

BULLETIN
UNIVERSITY OF DEBRECEN

**Business Administration and
Management
BSC**

FACULTY OF ECONOMICS AND BUSINESS

Coordinating Center for International Education

Table of Contents

UNIVERSITY OF DEBRECEN.....	3
ABOUT THE FACULTY.....	5
THE ORGANIZATIONAL STRUCTURE OF THE UNIVERSITY.....	6
THE DEPARTMENTS OF THE FACULTY.....	8
BUSINESS ADMINISTRATION AND MANAGEMENT BSC PROGRAMME	17
CURRICULUM OF THE FULL-TIME PROGRAMME.....	21
COURSE DESCRIPTIONS.....	25

UNIVERSITY OF DEBRECEN

Date of foundation: 1912 Hungarian Royal University of Sciences, 2000 University of Debrecen

Legal predecessors: Debrecen University of Agricultural Sciences; Debrecen Medical University; Wargha István College of Education, Hajdúböszörmény; Kossuth Lajos University of Arts and Sciences

Legal status of the University of Debrecen: state university

Founder of the University of Debrecen: Hungarian State Parliament

Supervisory body of the University of Debrecen: Ministry of Education

Accreditation dates and statute numbers:

Debrecen University of Agricultural Sciences: 17th December 1996, MAB/1996/10/II/1.

Debrecen Medical University: 5th July 1996, OAB/1996/6/II/6.

Wargha István College of Education, Hajdúböszörmény: 5th July 1996, OAB/1996/6/II/2.

Kossuth Lajos University of Arts and Sciences: 5th July 1996, OAB/1996/6/II/5.

University of Debrecen: 3rd October 2012, MAB/2012/8/VI/2.

Number of Faculties at the University of Debrecen: 14

Faculty of Agricultural and Food Sciences and Environmental Management

Faculty of Child and Adult Education

Faculty of Dentistry

Faculty of Economics and Business

Faculty of Engineering

Faculty of Health

Faculty of Humanities

Faculty of Informatics

Faculty of Law

Faculty of Medicine

Faculty of Music

Faculty of Pharmacy

Faculty of Public Health

Faculty of Science and Technology

Number of accredited programmes at the University of Debrecen:

73 degree programmes with the pre-Bologna 5-year-system university education, 41 supplementary degree programmes offering transfer-degree continuation of studies towards the university degree (MSc), 50 degree programmes with the pre-Bologna 3-year-system college education, 67 BSc and 78 MSc programmes according to the Bologna system, 5 unified one-cycle linear training programmes, 35 specializations offering post-secondary vocational certificates and 159 vocational programmes.

Number of students at the University of Debrecen: 28812

According to time of studies: 22888 full-time students, 5899 part-time students having corresponding classes and 25 part-time students having evening classes or distance education according to education level: 944 students at post-secondary vocational level, 17406 students at BSc, 3112 students at MSc, 21 students at college level, 190 students at university level (MSc), 5320 students at one-cycle linear training, 954 students at vocational programmes, 865 students at PhD, 3741 international students.

Full time teachers of the University of Debrecen: 1421

194 full college/university professors and 1055 lecturers with a PhD.

ABOUT THE FACULTY

The Faculty of Economics and Business is currently the largest faculty of the University of Debrecen, with about 4000 students and more than 120 staff members. The Faculty has been created by the merger of two former faculties of the university: the Faculty of Economics and Business Administration and the Faculty of Applied Economics and Rural Development. The Faculty has an extensive scope of education dominated by economics and business administration; however, it has a significant variety of agribusiness and rural development programmes. We are proud of the large number of our international students currently in the BSc in Business Administration and Management, BSc in Commerce and Marketing, Rural Development BSc and the MSc in International Economy and Business and Rural Development MSc. The attractiveness of our education is indicated by the Faculty's popularity in terms of incoming Erasmus students, as well.

THE ORGANIZATIONAL STRUCTURE OF THE UNIVERSITY

RECTOR OF THE UNIVERSITY OF DEBRECEN

Rector: Dr. Zoltán Szilvássy
Address: 1 Egyetem tér, Debrecen 4032
Phone: +36-52-412-060
Phone/Fax: +36-52-416-490
E-mail: rector@unideb.hu

FACULTY OF ECONOMICS AND BUSINESS

Dean: Prof. Dr. Károly Pető
Address: 138 Böszörményi út, Debrecen 4032
Phone: +36-52-508-304
E-mail: gtk.dekan@econ.unideb.hu

Vice Dean for Educational Affairs: Prof. Dr. Veronika Fenyves
Address: 138 Böszörményi út, Debrecen 4032
Phone: +36-52-526-940
E-mail: fenyves.veronika@econ.unideb.hu

Vice Dean for General and Strategic Affairs: Prof. Dr. Zoltán Szakály
Address: 138 Böszörményi út, Debrecen 4032
Phone: +36-52-526-961
E-mail: szakaly.zoltan@econ.unideb.hu

Vice Dean for International Affairs: Dr. László Erdey
Address: 138 Böszörményi út, Debrecen 4032
Phone: +36-52-526-940
E-mail: erdey.laszlo@econ.unideb.hu

