

*Dear  
Visitor,*

By executing and coordinating the education and research activities of the University of Szeged in the fields of Economics and Business Studies, our faculty greatly contribute to the reputation and attractiveness of this University which is traditionally widely known and acknowledged in Europe.

Since the 1994 launch of the higher education in Economics and Business Studies, we have improved greatly in our education and research capacities and outputs. Our training offer has developed according to the needs of the regional and national economic environment, thus resulting in the fact that the Faculty of Economics and Business Administration, formed as an independent Faculty in 1999, has by now become one of the solid bases of Hungarian higher education in Economics and Business Studies, enjoying persistent popularity among student applicants. The systemic quality development activities of the Faculty known for its innovative solutions was highly appreciated by the Hungarian Higher Education Accreditation Committee during the 2010/2011 accreditation process carried out at the University of Szeged, an institution rewarded by the Higher Education Quality Prize in 2009.

Our training offer ranging from post-secondary trainings to doctoral studies, supported by the educational and scientific performance of our staff and the activity of our scientific workshops, guarantee the success of our students during their studies and after graduation. Publications of members of our staff have several times been appreciated by academic awards that only the best ones deserve. Caring for talents is a principle of our Faculty and is manifested by high ranks and awards won at students' competitions and by feedback from other higher education institutions and the corporate sector as well. It is not by accident that our students' satisfaction with the training they receive is outstanding at the University level, and that economists graduated in Szeged are demanded actors in various fields of the economy.



Come and visit us at the Faculty of Economics and Business Administration. Experience the special atmosphere of this hospitable town and its university.

**Márton Vilmányi, PhD**  
*dean*

# HISTORY OF THE FACULTY



Full-time training in economics providing an independent degree has been available since 1994 at the University of Szeged and, after a successful accreditation procedure, the Faculty of Economics and Business Administration of the University of Szeged was established in 1999.

The foundation for training in economics was created between the two world wars with the Institute of Economics and Statistics established in 1939, whose excellent educational and research activities were hallmarked by names such as *Tivadar Surányi-Unger*, *Dezső Laky* and *Ferenc Kováts*. The task of the institute and the department group established later as its successor was to provide quality training in economics for university students. As of the 1990s, the demand for the establishment of a department of economics in Szeged was increasingly strengthening. Preparations for the commencement of the department was accelerated by the fact that university extension training in economics for graduates in law, natural sciences and technical studies started with a much larger interest shown than anticipated in February 1993, which meant that full-time training in economics could start in Szeged in 1994.

In 1995, the Department Group of Economics was established with seven separate departments and one joint department with the Faculty of Law and, on 1st of July 1999, following a successful accreditation procedure, the Faculty of Economics of the József Attila University was established.

At the end of the 2006/2007 academic year, the faculty moved to the fabulously renovated building providing a permanent home for the faculty at 1 Kálvária Avenue, which, besides professors' and administrative offices, also houses computerised seminar rooms, lecture halls and student relations offices. Training is also provided in the faculty's building on Feketesas Street.



