

International Week

10th – 13th November 2014.

Óbuda University

Keleti Faculty of Business and Management

”New Challenges of the XXIst Century”



Lecturers

Kaija Arhio Ph.D

Magdalena Forfa Ph.D

Prof. Dr. Katja Gutsche

Matthijs Hammer

Prof. George Ionescu

Marja-Liisa Kaakko

Drita Kruja Ph.D

Nathalie Lecocq Ph.D

Prof. Dr. Ivan Mihajlovic

Kari Pieniniemi Ph.D

Mark Potts JD

Ing. Hana Stojanová Ph.D

Prof. Stela Aurelia Toader Ph.D

Amaliny Yoganathan-Hasselbeck Ph.D



Kaija Arhio Ph.D

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entrepreneurship, entrepreneurship education, SMEs, networking

Centria University of Applied Sciences,
Ylivieska, Finland

Developing business ideas of the 21st century

Business idea, how to describe an idea.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
12th November WEDNESDAY 8:00-9:40, 90 minutes

From idea to business plan

How to develop an idea to successful business. Contents of a business plan.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
12th November WEDNESDAY 9:50-11:30, 90 minutes



Magdalena Forfa Ph.D

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Economics of companies, finance of companies, analysis financial statements, management of cash flows, liquidity, working capital

The State Higher School of Computer Science and Business Administration in Łomża, Poland

Cash flow in the management of financial enterprise

The statement of cash flows provides information that is not readily apparent by looking at just the balance sheet and the income statement. A cash flow statement, when used in conjunction with the other financial statements, provides information that enables users to evaluate the changes in net assets of an enterprise, its financial structure (including its liquidity and solvency) and its ability to affect the amounts and timing of cash flows in order to adapt to changing circumstances and opportunities. Cash flow information is useful in assessing the ability of the enterprise to generate cash and cash equivalents and enables users to develop models to assess and compare the present value of the future cash flows of different enterprises. It also enhances the comparability of the reporting of operating performance by different enterprises because it eliminates the effects of using different accounting treatments for the same transactions and events.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
12th November WEDNESDAY 13:30-15:10, 90 minutes

Balanced Scorecard – modern and useful tool to improve management of enterprises

One of the most important skills of the modern enterprise is its ability to quickly and efficiently develop and implement its strategy for action. One of the tools that is used to implement the strategy of the company is Balanced Scorecard. The balanced scorecard is a strategic planning and management system used to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organizational performance against strategic goals. The balanced scorecard helps an organization transform its strategic plan from a passive document into a set of “marching orders”. It provides a framework that identifies critical performance measures that help managers identify what should be done. It helps executives to truly execute their business strategies.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
12th November WEDNESDAY 15:20-17:00, 90 minutes





Prof. Dr. Katja Gutsche

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service science, maintenance, life cycle management

Hochschule Ruhr West

Campus Mülheim an der Ruhr, Germany

Industrial Services – an attractive business area I-II.

What are industrial services?

What is the motivation for industrial services?

Service and product life cycle – how do they get along?

What it needs to be successful in offering industrial services?

Case study – E.On Asset Services GmbH.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,

12th November WEDNESDAY 13:30-15:10, 15:20-17:00, 2x90 minutes





Matthijs Hammer

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innovation, technology, entrepreneurship

Saxion University of Applied Sciences
School of Business, Building & Technology Research
Centre for Innovation and Entrepreneurship
Enschede, the Netherlands

Talent Identification, a way to improve your professional value

To be successful and survive, young professionals are encouraged to exploit their talents as element of their human capital nourishing the entrepreneurial process. Since education became an important aspect of society, teachers have a prelove for highly talented students. Especially young talented people relish profound attention of universities, firms, music ensembles, sports societies and artist groups. In professional higher education students are encouraged to develop their unique strong point, named as talents. Around the globe, universities, institutes of higher and professional education provide students with programs for talent development and exploitation. Practitioners and educators, as students themselves, complain on a regular basis that students rarely aware of what their talents are. It is experienced as difficult to identify them. In congruence with the entrepreneurial process of Shane and Venkataraman (2000) this interactive lecture explores the possibility for mechanisms to identify, or recognize, a talent. Scholars and consultants developed many instrument on the development and exploitation of talents. But how can talents be identified? In this lecture the fuzzy front end of talent recognition will be fostered by in-classroom experiments.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
12th November WEDNESDAY 8:00-9:40, 90 minutes