THE ORGANIZATIONAL STRUCTURE OF THE FACULTY

Dean's Office

Head of Dean's Office: Ms. Judit Fróna

Address: 138 Böszörményi út, Debrecen 4032

Phone: +36-52-518-678

E-mail: frona.judit@econ.unideb.hu

English Program Officer: Ms. Tünde Majorik

Address: 138 Böszörményi út, Debrecen 4032

Phone: +36-52-526-937

E-mail: majorik.tunde@econ.unideb.hu

THE DEPARTMENTS OF THE FACULTY

Department of Agricultural Informatics

Associate Professor, Head of Department Dr. habil László Várallyai
(varallyai.laszlo@econ.unideb.hu, Bld. D A3)
Assistant Professor Dr. Ádám Péntek
(pentek.adam@econ.unideb.hu, Bld. D A11)

Department of Business Informatics

Associate Professor, Head of Department Dr. habil Péter József Lengyel
(lengyel.peter@econ.unideb.hu, Bld. D SZ5)
Associate Professor Dr. habil Róbert Szilágyi
(szilagyi.robert@econ.unideb.hu, Bld. D A5)
Assistant Professor Dr. Szilvia Borbásné Botos
(botos.szilvia@econ.unideb.hu, Bld. D A10)

Department of Logistics Management

Professor, Head of Department Prof. Dr. Miklós Pakurár
(pakurar.miklos@econ.unideb.hu, Bld. D 105)
Associate Professor Dr. habil János Felföldi
(felfoldi.janos@econ.unideb.hu, Bld. D A7)

INSTITUTE OF BUSINESS COMMUNICATION AND PROFESSIONAL LANGUAGE STUDIES

Böszörményi út 138., Debrecen 4032, Phone: 52/508-444

Associate Professor, Head of Institution Dr. Mária Czeller
(czeller.maria@econ.unideb.hu, Main bld. 202.)
Administrator Ms. Mónika Varga
(varga.monika@econ.unideb.hu, Main bld. 34.)
Associate Professor Dr. Troy Brian Wiwczarowski
(troy.wiwczarowski@econ.unideb.hu, Main bld. 2016.A.)
Language Teacher János Farkas
(farkas.janos@econ.unideb.hu, Main bld. 2016B)

INSTITUTE OF APPLIED ECONOMICS SCIENCES

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Associate Professor, Head of Institute Dr. habil István Szűcs
(szucs.istvan@econ.unideb.hu, TVK 29.)
Administrator Mrs. Ibolya Tóthné Rajtik
(tothne.rajtik.ibolya@econ.unideb.hu, TVK 28.)

Department of Business Economics and Enterprise Development

Professor, Head of Department Prof. Dr. habil. András Nábrádi
(nabradi.andras@econ.unideb.hu, TVK 28.)
Professor Prof. Dr. Attila Bai
(bai.attila@econ.unideb.hu, TVK 20.)
Associate Professor Dr. habil Adrián Szilárd Nagy
(nagy.adrian@econ.unideb.hu, TVK 41.)
Associate Professor Dr. László Posta
(posta.laszlo@econ.unideb.hu, TVK 39.)
Assistant Professor Dr. Beáta Bittner
(bittner.beata@econ.unideb.hu, TVK 15.)
Assistant Professor Dr. Hajnalka Madai
(madai.hajnalka@econ.unideb.hu, TVK 14.)
Assistant Professor Dr. habil Péter Popovics
(popovics.peter@econ.unideb.hu, TVK 17.)
Research Fellow Dr. Zoltán Gabnai
(gabnai.zoltan@econ.unideb.hu, TVK 18.)

Department of Farm Business Management and Corporate Planning

Associate Professor Dr. habil. László Szöllősi
(szollosi.laszlo@econ.unideb.hu, TVK 19.)
Associate Professor Dr. habil István Szűcs
(szucs.istvan@econ.unideb.hu, TVK 29.)
Assistant Professor Dr. Krisztián Kovács
(kovacs.krisztian@econ.unideb.hu, TVK 32.)

THE DEPARTMENTS OF THE FACULTY

Assistant Professor

Dr. Viktória Vida
(vida.viktoria@econ.unideb.hu, TVK 40.)

INSTITUTE OF ECONOMICS AND WORLD ECONOMY

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Associate Professor, Head of Institute

Dr. habil László Erdey
(erdey.laszlo@econ.unideb.hu, TVK 136.)

Administrator

Mrs. Anita Márné Hajdú
(hajdu.anita@econ.unideb.hu, TVK 135.)

Department of Environmental Economics

Associate Professor

Dr. habil Mihály Dombi
(dombi.mihaly@econ.unideb.hu, TVK 113.)

Associate Professor

Dr. habil Andrea Karcagi-Kováts
(karcagi-kovats.andrea@econ.unideb.hu, TVK 112.)

Assistant Professor

Dr. Piroska Harazin
(harazin.piroska@unideb.hu; TVK 114.)

Department of Micro-and Macroeconomics

Associate Professor, Head of Department

Dr. habil Pál Czeglédi
(czegledi.pal@econ.unideb.hu, TVK 140.)

Associate Professor

Dr. Zsolt Csapó
(csapo.zsolt@econ.unideb.hu, TVK 119.)

