



# Introduction of King Sigismund University

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# A UNIVERSITY OF APPLIED SCIENCES WITH ACTIVE PRAGMATISM AND STUDENT CENTERED EDUCATION

- Founded in 2000, as a private institution with BA and MA programs
- Highest professional and academic standards
- Practical knowledge, competences, skills
- University of applied sciences in 2016

- Balancing present and future challenges
- Fostering entrepreneurial mindset
- High quality professional and academic relationship with students
- Practical knowledge- 97% of students hired within three month after graduation

# CHALLENGES FOR TEACHING MANAGEMENT IN THE NETWORK ECONOMY AND FLEXIBLE ORGANIZATION

## CHANGES in the MARKET

- Self managed fluid teams- flexible and responsive.
- Involvement as a motivator,
- Postbureaucratic, poststructuralist
- Several roles matching capabilities
- Managers in enabling roles
- Self management in matrix organization reliability vs flexibility
- Keep hierarchy where it serves fundamental goals ( defense, banking)

## RESPONSES in EDUCATION

- Lectures and academic research with students on management practices
- Case studies on new organizational structures
- Applied methodology imitating market environment
- Teamwork wherever it is possible but with fluid teams
- Students in several roles
- Self organizing and self managing structures



# THE START UP COURSE

## History

**2017-18-1: first course in Hungarian, 4 teams with start up ideas**

**2017-18-2: two more courses in English and Hungarian, 6 teams with start up ideas**

**Start up course II with one team**

## Our Partners

**Design Terminal with strong track record: 800+ start ups -mentoring, incubation**

**Successful start up founders and owners**

**Hiventures Fund, HDB**

# THE START UP COURSE

**Allow a lot of  
failure, and  
you'll meet a  
lot of success.**

*~Mélanie Hope*

**HopeSpeaking.com**

SUCCESS IS GOING FROM  
FAILURE TO FAILURE  
WITHOUT LOSING  
ENTHUSIASM.

RONALD REAGAN

WHOWASRONALDREAGAN.COM



# THE START UP COURSE

**“You don't have to be great to start  
but you have to start to be great”**

- Zig Zigler

[www.thenext28days.com/start](http://www.thenext28days.com/start)

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