMENT CLUB

The Talent Management Club of the Faculty of Business and Economics of the University of Pannonia is an organisation that brings together and integrates the talent studios of the Faculty. Its main pillars are the Student's Scientific Conference, which aims to help students at the university to acquire professional, scientific knowledge beyond the curriculum, and to learn scientific research methods. The Case Study Club provides students with the opportunity to learn effective problem-solving methods by solving concrete business problems through case studies. The Incubator Centre aims to generate, develop and market new student business ideas. In close cooperation with the HSUP programme, dozens of students participate in courses and lectures every year. Throughout the year, the Talent Management Club aims to develop the competences of students through various lectures and training sessions.

THE STUDENT'S SCIENTIFIC CONFERENCE (TDK) is a special



opportunity – typical of Hungarian higher education – where students voluntarily carry out scientific research under the guidance of a supervisor. A tutored-tutor relationship is thus established, with invaluable professional benefits. The results of the research are summarised in a paper and presented. Every two years, the best students have the opportunity to present their results at the National Rounds, where conferences are organised by different institutions in each discipline. Entrants to the National Conferences can qualify for participation in the local rounds each spring and autumn. The benefits of TDK work are numerous. You can prove your aptitude, do research, make a name for yourself and, finally, gain outstanding knowledge in the field you are aiming to research.

FIELD TRIPS AND BUSINESS WEEK

The labour market is waiting for qualified students. The Faculty offers students a variety of opportunities to meet with business partners. Students can regularly participate in field trips, factory visits, and business case studies. The organised trips provide insight into the operations of organisations, companies, and institutions (hotels, event venues, manufacturing plants) related to the fields of study. Business Week supports preparation for the job market. The event offers an excellent opportunity to find internships. HR representatives from partner companies help participants prepare for the real demands of the market, thereby helping them secure their first job.



How to apply?

For the application details please visit the Faculty's website:

gtk.uni-pannon.hu/en/admission/

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