Assistant Professor

Dr. Judit Edit Futó
(futo.judit@econ.unideb.hu, TVK 117.)

Associate Professor

Dr.habil Judit Katonáné Kovács
(katonane.kovacs.judit@econ.unideb.hu, TVK 138.)

Assistant Professor

Dr. István Kovács
(kovacs.istvan@econ.unideb.hu; TVK 116.)

Assistant Professor Dr. Levente Sándor Nádasi
(nadasi.levente@econ.unideb.hu, TVK 116)
Assistant Professor Dr. Ágnes Szabó-Morvai
(szabomorvai@econ.unideb.hu, TVK 117.)

Department of European Integration

Assistant Professor Dr. Fruzsina Szentesiné Sigér
(siger.fruzsina@econ.unideb.hu, TVK 141.)
Assistant Professor Dr. Zsuzsanna Trón
(tron.zsuzsanna@econ.unideb.hu, TVK 141.)

Department of Business Law

Associate Professor, Head of Department Dr. Géza Károlyi
(karolyi.geza@econ.unideb.hu, TVK 132.)
Professor Prof. Dr. Tamás Fézer
(fezer.tamas@law.unideb.hu)
Assistant Professor Dr. András Helmeczi
(helmeczi.andras@econ.unideb.hu, TVK 139.)
Assistant Professor Dr. Péter Miklós Kómíves
(komives.peter.miklos@econ.unideb.hu, TVK 130.)

Department of World Economy and International Business

Associate Professor, Head of Department Dr. habil László Erdey
(erdey.laszlo@econ.unideb.hu, TVK 136.)
Assistant Professor Dr. Tünde Csapóné Riskó
(risko.tunde@econ.unideb.hu, TVK 134.)
Assistant Professor Dr. Ádám Márkus
(markus.adam@econ.unideb.hu, TVK 127.)
Senior Lecturer Eszter Tóth
(toth.eszter@econ.unideb.hu, TVK 129.)

THE DEPARTMENTS OF THE FACULTY

INSTITUTE OF MARKETING AND TRADE

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Professor, Head of Institute	Prof. Dr. Zoltán Szakály (szakaly.zoltan@econ.unideb.hu, Fényház 206.)
Administrator	Mrs. Renáta Szarvasné Kádár (szarvasne.kadar.renata@econ.unideb.hu, Fényház 205.)
Associate Professor	Dr. Tímea Gál (gal.timea@econ.unideb.hu, Fényház 202.)
Associate Professor	Dr. Marietta Kiss (kiss.marietta@econ.unideb.hu, Fényház 201.)
Assistant Professor	Dr. Enikő Kontor (kontor.eniko@econ.unideb.hu, Fényház 207.)
Assistant Professor	Dr. Mihály Soós (soos.mihaly@econ.unideb.hu, Fényház 204.)
Assistant Professor	Dr. Virág Ágnes Bakosné Kiss (kiss.virag.agnes@econ.unideb.hu, Fényház 204.)
Assistant Professor	Dr. András Fehér (feher.andras@econ.unideb.hu, Fényház 210.)
Assistant Lecturer	Bence Kovács (kovacs.bence@econ.unideb.hu, Fényház 203.)
PhD Student	Nikolett Balsa-Budai (budai.nikolett@econ.unideb.hu, Fényház 208.)

INSTITUTE OF ACCOUNTING AND FINANCE

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Professor, Head of Institute	Prof. Dr.habil Zoltán Bács (bacs.zoltan@econ.unideb.hu, Magház 112.)
Administrator	Ms. Beáta Józsa (jozsa.beata@econ.unideb.hu, Magház 111.)

Department of Accounting

Associate Professor, Head of Department Dr.habil Ildikó Dékán
Tamásné Orbán
(orban.ildiko@econ.unideb.hu, Magház 118.)
PhD Student Alexandra Szekeres
(szekeres.alexandra@econ.unideb.hu, Magház 103.)

Department of Controlling

Associate Professor, Head of Department Prof. Dr.habil Veronika Fenyves
(fenyves.veronika@econ.unideb.hu, Magház 117.)

Department of Finance

Associate Professor, Head of Department Dr. habil Patrícia Becsky-Nagy
(becsky.nagy.patricia@econ.unideb.hu, Magház 108.)
Associate Professor Dr. Vilmos Lakatos
(lakatos.vilmos@econ.unideb.hu, Magház 119/B.)
Assistant Professor Dr. Balázs Fazekas
(fazekas.balazs@econ.unideb.hu, Magház 104.)
Assistant Professor Dr. Andrea Szabó
(szabo.andrea@econ.unideb.hu, Magház 107.)
PhD student Mirjam Hamad
(hamad.mirjam@econ.unideb.hu, Magház 103.)

INSTITUTE OF MANAGEMENT AND ORGANISATIONAL SCIENCES

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Associate Professor, Head of Institute Dr. habil. Krisztina Dajnoki
(dajnoki.krisztina@econ.unideb.hu, Fényház 10.)
Administrator Ms. Zsuzsanna Nagyné Győrösi
(gyorosi.zsuzsanna@econ.unideb.hu, Fényház 9.)