Opportunity recognition, speed-up our innovative skills

In the last decade, it is stimulated by local, national and European government that ‘being an entrepreneur’ is the right way to take part in society. All kind of positive effects are predicted. But the key question is: where to start? In business schools, a lot is learned preparing and running a business. The only thing needed is an innovative idea. How do we get this one? In the first part of this lecture an insight is given in the processes involved and helpful tools and instruments will be presented to raise your innovative knowledge. In the second, practical part students are challenged to use some of these tools in experimental settings in the classroom. It is encouraged to bring the most creative ideas to the lecture, so they can be made into reality.

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
13th November THURSDAY 13:30-15:10, 90 minutes





Prof. George Ionescu

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*financial markets, portfolio management,
investment valuation*

Romanian-American University,
Bucharest, Romania

Globalization of Financial Markets

Because of the globalization of financial markets throughout the world, entities in any country seeking to raise funds need not be limited to their domestic financial market. Nor are investors in a country limited to the financial assets issued in their domestic market. Globalization means the integration of financial markets throughout the world into an international financial market.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
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Financial Innovation

With increased volatility comes the need for certain market participants to protect themselves against unfavorable consequences. It would appear that many of the innovations that have passed the test of time and have not disappeared have been innovations that provided more efficient mechanisms for redistributing risk. Other innovations may just represent a more efficient way of doing things.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
11th November TUESDAY 15:20-17:00, 90 minutes





Marja-Liisa Kaakko

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*management accounting, entrepreneurship,
innovations*

Centria University of Applied Sciences,
Ylivieska, Finland

Risk Analyses of company; how to analyse risks of company to be able to develop company to future challenges

The aim of this lecture is to get students to comprehend how to understand, analyse and manage with different kinds of risks on a company. Lecture deals with risk types, how to make vulnerability analysis, risk management tools and how to analyse situation to be able to develop company to future challenges.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
11th November TUESDAY 8:00-9:40, 9:50-11:30, 2x90 minutes





Drita Kruja Ph.D

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tourism, marketing, research methods

Faculty of Economy
University of Shkodra "Luigj-Gurakuqi"
Albania

The importance of marketing research in the 21st century

The field of marketing has unprecedented developments in the 21st the last few decades shifts have been observed in the marketing thought, marketing practice and every direct and indirect issue and function related to marketing. The constant shift in the field has led to many interesting developments including the field of marketing research.

The organisations operate in a competitive environment and it is essential for the entrepreneurs to adapt an ever-changing business environment. In addition to the everyday aspects of running a business, a company has to consider materials, energy shortages, inflation, economic recessions, unemployment, and technological changes. A profitable company must also respond to the market with its products and advertising. A critical tool for measuring the market and keeping competitive is effective marketing research.

Too often, marketing research is considered narrowly as the gathering and analyzing of data for someone else to use. Firms can achieve and sustain a competitive advantage through the creative use of market information. Hence, marketing research is defined as information input to decisions, not simply the evaluation of decisions that have been made. Market research alone, however, does not guarantee success; the intelligent use of market research is the key to business achievement. A competitive edge is more the result of how information is used than of who does or does not have the information.

In this module, we will introduce marketing research and discuss the tools you need to be successful.

Tavaszmező str. 17., 1st floor, room 122. "Tanácsterem",
11th November TUESDAY 11:40-13:20, 13:30-15:10, 2x90 minutes





Nathalie Lecocq Ph.D

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*corporate social responsibility,
sustainable development, life cycle analysis*

IUT de Béthune,
France

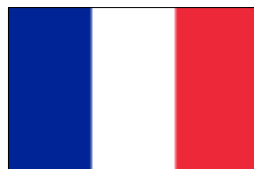
Circular, functional, collaborative economy, new ways of thinking for a sustainable development

Using an example of everyday life, let's discover the economic, social and environmental impacts during the life cycle of this product. Then, let's introduce why and how the world is moving to a new form of sustainable economy, talking specifically about circular, functional and collaborative economy, by showing successful examples both to reduce our environmental footprint and to improve social well-being and economic growth.

