

Competitions

Entrepreneurship Competition Vilnius, Vilnius
Albert Gáspár, Ábrán Csilla, Kovács Anita, Német Hunor - **6th place**

International Case Competition@Maastricht, Maastricht
Aébert Gáspár, Ábrán Csilla, Kerekes Zsuzsa, Német Hunor - **semi-final - 3rd place**

BCG Strategy Cup 2014, Budapest:
Ábrahám Krisztina - **1st place**

VI. Dr. Papp László Accounting Case Competition, Pécs:
Ábrahám Krisztina - 3rd place
Demeter Zselyke, Dombi Tünde, Kovács Anita, Székely Rita - **finals**

National Finance Case Study Competition, Győr:
Demeter Zselyke, Salamon Ádám- **1st place**

Student Case Study Competition of Cluj-Napoca:
Demeter Zselyke, Czirják Renáta, Kiss Alpár, Székely Rita- **1st place**
Ábrán Csilla, Albert Gáspár, Kerekes Zsuzsa, Német Hunor - **2nd place**

XVIII. National Case Study Competition, Budapest:
Ábrahám Krisztina, Benkó Zsolt, Demeter Zselyke, Kiss Alpár

KICC - KPMG International Case Competition, Bucharest
Ábrahám Krisztina, Ábrán Csilla, Czirják Renáta, Német Hunor - **2nd place**

Case Study Competition of Miercurea Ciuc:
Fehér Attila, Fekete Réka, Kerekes Zsuzsa, Pásztor Tímea - **2nd place**

Tímár László Case Study Competition, Veszprém:
Demeter Zselyke, Kerekes Zsuzsa, Kiss Alpár, Kovács Anita - **1st place**

Dr. Susánszky János Case Study Competition, Miskolc:
Czirják Renáta, Demeter Zselyke, Kiss Alpár, Kovács Anita- **1st place**

Case Solver of the Year, Budapest:
Demeter Zselyke - **1st place and best presenter**
Ábrahám Krisztina - **2nd place**

Competition of Business Plans', Sfântu Gheorghe
Kristály Csaba - **2nd place**

7th International Management Conference "Managerial Challenges of the Contemporary Society" Albert Gáspár - Szász Levente (2014) "The impact of servitization on the manufacturer's business model and financial performance - a case study of a Romanian pharmaceutical company"

2013-2014 activity report

XVII. Transilvanian Scientific Student Conference

Management:

Albert Gáspár- **1st place**
Demeter Zselyke- **1st place**
Czirják Renáta, Kiss Alpár, Székely Rita- **2nd place**
Guttman Csongor, Német Hunor, Kovács Anita- **2nd place**
Dombi Tünde- **3rd place**
Demeter Zselyke, Fehér Attila, Fekete Réka- **3rd place**

Finance and bank:

Ábrán Csilla- Hajnalka- **2nd place**

High School Program

Participants: 3 schools, 30 students, 8 business plans

Goal: The transfer of a practical business knowledge through the interactive teaching of business planning techniques

Lecturers

Kádár Magor, associate professor at BBU of Cluj-Napoca

Küllői Péter, founder of Smile Foundation

Jóky Károly, CEO at Hungarian-American Fullbright Comission

Helen Roberts, professor at University College London

Rodney Baker, professor at London School of Economics

Konrad F. Kaschek, plant manager at BOSCH

Răzvan Mustață, vice dean at Faculty of Economics and Business Administration, BBU of Cluj Napoca

Tombor András, founder of MCC

Malcolm Gillies, rector at Metropolitan University of London

Radácsi László, CEO at SmartLab

Molnár Bálint, marketing director at EITICT Labs Budapest

Mercé March, professor at University of Barcelona

Keszeg Anna, assosiate professor at BBU of Cluj-Napoca

Ábrahám Zsolt, Hoffmann Janka, trainers at Case Solvers

Kádár Magor, assosiate professor at BBU of Cluj-Napoca

David Sims, professor at City University London - Cass Business School

Takács József, strategic director at Vodafone Hungary

Viszkievicz András, analyst at Aegon Hungary

David Venter, professor at Vlerick Management School

Daniel Ding, professor at Ferris State University