THE DEPARTMENTS OF THE FACULTY

Department of Human Resource Management

Associate Professor, Head of Department Dr. habil. Krisztina Dajnoki
(dajnoki.krisztina@econ.unideb.hu, Fényház 10.)
Associate Professor Dr. András István Kun
(kun.andras.istvan@econ.unideb.hu, Fényház 13.)

Department of Management Sciences

Associate Professor, Head of Department Dr. Mária Ujhelyi
(ujhelyi.maria@econ.unideb.hu, Fényház 8.)

Department of Organisational Sciences

Associate Professor, Head of Department Dr. habil Csilla Juhász
(juhasz.csilla@econ.unideb.hu, Fényház 14.)

INSTITUTE OF RURAL DEVELOPMENT, REGIONAL ECONOMICS AND TOURISM MANAGEMENT

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Professor, Head of Institute Prof. Dr. Károly Pető
(peto.karoly@econ.unideb.hu, Magház 217.)
Administrator Ms. Marianna Zemán
(zeman.mariann@econ.unideb.hu, Magház 216.)

Department of Rural Development and Regional Economics

Associate Professor Dr. Mónika Harangi-Rákos
(rakos.monika@econ.unideb.hu, Magház 201.)
Assistant Professor Dr. Péter Horváth
(horvath.peter@econ.unideb.hu, Magház 218A.)

Senior Lecturer

Dr. János Szenderák
(szenderak.janos@econ.unideb.hu, Magház 220.)

PhD Student

Dániel Fróna
(frona.daniel@econ.unideb.hu, Magház 220.)

Department of Tourism and Hospitality Management

Assistant Professor

Dr. Katalin Vargáné Csobán
(vargane.csoban.katalin@econ.unideb.hu, Magház 203.)

INSTITUTE OF SPORTS ECONOMICS AND MANAGEMENT

138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

Professor, Head of Institute

Prof. Dr. Éva Bácsné Bába
(bacsne.baba.eva@econ.unideb.hu, Teniszközpont 201.)

Associate Professor

Dr. György Norbert Szabados
(szabados.gyorgy@econ.unideb.hu, Teniszközpont 203.)

SOCIAL SCIENCES LIBRARY

26 Kassai út., Debrecen 4028, Phone: 36-52-416-580/77216
e-mail: tarstud@lib.unideb.hu, Web: <http://social.lib.unideb.hu>

Head Librarian, Vice-director

Ms. Enikő Pergéné Szabó
(perge@lib.unideb.hu)

BUSINESS ADMINISTRATION AND MANAGEMENT BSC PROGRAMME

Programme coordinator: Dr. habil. Patrícia Becsky-Nagy
(becsky.nagy.patricia@econ.unideb.hu, Magház 108)

Objectives and Perspectives

The programme aims to prepare specialists in economics and business who use the skills acquired in the fields of economics, social sciences, applied economics, and methodology to analyse, plan, organize, coordinate, and accomplish the activities of business organisations and institutions. The programme provides students with the necessary background knowledge to continue to the second (MA) phase of their training.

Students completing the course will be able to:

- fill specialised positions in business organisations,
- provide the necessary problem-solving approach to decisions made within companies,
- communicate effectively in both domestic and international business contexts using their knowledge of their Information Technology skills,
- adapt to the changing environment and develop their careers by analysing their experiences and continuing their professional education; furthermore, to widen the knowledge they have gained on the course through practical experience,
- conduct independent work in various fields within companies,
- undertake management functions in the general management of organizations.

Duration of Studies: 6 semesters for academic studies

Number of ECTS credits: 180+30

Number of teaching (contact) hours: 1800

Internship: 1 semester

Requirements:

The course consists of lectures and seminars. Attending lectures is strongly recommended, attendance of seminars is compulsory and recorded.

Participation in practice classes is compulsory. One might have a maximum of 3 seminar/practice absences. In case of more than 3 absences, the final signature may be refused, and the student must repeat the course. Being late is equivalent to an absence.

The student's knowledge will be tested several times depending on the class types during the entire course. End of Semester Examination (ESE) covers the topics of the lectures and seminars of a subject. A minimum of three ESE dates will be set during the examination period. Unsuccessful students may repeat the ESE twice (B and C chances). Five grade evaluation (AW5) is based on class contribution and work.

According to the credit regulations, students should obtain an average of 30 credits in each semester.

Students accumulate the required number of credits by passing exams on compulsory and elective subjects.

Students must carry out a 12 week internship involved in the model curriculum. The internship course must be signed up for previously via the NEPTUN study registration system in the last semester of the studies. Its fulfilment is the criteria requirement of getting the pre-degree certificate (absolutorium).

According to the University of Debrecen Rules and Regulations, a student must complete Physical Education courses at least two semesters during their bachelor's training.

The Faculty issues a pre-degree certificate after completion of the bachelor's (BSc) program. The pre-degree certificate can be issued if the student has completed the study and exam requirements as set out in the curriculum, the provisions relating to Physical Education, internship (mandatory) – except for preparing thesis – and gained the necessary credit points (210). Students who obtained the pre-degree certificate can submit the thesis and take the final exam.

The thesis is based on independent work summarizing the performed activities and the results closing the training and proving that students can collect and interpret available literature related to a specific problem. Based on well-established methods, students can solve the problem and interpret the observations and results.

