

HUNGARY WORK STUDY REPORT 2017

This was the 2nd time we run the Hungary Work Study Program and both times have been great learning opportunities for not only the students but the instructors as well.

The Hungary Work-Study Program has originally been designed based on the successes of the Malaysia Work-Study program. Just as its precedent it also has two components:

[1] an academic component where students are required to attend weekly seminars (the speakers for this series include members of the Hungarian business and academic communities), write two comparative research papers based on weekly discussions, study and analysis of different Hungarian work environments, organizational structure, behavior and cultural norms and weekly summaries of speakers, and

[2] a work experience component that requires a 6-week practicum in Budapest where student interns receive first hand international experience and course credit (Mgt. 4640A) working for a Hungarian or multinational organization.

The students work on a variety of projects according to the specific needs of the organization to which they have been assigned and are unpaid volunteers for their company or organization. They work on a research project or other short-term project or program for their placement organization. Work terms are academically rigorous, full-time work that provides both the student and the organization with a useful, meaningful work product within the six week term.

This year's **field trip** to Eastern Germany - to two historical towns Zittau and Goerlitz - provided students with a chance to study and analyze differences between production processes in Canada and the EU.

We have visited two production plants where students could not only see the whole process of manufacturing (one plant even made their own plastic bottles from granules

for their whole line of products), but also ask questions on distributing, marketing, social responsibility, green incentives and other aspects of the businesses.

With the participation of German student buddies we have arranged in advance our students' daily cultural engagement became even more emphasized.



This year, the Hungary Work Study Program had 12 students with seven different majors: General Management, Marketing, Economics, Finance, HR & LR, International Management and Management with a New Media minor. Students were placed in six different organizations where they volunteered on a full-time basis for six weeks in addition to their academic assignments.

The three students placed with the Canadian Chamber of Commerce in Hungary The three students placed with the Canadian Chamber of Commerce in Hungary - Jamie Henders, Robert Kiewiet and Vanessa Kalfic - have been working on key elements of the Canada European Union Economic Trade Agreement (CETA) that was implemented this



September. They've compiled extensive lists of businesses in several Canadian provinces, wrote e-books on "How to do Business in Canada?" and "How to do Business in Europe? Afterwards they put together an export readiness questionnaire to be sent out to the above companies, and worked on a report detailing Benefits and opportunities for CETA investors. At the end

of their work term they have delivered a presentation at the Canadian Embassy in front of Canada's Hungarian Ambassador, Ms. Isabelle Poupart. Their success story was shared over Instagram and Twitter by the Embassy.



Photo: Students presenting in front of Canada's Trade Commissionaire and Isabelle Poupart Canada's Ambassador at the Canadian Embassy

Three students were working at CNS Risk - an International Business Consulting Company based in Budapest. The company investigates counterparts and stakeholders, uncover financial anomalies, analyze networks and examine management. The students – Dalicia Reeser, Alison Long and Victoria Cao - became part of two ongoing investigations, gained extensive knowledge on risks of setting up international businesses, came up with marketing strategies for the firm, compiled lists of possible target enterprises, went out to for on-site interviews and initiated cold calls.

Two students worked for VMKomm, a healthy lifestyle promoting Public Relations Agency. At the end of their extensive research project they have put together a 40 page document highlighting the functional food and beverage statistics of various countries to determine opportunities and potential threats of functional food vending machine start up business in the global economy. In order to be able to do this, first they had to do market research in the United States, Mexico, Canada and South East Asia (Japan, China, Thailand and Vietnam).

Weekly seminar series

One of the highlights of the program was the weekly seminar series which provided a wide range of Hungarian professionals to address different aspects of the European business culture.

International Management – Dr. Akos Varga Corvinus University
Gender considerations at the workplace in Hungary – Dr. Zita Komar Corvinus University
The importance of creativity in business – Dr. Dora Horvath Corvinus University

The role of consumer generated content – Dr. Tamas Csordas Corvinus University

Lead the world you live in – Csongor Hajdu Regional Client Business Manager Nielsen Co.



All 12 students submitted video testimonials on their experience:

<https://www.youtube.com/watch?v=wd4QNYuSUk4;>

[https://www.youtube.com/watch?v=DXN2tTpGv6Y ;](https://www.youtube.com/watch?v=DXN2tTpGv6Y;)

<https://www.youtube.com/watch?v=YY-ORp1uRV4;>

<https://www.youtube.com/watch?v=0lulc9uhO2M;>

[https://www.youtube.com/watch?v=hC9d3WFnbY4 ;](https://www.youtube.com/watch?v=hC9d3WFnbY4;)

https://www.youtube.com/watch?v=0bFZhd6jy2E&index=11&list=UU9JPMi0Ruzdkk8nOVf0_F0w;

https://www.youtube.com/watch?v=WA-DIZqbXbA&list=UU9JPMi0Ruzdkk8nOVf0_F0w&index=12

and together they've compiled the following video to help promote the Hungary Work study program: <https://www.youtube.com/watch?v=uqo8wLJOxCA&t=7s>

Students highly appreciated the fact that they could gain valuable international work experience in Budapest, and worked extremely hard to benefit the companies and organizations during the 6 weeks.

We look forward to another great group of students taking part in the program in 2018 and are very thankful for our hosts for accommodating our students and giving them meaningful tasks.

Michael Lanyi & Gizelle Tiponut