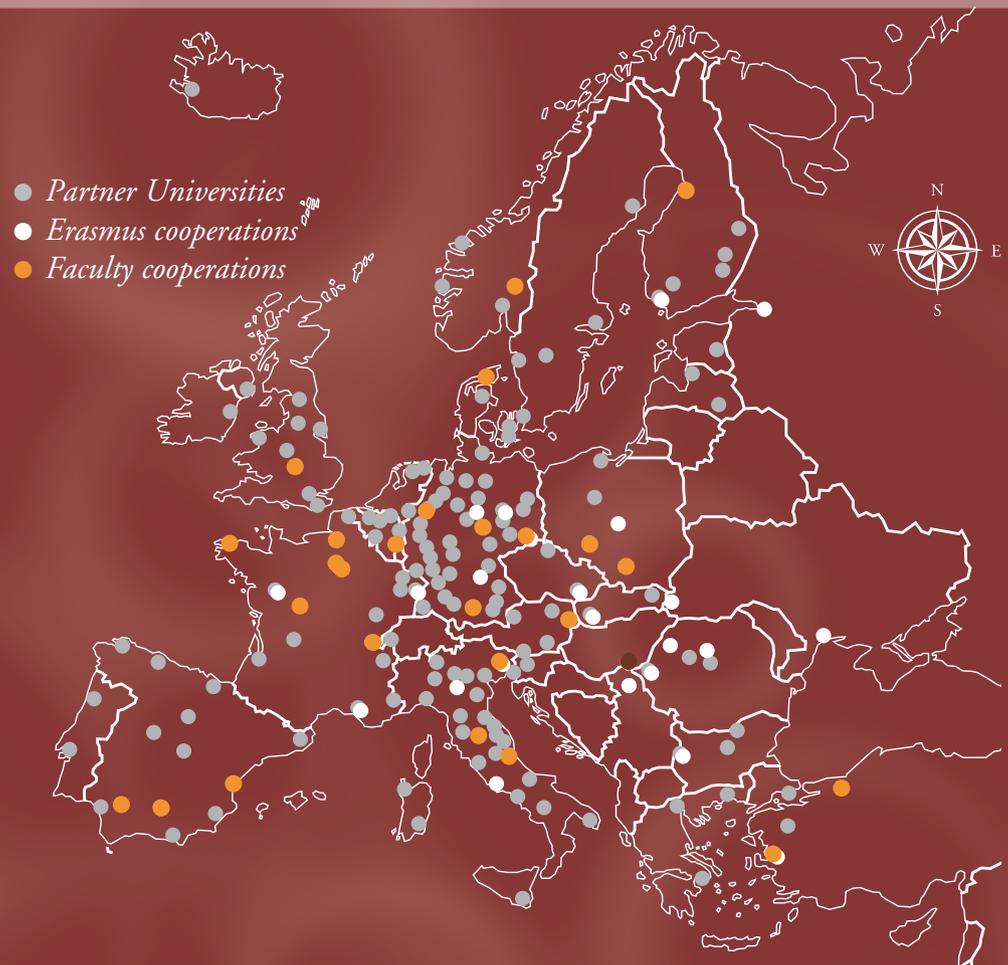
The University of Szeged is one of Hungary's most prestigious higher education institutions and the most popular university of the countryside. In 2009 it was awarded the Quality Prize in Higher Education. The 12 faculties of our university offer 91 bachelor and 121 master courses, 35 higher-level vocational training courses, 61 postgraduate specialist training courses and 19 doctoral schools covering most fields of education. Thus the most talented students can stay with the university from beginning their bachelor course until obtaining their PhD degree. In certain programmes training courses in foreign languages are also offered where students can learn in English, German and French. The University of Szeged has 30000 students among which nearly 2000 are foreigners. The university offers several scholarship opportunities to talented and hard-working students.

The intellectual potential accumulated at the University of Szeged and the research conducted here have made the institution into an important centre of Hungarian higher education and a crucial actor of innovation in Hungary. During the past ten years of its history, the integrated University of Szeged has obtained nearly 20 million Euros to support basic research, most of them through Hungarian and EU tenders. However, in response to the paradigm shift from the first half of the decade – namely the breakthrough of the “entrepreneurial university” concept – activities have increased in both applied research and development and the university has become an increasingly important partner of the industrial and business life.

The University of Szeged would not be one of Hungary's most attractive universities and an institution that trains versatile people, were it not for the varied out-of-school activities organized for its students. Going to sports events and festivals, attending balls and spending nights at parties in university clubs are all part of the legendary university life in Szeged as is attending lectures and laboratory classes. To help them feel and enjoy the support of the institution and the joys of the university community all their lives, there is a constant relationship through the Alma Mater organization between the university and its former students.