Students might take the final exam if they complete the required 210 credits. The obtained knowledge is controlled in an oral exam at the final exam using questions covering the core and specialization materials. The defence of the thesis is part of the final exam in the form of a short presentation of the results obtained in the thesis work. The final exam is only successful if all three grades (two questions and thesis defence) are at least passed.

The complex final examination results are to be determined rounded to two decimal places, as an average of the grades received for the oral examination and the thesis defence.

A final exam can be taken in the forthcoming exam period after obtaining the pre-degree certificate. A final exam must be taken in front of the Final Exam Board.

The diploma qualification in the training is given by the weighted academic average of the given degree program and the simple mathematical average of the final examination result.

The diploma shall be assessed based on the calculation of the grade average as follows:

Outstanding	4.81 – 5.00
Excellent	4.51 – 4.80
Good	3.51 – 4.50
Satisfactory	2.51 – 3.50
Pass	2.00 – 2.50

The diploma shall be issued in Hungarian and English.

Class behaviour:

Students must not use cell phones to talk or text during class. Cell phones must be switched off or kept in silence mode during class. In seminars, students will be expected to participate in seminar discussions. Students are encouraged to ask questions related to the topic of the lectures discussed and participate in solving problems related to the seminar's topic. Students should not disrupt the class by talking to each other. If one continues to disrupt the class, the student may be asked to leave. Electronic devices, textbooks and any form of interaction between students during the tests are strictly forbidden. Except for approved simple calculators, electronic devices (cell phones, tablets, etc.) must not be within students' reach (in the pocket, in the desk, etc.) during tests.

Subjects	Prerequisite	First year					
		Autumn semester		Spring semester		Exam type	Credits
		L	S	L	S		
Mathematics I.		2	2			E	5
Business Informatics		1	2			P	3
Introduction to Economics		2	0			E	3
Introduction to Business		2	1			E	4
Introduction to Finance		2	2			P	5
Business Communication		1	1			P	3
Proseminar		0	2			P	3
Elective 1		2	0			E	3
Total credits:							29
International Financial Accounting I.				2	2	E	5
Organizational Behaviour I.				2	1	E	4
Mathematics II.	Mathematics I.			2	2	E	5
Microeconomics	Introduction to Economics; Mathematics I.			2	2	E	5
Business Civil Law				2	0	E	3
Elective 2				2	0	E/P	3
Elective 3				2	0	E/P	3
Environmental Economics				2	0	E	3
Physical Education I.				0	2	P	0
Total credits:							31

Subjects	Prerequisite	Second year					
		Autumn sem.		Spring sem.		Exam type	Credits
		L	S	L	S		
International Financial Accounting II.	International Financial Accounting I.	2	2			E	5
Statistics I.	Mathematics I.	2	2			E	5
Macroeconomics	Microeconomics	2	2			E	5
Business Public Law		2	1			E	4
Corporate Finance I.		2	1			E	4
Marketing		2	1			E	4
Organizational Behaviour II.	Organizational Behaviour I.	0	2			P	3
Elective 4		2	0			E	3
Physical Education II.		0	2			P	0
Total credits:							33
International Economics	Macroeconomics			2	1	E	4
Economic Policy	Introduction to Economics			2	0	E	3
World Economy				2	1	E	3
Corporate Finance II.	Corporate Finance I.			2	1	E	4
Statistics II.	Statistics I.			2	2	E	5
Marketing management	Marketing			1	2	E	4
Management of Value Creating Processes				2	1	E	4
Reading and Writing in Economics and Business				0	2	P	3
Total credits:							30

Subjects	Prerequisite	Third year					
		Autumn sem.		Spring sem.		Exam type	Credits
		L	S	L	S		
Strategic Management		2	1			E	4
Human Resource Management		2	1			E	4
Controlling	International Financial Accounting I.	2	1			E	4
EU Studies		2	0			E	3
Issues in Economic Development		2	1			E	4
Communication with Customers and Conflict Handling		2	0			E	3
Knowledge Economy		1	2			P	4
Measuring Economic Performance		0	2			E	3
Thesis writing I.		0	2			P	1
Total credits:							30
Elective 5				2	1	E/P	4
Business Planning	Introduction to Business			1	2	P	3
International Business				2	1	E	4
Decision Theory and Methodology				1	2	P	4
Regulation Theory				2	0	P	3
Entrepreneurship Theory and Application				2	0	P	3
Project Management				1	2	P	4
Services Marketing				0	2	P	3
Thesis writing II.				0	2	P	2
Total credits:							30

Subjects	Prerequisite	Fourth year					
		Autumn sem.		Spring sem.		Exam type	Credits
		L	S	L	S		
Thesis writing III.		0	2			P	7
Business Practice		0	35			P	20
Total credits:							27

Subject: **Mathematics I.**

Neptun-code: GT_AGMNE010

Institute: Statistics and Methodology

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Instructor: Dr. habil Sándor Kovács

Purpose of the course:

The main goal of this subject is to be introduced to the basic methods and terminology of definitions in mathematics, which can be used in economics. The differential calculus of one-variable functions and its practical application is in the centre of interest and the extreme value and elasticity calculation of one-variable functions. During practical lessons, students should gain experience in problem-solving from the various topics of the subject.