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Cyclocampus, an example of circular economy in the Artois University campus of Béthune

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
13th November THURSDAY 15:20-17:00, 90 minutes





Prof. Dr. Ivan Mihajlovic

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*numerical modeling, operations management,
project management*

Technical Faculty in Bor,
University of Belgrade, Serbia

Numerical Modeling as a Tool for Complex Systems Optimization and Prediction I.

In the first segment of the lecture basic principles of General System Theory would be introduced. Distinction between classical and systematic approach in research will be presented. Types of numerical modeling tools will be defined here.

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Numerical Modeling as a Tool for Complex Systems Optimization and Prediction II.

Actual examples of numerical modeling in SPSS, LISREL and MATH LAB for modeling some real macro economical parameters.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
10th November MONDAY 9:50-11:30, 90 minutes





Kari Pieniniemi Ph.D

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*environmental management, energy efficiency,
renewable energy*

Centria University of Applied Sciences,
Ylivieska, Finland

Carbon Footprint Calculation I-II.

Carbon footprint (CF) can be defined as the overall amount of carbon dioxide (CO₂) and other greenhouse gas (GHG) emissions (e.g. methane, etc.) associated with a product along its supply-chain. During the lectures different types of CF along with the Greenhouse Gas Protocol will be discussed. Lectures contain exercises on product CF calculation using a computer program CCaLC Carbon Footprint Tool.

The CCaLC tool allows quick and easy estimations of environmental impacts and value added along the supply chains. It takes a life cycle approach and it enables estimation of the following environmental impacts:

- Carbon footprint (or Global warming potential);
- Water footprint;
- Acidification potential;
- Eutrophication potential;
- Ozone layer depletion potential;
- Photochemical smog; and
- Human toxicity potential.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
13th November THURSDAY 8:00-9:40, 9:50-11:30, 2x90 minutes





Mark Potts JD

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*entrepreneurship, international business,
comparative law, cyber-security and privacy law*

Saginaw Valley State University,
Michigan, USA., Potts Law, PLC

Economic Espionage: Individuals, Businesses, and the Global Economy

Economic espionage is a threat to individuals, businesses, and national economies throughout the world. The presentation will discuss economic espionage from a US legal perspective and how it affects US and foreign individuals, businesses, and nation states. The presentation will also include an introduction to US intellectual property law, including patent law, copyrights, and trade secrets.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
13th November THURSDAY 11:40-13:20, 90 minutes

Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
13th November THURSDAY 15:20-17:00, 90 minutes





Ing. Hana Stojanová Ph.D

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*strategic management, general management,
human resources, performance management*

Faculty of Business and Economics,
Mendelova University, Brno, Czech Republic

Information Systems in Human Resources Management

In the global market we can see the growing importance of employees which become a key source of sustainable competitive advantage in the 21st-century knowledge economy. To allow human resources specialist operate properly with the labour force inside the company and also monitor, select and store the information about external labour market is necessary to understand processes, possibilities and functioning of Information systems. Computer based information systems and communication technology are not only the heart of today's most successful businesses, local as well as the international, but they are able redesign of work processes, help to reduce costs and cycle times as well as play the role in improving quality.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
10th November MONDAY 15:20-17:00, 90 minutes





Prof. Stela Aurelia Toader Ph.D

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public finance, taxation, corporate finance

Romanian-American University,
Bucharest, Romania

A better understanding on how taxes work

The main objectives of the lecture are: a) an understanding of how we apply different taxes rates in order to calculate the sum of money that we have to pay to the government, b) an understanding of what does “the burden of taxation” mean, c) an appreciation of how different types’ rates affect the equity of taxation system, d) a basically understanding of how Romanian’s wage taxation works.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
10th November MONDAY 11:40-13:20, 90 minutes

An overview of investment appraisal methods

The main objectives of the lecture are: a) familiarity with the four main investment appraisal techniques of payback, accounting rate or return, net present value and internal rate of return b) an understanding of the reason why discounted cash flow methods are preferred to the traditional techniques, c) an understanding of why net present value is considered to be superior to internal rate of return as an investment appraisal method, d) an appreciation of how net present value and internal rate of return can be reconciled in situations where they offer conflicting advice.

