

Zsuzsanna Wirthné Móricz

business development consultant

Education:

Expert of the European Union, Faculty of Law, Pécs University, Hungary, 2002

Teacher of English Language and Literature, Faculty of Humanities, JPTE University, Hungary, 1994

Teacher of History and Russian language, Teachers' Training University College of Pécs, Hungary, 1977

Career:

2002 –

Kodolányi János University, Hungary. Department of Economics and Department of Interdisciplinary International Studies.

Teaching the following subjects in English: Project Management, Strategic Planning, Marketing, Seminars for Making Business Plans and Marketing Plans, International Partnerships Management, European Union Studies, Small Business Management, Innovation Management, Business Consultancy.

2008 –

Freelance consultant to businesses and municipalities. Strategic planning for local governments and businesses, marketing and business consultancy. Project management. International partnership management. Innovation management.

2000 – 2015

WH Project Management Consulting Team Office Hungary

Strategic planning for local governments and businesses, marketing and business consultancy. Project management. International partnership management.

1996-2002

Famárk-TC Ltd Hungary

Director of the Training Centre: Teaching English for Specific Purposes

1994-1996

Széchenyi István Grammar School Pécs Hungary

Teaching English

1978-1994

Jurisics Miklós Primary School Pécs Hungary

Teaching History, English, Russian

Tuition:

Length of tuition: 41 years (1978-2019)

Experience in teaching at tertiary education: 17 years (2002-2019)

Disciplines as above.

Social:

I have participated in training courses for English teachers organized by the British Council. In business life I learned how to build up a company and a sales network. I acquired strategic planning, project generation, stimulation and implementation through my business experiences.

I am often involved in multicultural projects, especially in cross-border-cooperation of local governments and businesses. I like teamwork and I get on well doing it. I am used to developing my special language and managerial skills.

Books:

- Interconnection between Social Policy and Enterprise Policy in EU KJF 2003
- Introduction to EU KJF 2004
- Market Research and Plan for Győr-Gönyű Inter-modal Logistics Centre. Study to the Project 2005.
- Implementation of Projects. KDRFÜ 2006
- Partnership in the Process of Project Cycle Management. KDRFÜ 2006
- EU Project Management, KJF 2009.
- How should We Generate Projects? KJF 2010
- The Role of Social Enterprises and their Projects in the Implementation of Strategic Plans. In: New Approaches in a Complex World: International Relations, History and Social Sciences. L'Harmattan, 2014.
- Research Team for the Hungarian Parliament: Balance of our EU Partnership Concerning Agriculture and Rural Policy. 2011