Short subject description and main topics:

Theory of sets. Sets of numbers,

Classification and characteristics of one-variable real functions.

Theorems of limit calculation.

Mathematics of Finance.

Limit calculation, continuity, and derivate of functions.

Examination of functions, elasticity.

Extreme values calculation of functions with practical applications.

Practical applications of differential calculus.

Indefinite integrals.

Planned teaching activities and methods:

The theoretical background should be taught in the lectures; the translation of theory into practice happens in the seminars. Each topic involves special work problems, and the tests include only these work problems and not the definitions and theorems of the lectures. Students should write two tests from the work problems that were solved during the seminars. For plotting functions, WINPLOT software is used. Problem-solving in the seminars requires individual work from the students and the use of a calculator.

Evaluation

The evaluation will be made according to the midterm results (in the 8th week) and final (15th week) tests and will also be based on the performance of the practices. Each student gets a recommended grade if the final score from both tests reaches at least half of the obtainable total. Every student must receive a signature too. Students who could not obtain a signature or grade during the learning period will be given three extra chances during the examination period. If the student has already

received a grade but would like to better the results, the better result will be valid. This means that there is no place for spoiling the accomplished result.

Compulsory literature:

E. Haeussler – R. Paul – P. Wood (2014): Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th edition, Pearson, UK, ISBN: 978-1-29202-114-0

Recommended literature:

R.J. Harschbarger – J.J. Reynolds (2015): Mathematical application for Management, Life and Social Sciences, Brooks/Cole, USA, Belmont, CA, ISBN: 978-1305108042

S.T. Tan (2016): Applied Mathematics for Managerial, Life and Social Sciences, Cengage Learning, USA, Stamford, ISBN: 978-1-285-46464-0

K. Sydaster – P. Hammond (2016): Essential Mathematics for Economics Analysis, Pearson Education, UK, ISBN: 978-1-292-07465-8

Weekly schedule	
1.	Theory of sets. Sets of numbers
	TR* Set operations, cardinality, set builder notations
2.	Algebraic preliminaries I.
	TR Real number line, operations, rules for exponents and radicals, operations with algebraic expressions, factoring
3.	Algebraic preliminaries II.
	TR Cartesian coordinate systems, straight lines, distance in the plane
4.	Functions I.
	TR Graph and algebra of functions,
5.	Functions II.
	TR application is business economics, break-even analysis, supply-demand, market equilibrium
6.	Functions III.
	TR Exponential, logarithmic and logistic curves, and their applications

7.	Mathematics of Finance I.
	TR amount of investment, rate of interest, present value, compound interest, mathematical models
8.	Mathematics of Finance II.
	TR Future Value of annuities, annuities due, loans and amortization of debts
9.	Calculus
	TR limits and continuity and derivatives
10.	Differential calculus I.
	TR rules, higher-order derivatives, marginal functions in economics
11.	Differential calculus II.
	TR first and second, curve sketching,
12.	Differential calculus III.
	TR optimization, elasticity and other applications in business economics
13.	Indefinite Integration I.
	TR Rules of Indefinite Integration
14.	Indefinite Integration II.
	TR applications of indefinite integration in business economics

Subject: **Business Informatics**

Neptun-code: GT_AGMNE026

Institute: Applied Informatics and Logistics

Number of lessons: 1+2 Requirement: Practical course mark

Credit: 3

Responsible instructor: Dr. Szilvia Borbásné Botos

Course goals:

The course is designed to reach a basic level of business informatics knowledge. That knowledge will help them in the following courses and as well as in practice. They must learn how to collect data from the internet and solve complex exercises using spreadsheets and database management programs (Microsoft Excel and Access). The course is mainly application and practice-oriented.

Course content, topics:

Understanding the structure of the spreadsheet program, using worksheet functions, and solving basic and complex worksheets. Acquiring knowledge in basic database management through the operation of Access databases, understanding the structure of databases, basic operations with data. Learning how to make reports from data, which analyze tools, can be used, and interpret results.

Learning methods:

The students get basic theoretical knowledge in the lectures. The practical tasks are related to the theoretical. The students get presentations on the lectures and on the practice get spreadsheets and database knowledge tasks.

Assessment:

Participation in seminars is mandatory. For the completion of the semester, students must pass a problem-solving test during the semester. 15% theoretical exam, 15% theoretical exam (Excel), 45% Excel practical exam, 25% Database practical exam The sum of points the notes are the followings:

0 - 60 fail,

61 -70 pass,

71 -80 satisfactory,

81 -90 good,

91 - 100 excellent.

Compulsory readings:

The online seminar materials and presentations of the lecturer (available on the e-learning system

Department teaching materials: Business informatics, electronic booklet, 2011.