## INTERNATIONAL RELATIONS

It is perhaps a unique opportunity during the course of their studies for students to participate in part-time training at a foreign university, utilising the international relations of the faculty. As part of that, they can spend 3-9 months in a selected higher education institution (one of the 26 partner institutions in 12 countries), for example in the cities of Oulu, Turku (Finland), Angers, Lyon, Paris (France), Perugia, Udine (Italy), Valencia (Spain), with the support of the ERASMUS-programme.



The students of the Faculty of Economics and Business Administration in Szeged have countless opportunities to spend their free time in a useful and intelligent way. Professional lectures, training courses, leisure time activities, conferences, professional courses, and field trips make the days of economics students more varied. They can join several student organizations to put their theoretical knowledge into practice and develop their skills.

Besides the *Student Union* serving student interest representation, other organisations are also in function at the Faculty, which primarily target the involvement into professional and scientific communities. *The Youth Division of the Csongrád County Organisation of the Hungarian Economic Society* organises national and local academic and public life events to make the everyday life of our students more colourful.

The *Szeged Universitas Local Committee of AIESEC (International Association of Students of Economics and Trade)* focuses on further strengthening the relations of university training and practical and business life. For that purpose, it participates in the International Free Internship exchange programme and the organisation of national and local programmes and events. The *College of Social Sciences of Szeged* makes the university years of students showing an interest in social sciences and culture more enjoyable by organising conferences, lectures and film festivals. Its members are mostly comprised of economics, law and art faculty students.

**STUDENT**  
LIFE



## ■ Institute of **BUSINESS STUDIES**

The focus of the institute of Business Studies both in the field of education and training is laid on the disciplines of marketing and management. The institute deals with numerous research topics simultaneously whose focus is knowledge and information management, relationship marketing, economic psychology and the measurement of public service performance and market research.

Besides the complex qualitative and quantitative methodology, lifestyle analyses among longitudinal research programmes are eminent at the institute. They deal with the analysis of the structure of consuming of specific consumer segments within the framework of a National Scientific Basic Research Programme and are supplemented by organisational culture research and the analysis of the quality perception of consumers and service providers.

A separate research team deals with the meaning of a relationship system established with other actors significantly impacting the profitability of organisations. Actors participate in the various relationships for various reasons: they perform joint co-operational activities, share risks with each other, ensure or develop their market position, strive for the exploitation of local advantages, while sharing information, resources and knowledge with each other. The analyses explore the relationship motives influencing the performance of the organisation with the help of multi-dimensional statistic analysis.

During the past few years, e-business research modelling the economy of the information society has also been performed at the institute, the focus of which is the research of networks (mainly virtual organisations and informal human networks) on the one hand, and, on the other hand, the extended interpretation of the operational model of collaborative filtering in virtual space. That procedure serves to locate the nearest "opinion neighbour" and the deduction of consumer preferences thereof with the utilisation of user interactions.

Besides the above, tracing and market research analyses are also common at the institute, which measure the performance of the institutional players of the public sector and public service providers through the dimension of customer/consumer satisfaction.

The Institute has a major role in organizing the *Commerce and Marketing BA degree programme*, *Business and Management BA degree programme* the *Marketing MA degree programme* and the *Master of Business Administration (MBA) MA degree programme*.

## ■ Institute of **ECONOMICS AND ECONOMIC DEVELOPMENT**

The teaching and research profile of the institute is determined by two specialised groups: the Theoretical Economics specialised group and the Regional Economic Development specialised group. The main research profile of the institute is regional economics the themes of which are widely covered by the competencies of the employees at the institute.

The major strength of the institute is the synergy resulting in a wide range of research which is in line with the EU's logics for development. Our research programmes embrace the aspects of efficiency (innovation, competitiveness), equity (regional analyses) and sustainable development (environmental considerations), and offer a correct economic explanation to all these. We deal with regional and urban economics, regional and local economic development, business networks and regional clusters, local development of small- and medium-sized enterprises, regional analyses, competitiveness of territorial units, the possibilities of regional scientific application of evolutionist economics, the issues of technological change and spatiality, innovation research, business incubation, the economic interpretation of sustainability, the strategic and systemic aspects of business sustainability and environmental management, consumer choice, the economic psychology of consumer choice, and the history of economic theories.

