

Syllabus for the International Week "New Challenges of the 21st Century" at Óbuda University, Budapest

	21 November Monday	22 November Tuesday	22 November Tuesday	23 November Wednesday	24 November Thursday	24 November Thursday	25 November Friday
	17, Tavaszmező str Building "A"	"Tanácsterem" 8, Népszínház str Building of Bánki Faculty	TG.1.06. 14, Tavaszmező str Building "G"	Different rooms, 8, Népszínház str Building of Bánki Faculty	"Tanácsterem" 17, Tavaszmező str Building "A"	TA.2.20. 17, Tavaszmező str Building "A"	17, Tavaszmező str Building "A"
8:00- 9:40		Predrag Djordjevic Application of statistical tools and techniques in Quality Management I.	Jukka Sirkiä - Pekka Mytty Business Simulation	Florin Duma The main steps of a business plan (N.105)	Plamena Palamarova Digital Marketing Communications	Predrag Djordjevic Application of statistical tools and techniques in Quality Management II.	FIKUSZ Symposium for Young Researchers
9:50- 11:30		Pascal Ricordel Looking for the regional competitiveness obsession bias		György Kökényesi Client service management at IBM (N.225)		Beáta Kádár Marketing of non- profit organizations	
11:40- 13:20	Introduction		Florin Duma The main steps of a business plan	Ksenia Baimakova Cross cultural differences in doing international business (N.225)	Raymond Figura Study in Germany		
13:30- 15:10							
15:20- 17:00	Faculty visit	Hung Vo Trung Sustainable development facing challenges of the 21st century: a case study of Vietnam	Jukka Sirkiä - Pekka Mytty Business Simulation	Cultural Programme	Marja-Liisa Kaakko Let's Innovate Start - up 4 hour camp		