

## Erasmus – B-Innovative Project Report of the 1st semester

Location: Kecskeméti College, Kecskemét, Hungary

Dates: 1<sup>st</sup> lecture day: 17<sup>th</sup> December, 2012

2<sup>nd</sup> lecture day: 14<sup>th</sup> January, 2013

The first semester of the project was organised in two parts at the Kecskeméti College. The first part was on the 17th December, the second part was on the 14th January. The number of people registered is forty nine. Thirty participants took part on the first part of the lectures (lectures 1-4) and 49 took part on the second part. The majority of the participants were students from Kecskeméti College and most of those students came from the Faculty of Mechanical Engineering and Automation.

Below you can see the short description of the lecturers from the first part of the lectures:

**Dr. Erzsébet Hetesi**, University of Szeged, Faculty of Economics and Business Administration, Head of Institute and Division, Associate professor;

Topic: Developing Products and Services

**Dr. Zsolt Gilányi**, University of West Hungary, Institute of Economics and Social Sciences, Institute Director, Associate Professor

Topic: Defining the Market

**Attila Horváth**, Managing Director of RK-M Kft.

Topic: Company Formation

**József Gaál**, Managing Director of Szimikron Kft., President of Chamber of Commerce and Industry Bács-Kiskun County, Vice-Vice President of Hungarian Chamber of Commerce and Industry

Topic: Business Idea Formation and Vision Creation

**Gyula Pomázi**, managing Director of Provice Kft.

Topic: Raising Investment

**Dr. Klára Gaborjákné Vydareny**, Kecskeméti College, College professor

Topic: Costing and Pricing

**Gyula Takács**, Managing director of HILTI Szerszám Kft.

Topic: Building a Team

**József Balogh**, Managing director of Hovány Prémium Automotive Kft.

Topic: Competitor analysis

*A B-Innovative projekt az Európai Bizottság támogatásával valósul meg hat európai partner együttműködésével, a tréningek az Egyesült Királyságban, Lengyelországban, Szlovákiában, Svájcban is megvalósításra kerülnek.*

*Ez a dokumentum nem feltétlenül tükrözi az Európai Bizottság véleményét, az Európai Bizottság nem tehető felelősé a dokumentumban szereplő információk bármilyen módú felhasználásáért.*



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