Recommended readings:

R. Elmasri – S. B. Navathe: Fundamentals of Database Systems, Addison Wesley, 2004.

H. Garcia-Molina, J. D. Ullmann – J. Widom: Database Systems: The Complete Book (2nd edition), Pearson Prentice Hall, 2009

V. Sridhar: Emerging ICT Policies and Regulations. Springer Nature, 2019

Date, J. C.: An Introduction to Database Systems, Addison Wesley, 2004

Week	Topics
1.	Information, system (data, information, knowledge, system categories, system approach). Data input, data types, basic operations LO: The use of worksheets: basic formatting and data format
2.	Structure of data tables, spreadsheet function semantics. References, sorting, and filtering LO: Learning the structure of functions and basic operations, data range formatted as a table
3.	Handling data tables. Date and time functions, text functions LO: Learning the use of operators and arguments in date and time functions and text functions
4.	Handling data tables. Logical functions and lookup and reference functions LO: Learning the use of conditions in functions
5.	Organizing data. Data features, tables as databases. LO: The use of database functions
6.	Data analysis and reports. LO: The use of PIVOT tables.
7.	Visualization of data. Preparing data to create graphs and charts. LO: The use and edit graphs and charts
8.	Business decision and decision support. Complex practice LO: Working with a database, create business analyses
9.	An overview. Exam on Excel LO: Assessing the ability to handle data, data tables, and databases

10.	Database basics, database management systems. Relational database model, the role of keys. LO: Creating data tables in Access, handling data sheets, fields, data types and features
11.	Multidimensional data modelling. Relations between datasheets. Queries and query types. LO: Using query types: select query, queries with calculated fields
12.	Updating databases and the role of cross tables. Modifying and summarizing data in a database LO: Using query types: Update, Delete, Crosstab
13.	Reports for business decisions. Creating reports. LO: Learning to summarize data in reports and the structure of reports
14.	Business intelligence and ERP. Exam on Access LO: Assessing the ability to handle databases for business purposes

Subject: **Introduction to Economics** Neptun-code: GT_AGMNE032
Institute: Economics and World Economy
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. Pál Czeglédi

Course goals:

The course will provide the students with the basic concepts of economics: how economists think about the behaviour of households, firms, how to think about markets, how to analyze the economy, what is inflation, and unemployment. By the end of the course, students should be able to use some basic tools of economics and apply them to solve basic economic problems.

Course content, topics:

The first half of the semester focuses on the principles of the economic way of thinking and the basic concepts of microeconomics, whereas the second part is concerned with the most important macroeconomic variables and their measurement. After an overview of the subject, method, and principles of economic thinking, the course considers the model of demand and supply and its applications. Of the many macroeconomic variables, the course concentrates on GDP and price indices. Besides, stylized facts of economic growth, the labor market, money, and finance are also discussed.

Learning methods:

Lectures with ppt presentations together with some calculation problems.

Assessment:

The exam is a written test which will be evaluated according to the following grading schedule:

0 - 50% – fail (1)

50%+1 points - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

Mankiw, Gregory: Principles of Economics. Fifth Edition. South-Western, Mason, USA, 2009.

Recommended readings:

Heyne, Paul – Boettke, Peter – Prychitko, David: The Economic Way of Thinking. Twelfth Edition. Pearson Education International, New Jersey, 2010.

Week	Topic
1.	Basic concepts and fundamental questions of economics
	LO*: Economics as science and as a social science
2.	Ten principles of economics and the economic way of thinking/1.
	LO: Understanding the basic concepts of rational decisions
3.	Ten principles of economics and the economic way of thinking/2.
	LO: Understanding the market as a process of cooperation and the metaphor of the invisible hand
4.	Production possibilities frontier
	LO: Graphical representation of opportunity cost
5.	How markets work: demand and supply I.
	LO: Understanding the concept of demand and supply and their determinants
6.	How markets work: demand and supply II.
	LO: The meaning of the equilibrium (market-clearing) price and comparative statics
7.	Measuring a nation's income
	LO: Understanding the notions of nominal and real GDP
8.	Measuring the cost of living
	LO: The meaning of the price level and inflation, GDP deflator and the consumer price index
9.	Exercises on measurement
	LO: Exercises in calculating GDP and inflation
10.	Savings and investment, and the role of the financial system
	LO: The market for loanable funds and the determination of the real interest rate

COURSE DESCRIPTIONS

11.	Money and inflation, I
	LO: Definition of money, understanding the significance of using money in trade
12.	Money and inflation II
	LO: The role of the banking system in money creation
13.	Unemployment
	LO: The fundamentals of the labour market
14.	Summary
	LO: Systematic review of the topics discussed

Subject: **Introduction to Business**

Neptun-code: GT_AGMNE036

Institute: Applied Economics Sciences

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Instructor: Dr. Péter Popovics

Course goals:

The course explores the question ‘what is a business?’ and investigates the business functions of human resource management, marketing, operations management, accounting, and finance. Different internal and external elements of a business are introduced, and the context in which a business operates is explained. You will explore the common aims and characteristics of business – investigating what makes them different. Business structures, cultures, and functions are identified, and the political, social, economic, and technological considerations affecting business are introduced.

Autonomy and Responsibility:

- It selects and applies the relevant problem-solving methods independently in areas of organizational policy, strategic and management importance, and independently carries out economic analysis, decision-making, and advisory tasks.

- Establishes, organizes, and manages a larger enterprise or a larger organization or organizational unit independently.

- Examine, assume, and manage the responsibility that results obtained through analysis and more practical procedures depend on the method chosen.

Your work is characterized by considering and considering economic and non-economic consequences when formulating professional issues.