Tavaszmező str. 17., 1st floor, room 122. “Tanácsterem”,
12th November WEDNESDAY 11:40-13:20, 90 minutes





Amaliny Yoganathan-Hasselbeck Ph.D

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*emerging markets, technology and innovation,
entrepreneurship, international management,
microfinance, social business*

Hochschule Ruhr West

Campus Mülheim an der Ruhr, Germany

Innovation in Emerging Economies I.-II.

Almost a decade ago C.K: Prahalad described the benefits of creating new products and services for the so-called bottom of the pyramid. In order to address this growing target group, companies need to employ frugal innovation. Frugal innovation describes the process of cost and complexity reduction of a good and its production. This lecture will examine the frugal innovation trend in emerging economies.

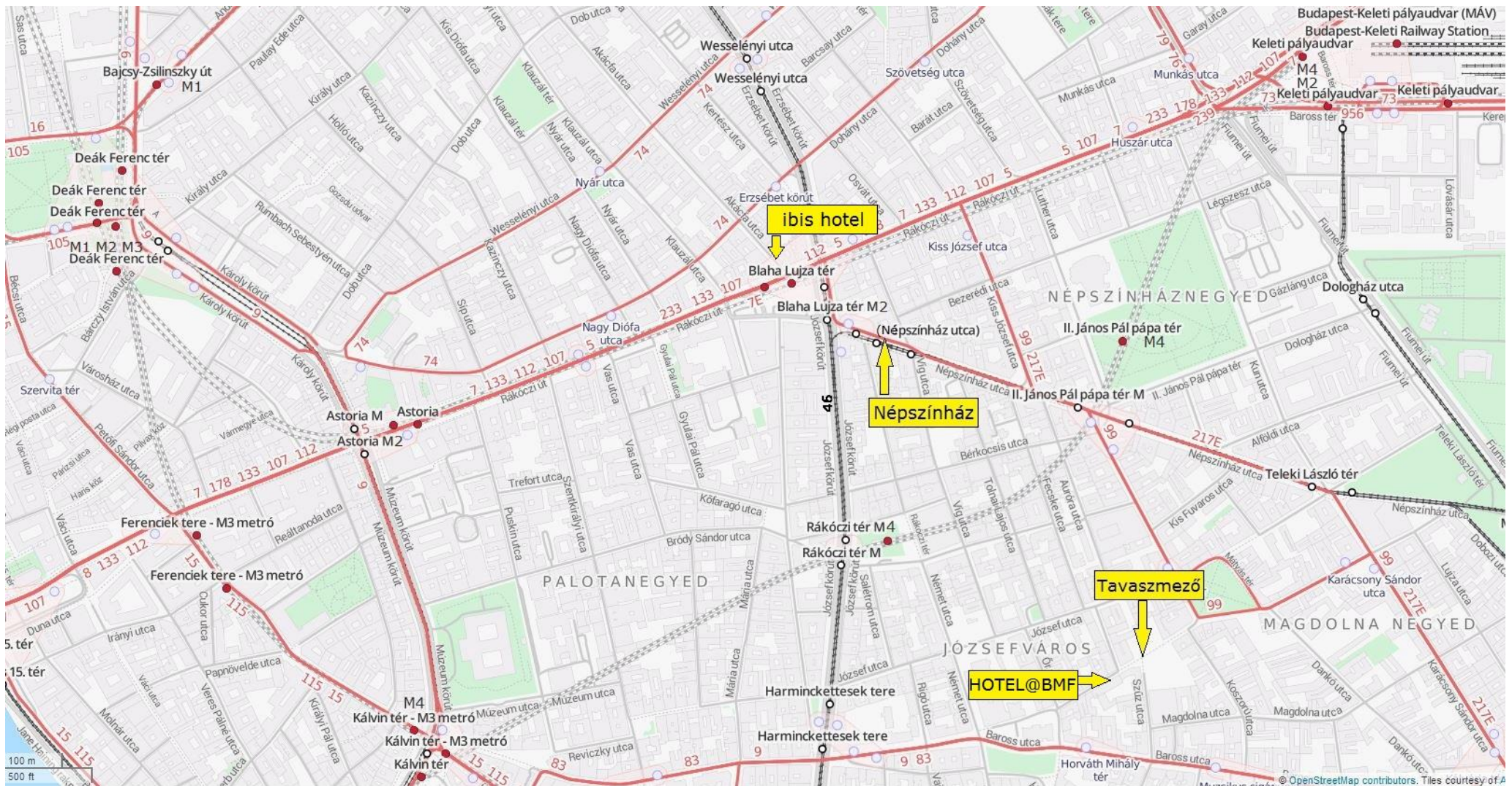
Népszínház str. 8., ground floor, room 45. “Tanácsterem”,
12th November WEDNESDAY 9:50-11:30, 11:40-13:20, 2x90 minutes



