



UNIVERSITY OF PÉCS
Faculty of Business and Economics

International Teaching Week in Pécs

CALL FOR APPLICATION 12-16. 04. 2021

Online International Teaching Week in Pécs

Resilience teaching models

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

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 **12th to 16th April, 2021**.

Due to the unusual circumstances the ITW will be organized online. This time, we introduce a brand new element to our program with an application challenge.

We are continuously seeking the best teaching practices, the most innovative courses and therefore we invite everyone who is interested in this challenge to join us.

Please, submit a short summary of the course you think to be innovative in this respect, resilient in these challenging times.

First, our experts will select those applications that meet our expectations. The detailed requirements can be seen in the call, we focus on the following criteria:

- innovation of the course thematic or a radically different philosophy
- an integrated combination of methodology and content and / or a creative combination of old/new techniques
- ERS learning experience
- Interactions with the World of Practice

After being selected we ask to give a short presentation to our guests at the International Teaching Week, who will evaluate also the course.

The person who received the most votes and the highest points will be hosted for a week by the UPFBE during the next academic year. All costs will be covered by our institution (travel, accommodation, meals and a cultural event too).

The main purpose of the ITW event is to provide our students international experience at home, as well as to have the opportunity to share insights, experiences and practices of today's higher education. The current global circumstances and the online education reshaping the teaching techniques in the universities around the world. The two workshops of this year's ITW are focusing on these developments.

1. Can we flip the digital classroom? (Dr. Mónika Tiszberger Galambosné, UPFBE)– Workshop

Most of us suffer from the current pressure to shift all our classroom practices into digital platforms. We are successful with some elements, but we fail to apply others efficiently.

This workshop will begin with a brief review of classical teaching methodology and the flipped classroom philosophy. Thereafter some critical elements will be highlighted that really challenge us during our digital teaching. In the second part we invite the participants to



share their experiences about digital teaching, especially focusing on good practices. As a final output an inventory of "dos and don'ts" will be compiled.

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

BSc courses:

- **Advertising and Sales Promotion** (Business Administration and Management)
- **Consumer Behaviour** (Business Administration and Management)
- **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 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)
- **Macroeconomics** (Business Administration and Management / Tourism and Catering)
- **Operations Management** (Business Administration and Management)
- **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)
- **System of Tourism** (Tourism and Catering)
- **Tourism product development** (Tourism and Catering)

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.

MSc courses:

- **Advanced Organizational Behavior** (Applied Management)
- **Applied Venture Valuation** (Applied Management / Enterprise Development and Entrepreneurship)
- **Business Consulting** (Applied Management)
- **Business Ethics** (Applied Management / Enterprise Development and Entrepreneurship)
- **Business Intelligence** (Applied Management / Enterprise Development and Entrepreneurship)
- **Change management** (Applied Management)
- **Corporate Entrepreneurship** (Enterprise Development and Entrepreneurship)
- **E-commerce** (Enterprise Development and Entrepreneurship)
- **Entrepreneurship and Business Model Generation** (Enterprise Development and Entrepreneurship)
- **Global Marketing (Management)** (Applied Management)
- **Innovation and Innovation Management** (Enterprise Development and Entrepreneurship)
- **Service Marketing and Management** (Enterprise Development and Entrepreneurship)
- **Strategic Human Resource Management** (Applied Management / Enterprise Development and Entrepreneurship)

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

Applications are expected until 28th February 2021. Selected applicants will be announced by 15th March 2021. We foresee a maximum of two people representing the same institution.

Further information:

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