The *Regional and environmental economic studies MA degree programme* is organised by the Regional Economic Development specialised group and is offered as a continuation of business development specialization studies with newer subjects on regional science. As a result of the consensus reached within the Faculty of Economics and Business Administration, regional and urban economics has become an obligatory subject in bachelor economics courses. In addition to lectures, practical seminar classes are held for students to acquire a more profound knowledge. Physical planning and Local economic development will be offered as elective course units of bachelor courses to provide highly practical knowledge. The above units will also be taught to students of the agricultural economics and rural development bachelor course of SZTE's Faculty of Engineering. Teaching these course units to a great number of students will enhance the spread of regional issues and prepare students for the theoretical subjects of the master course.

## ■ Institute of **FINANCES AND INTERNATIONAL ECONOMIC RELATIONS**

The Institute has a major role in organizing the *Finances and Accounting BA degree programme* (focusing on subjects of Corporate Finance, Banking, Security Markets, Public Finance and Accounting), the *International Economy and Business MA degree programme* (including courses such as International Economics, International Finance, International Strategic Management and Global Marketing) and the *Economy and Public Policy MA degree programme* (including courses such as Financial Politics, Management of Public Finances. Special emphasis is placed on some particular sectoral policies like Educational Economy, Health Economy and Economy of Municipalities).

The Research Profile of the Institute embraces the following main lines:

- *Regulatory issues of financial policies*: current account imbalances, instability of money and capital markets, causes and results of the financial crises and the evaluation of the Basel II. Standards.
- *Role of venture capital in corporate finances*: studying financing issues of micro and small enterprises with particular attention paid to the capital allocation role of business angels.
- *Risks in financing of municipalities*: international and domestic experiences of borrowing and bankruptcy regulations.
- *Accountancy research studies*: the appearance of environmental revenues in environmental accountancy.
- *European economic integration research studies*: issues of competition regulation in the European Union; varieties of capitalism in the European Union.

## ■ Department of **STATISTICS AND DEMOGRAPHY** (joint department with the Faculty of Law)

The Department of Statistics and Demography has 11 members with a broad range of interests. Areas of research are theory and methods, especially multivariate data analysis, multicollinearity and redundancy; demography, especially the demography of Hungarian minorities abroad; social statistics; business and economic statistics; statistics education. Our colleagues have scientific collaborations with other Institutes, partners, and the Hungarian Central Statistical Office in research projects. The members in the department has broad range network of colleagues.



## Doctoral programme

Answering theoretical and practical questions related to the operation of the economy has necessitated increasingly complex approaches in the past decades. Exploring the most important socio-economic problems of our times and providing support to meet the challenges requires solutions that presuppose the adaption of knowledge acquired in other fields of science. The science of economics is capable of developing a fruitful relation with numerous peer sciences. During the development of the research and training structure of the PhD programme, the teaching researchers and institute employees of the faculty strived to find the most important topics related to fields of sciences that could constitute a starting point for providing answers to current economic issues in the centre of general interest.

Due to specialisation and optional classes, students can select the subjects and fields of research (workshops) as the training field of their PhD education that most fit their individual research topics and habits. The PhD School operates the following research workshops:

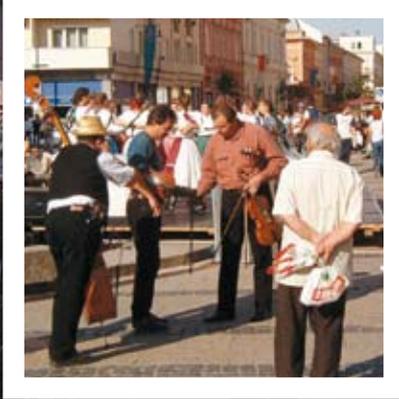
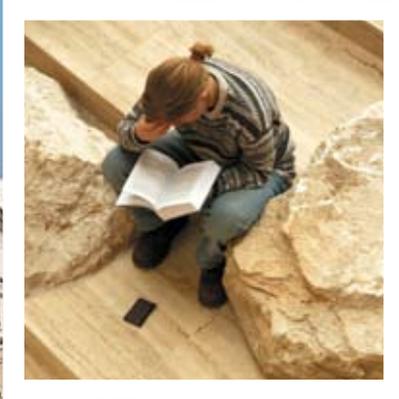
- 1. World Economy and International Finances research workshop**  
(led by: university professor Dr. Katalin Botos, academic doctor)
- 2. Economic Psychology research workshop**  
(led by: university professor Dr. Balázs Hámori)
- 3. Economic Mathematics research workshop**  
(led by: university professor Dr. András Krámli, academic doctor)
- 4. Regional Economic Development research workshop**  
(led by: university professor Dr. Imre Lengyel, academic doctor)

**PHD SCHOOL**  
IN ECONOMICS



## Co-operation in research and education

Successful steps taken towards disseminating research results of the PhD School and building international relations are important. Besides hosting internationally renowned guest professors in the past years, the organised involvement of PhD students in foreign training programmes has also started. Experienced researchers regularly help young scholars in preparing their researches for professional periodicals in a suitable quality.



Szeged, the seat of Csongrád County and the Dél-Alföld region, is one of Hungary's economic, educational and cultural centres. Within 90 minutes reach of Budapest on motorway or Intercity train today, Szeged was granted municipal rights more than 750 years ago. The vicinity of the Serbian and Rumanian borders makes the town even more significant, but the University of Szeged contributes to its development and good reputation as well. In recognition of its success in promoting the idea of European unity, fostering and developing twin town partnerships, the town of Szeged was awarded the 2006 Europe Prize – for the first time in Hungary. This, in fact, is the most prestigious prize of the Council of Europe.

Festivals offering both cultural and culinary joys, international sports events, the Szeged Open Air Festival, the Contemporary Ballet, the Pick salami and the fish soup á la Szeged spread the good word-of-mouth about the sunniest town of Hungary across the borders, but also the lovely walks in Szeged remain memorable to everybody. They say that the river Tisza is the main street of Szeged. And indeed, it is an unusual sight to see the river in blazing sunshine or the winter sun glitter on the ice over the Tisza.

A milestone in Szeged's history was the year 1879 when the floods nearly destroyed the entire town completely. Rebuilt through domestic and international collaboration, the town's centre built in uniform, eclectic style very soon became a popular destination among tourists. The architectural merits of the nice centre, renewed as a result of the reconstruction work of recent years, are also demonstrated by the Europa Nostra Award.

**THE TOWN**  
OF ALBERT SZENT-GYÖRGYI

The migration of the University of Cluj to Szeged in 1921 marked the beginning of a new era in the life of the town: Szeged became a town with a university and the second home for university students. Since 1930 the international fame of Szeged and its scientific life have also been due to Albert Szent-Györgyi, head of the Faculty of Biological Chemistry, who received the Nobel Prize in 1937 for studying combustion processes, but for discovering the role of vitamin C and fumaric acid catalysis, in particular. The work of the university's former rector still exerts an influence on today's activities. *"This university has become Szeged's own university entirely, and I wish to make the relationship existing between the town and the university more intimate"* – said Albert Szent-Györgyi shortly after he was elected rector of the university.

*Szeged – the town of sunshine.*

To entice visitors to the town, tourism experts use the slogan:

And, of course, it has its reasons, because this town with Mediterranean climate enjoys the most hours of sunlight in Hungary. Slightly modifying the above slogan, we, the staff and students of the university, would like to invite you as follows:

*Come to Szeged, the town of sunshine and science.*

Here you can find colleagues, fields of research and friends.