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

	10th November MONDAY Tavaszmező str. 17.	11th November TUESDAY Tavaszmező str. 17.	12th November WEDNESDAY Tavaszmező str. 17.	12th November WEDNESDAY Népszínház str.8.	13th November THURSDAY Tavaszmező str. 17.	13th November THURSDAY Népszínház str. 8.
8:00 – 9:40	Prof. Ivan Mihajlovic Numerical Modeling as a Tool for Complex Systems Optimization and Prediction I	Marja-Liisa Kaakko Risk Analyses of companies I	Kaija Arhio Ph.D Developing business ideas of the 21 st century I	Matthijs Hammer Talent Identification; a way to improve your professional value.	Kari Pieniniemi Ph.D Carbon Footprint Calculation I	
9:50 – 11:30	Prof. Ivan Mihajlovic Numerical Modeling as a Tool for Complex Systems Optimization and Prediction II	Marja-Liisa Kaakko Risk Analyses of companies II	Kaija Arhio Ph.D Developing business ideas of the 21 st century II	Amaliny Yoganathan- Hasselbeck Innovation in Emerging Economies I	Kari Pieniniemi Ph.D Carbon Footprint Calculation II	
11:40 – 13:20	Prof. Stela Aurelia Toader Taxation- A better understanding on how taxes work	Drita Kruja Ph.D The importance of marketing research in the 21 st century I	Prof. Stela Aurelia Toader An overview of investment appraisal methods	Amaliny Yoganathan- Hasselbeck Innovation in Emerging Economies II	Mark Potts JD Economic Espionage: Individuals, Businesses, and the Global Economy I	
13:30 – 15:10	Prof. George Ionescu Globalization of Financial Markets	Drita Kruja Ph.D The importance of marketing research in the 21 st century II	Prof. Katja Gutsche Industrial services – an attractive business area I	Magdalena Forfa Ph.D Cash flow in the management of financial enterprise	Nathalie Lecocq Ph.D Circular and functional economy, a new way of thinking for a sustainable development	Matthijs Hammer Opportunity recognition; speed-up our innovative skills
15:20 – 17:00	Ing. Hana Stojanová Ph.D Information systems in Human Resources Management	Prof. George Ionescu Financial Innovation	Prof. Katja Gutsche Industrial services – an attractive business area II	Magdalena Forfa Ph.D Balanced Scorecard – modern and useful tool to improve management of enterprises	Nathalie Lecocq Ph.D Cyclocampus, an example of circular economy in the Artois University campus of Béthune	Mark Potts JD Economic Espionage: Individuals, Businesses, and the Global Economy II
17:00 -			INTERNATIONAL FAIR			
18:00 -	WELCOME & DINNER				FAREWELL PARTY	

Map of the buildings



Organizers



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