Course content, topics:

Dynamic Business Environment, Global Markets, Form of Business Ownership, Management, Leadership, Employee Empowerment, Organizations, Producing World-Class Goods and Services, Human Resource Management, Customer Relationships, Effective Promotional Techniques.

Learning methods:

In the lectures and seminars, the students are involved in the processing of individual topics. By discussing practical examples, we try to deepen our knowledge further. Possibility of consultation.

Assessment:

Conditions for obtaining a signature:

COURSE DESCRIPTIONS

- Compulsory seminar attendance (max. 3 absences)

- Problems related to the theoretical material presented at the lecture will be solved in the exercises, so the lecture material must be known.
- In the context of lecture topics, students should be given a lecture, during which the students will deepen their understanding of a professional issue and present it through a practical example. (30%)
- At the end of the semester 1 compulsory practical exam. (70%)
- To obtain the signature, you must reach at least 60% of the above.

How to check:

To obtain a colloquium grade (K):

During the exam period, the students pass a written exam.

Evaluation:

Under 59%: (1) fail

60-69%: (2) satisfactory

70-79%: (3) medium

80-89%: (4) good

90-100%: (5) excellent

Compulsory readings:

Nickels, William G. – McHugh, James M. – McHugh, Susan M. (2008): Understanding Business. Eighth edition, McGraw-Hill/Irwin, New York, selected parts. (Available at the Social Sciences Library.)

Recommended readings:

Related articles of The Economist, BusinessWeek and the Financial Times, etc.

Week	Topics
------	--------

1.	Introduction, rules and requirements, basics LO: checking the basics
2.	Managing within the Dynamic Business Environment LO: Getting to know different business environments.
3.	How Economics Affects Business LO: Economic basics in practice.
4.	Competing in Global Markets LO: Global perspectives
5.	Choosing a Form of Business Ownership LO: Comparison of different forms of entrepreneurship, risk, capital requirement, etc.
6.	Management, Leadership, and Employee Empowerment LO: Learn and compare different types of leadership and management. Current trends in leadership.
7.	Adapting Organizations to Today's Markets; Producing World-Class Goods and Services LO: Getting to know and comparing the production and service environment.
8.	Motivating Employees and Building Self-Managed Teams LO: Need for motivation, usage of motivational tools in practice.
9.	Human Resource Management LO: Finding and Keeping the Best Employees.
10.	Marketing: Building Customer Relationships; Developing and Pricing Products and Services LO: Pricing strategies and tactics in production and service businesses.
11.	Distributing Products Quickly and Efficiently LO: Sales tools
12.	Using Effective Promotional Techniques LO: Basics of Marketing
13.	Understanding Financial Information and Accounting LO: Getting to know the financial and accounting funds. The basics of the balance sheet, income statement, accounting.
14.	Financial Management LO: Financial basics.

COURSE DESCRIPTIONS

Subject: **Introduction to Finance**

Neptun-code: GT_AGMNE110

Institute: Accounting and Finance

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Instructor: Dr. Balázs Fazekas

Course goals:

In Finance, students get acquainted with the basic concepts of money and the time value of money, the financial system, money, and capital markets, banking system, payment methods, stock exchanges, and the major securities.

Course content, topics:

During the course, students get acquainted with money and time value calculation, the money and capital markets, financial intermediation and the major financial intermediaries, banking system and bank services, financial system, securities, and stock exchange.

Learning methods:

Students need to process the topics discussed in the lectures at home as well. Various calculation based practical exercises helps the understanding of the topics. Students have access to various e-learning systems.

Assessment:

The exam is written, and the result will provide the final grade.

Compulsory readings:

Topics of the lectures and seminars.

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance I – Time value of money and the basics of the valuation of securities. University of Debrecen, Debrecen

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance II – Investment decisions. University of Debrecen, Debrecen

Recommended readings:

Titman, Sharidan- Keown, A. J., Martin J. D. (2010): Financial Management. Principles and Applications – 11th edition- ISBN – 13: 978-0-13-217422-0

Mishkin, Frederic S. (2013): The economics of money, banking, and financial markets) 10th edition, (The Addison-Wesley series in economics), ISBN 0-321-12235-6

Week	Topics
------	--------

1.	Syllabus. Money: functions and evolution. Modern money, inflation, exchange rates. I. LO: Students understand the economic relevance of money and its role in the economy.
2.	Syllabus. Money: functions and evolution. Modern money, inflation, exchange rates. II. LO: Students understand the economic relevance of money and its role in the economy.
3.	Time value of money I. LO: Students understand the concept of the time value of money.
4.	Time value of money II. LO: Students can evaluate cash flow streams.
5.	Financial markets, financial intermediaries LO: Students understand the logic of financial markets and financial intermediation.
6.	Banking and monetary policy I. LO: Students understand the basics of monetary policy and the banking system.
7.	Banking and monetary policy II. LO: Students understand the basics of banking services.
8.	Midterm test
9.	Securities I. LO: Students understand the logic of securities markets.
10.	Securities II. LO: The Students are familiar with the major securities.
11.	Stock Exchanges I. LO: Students understand the basics of trading with securities on open markets.
12.	Stock Exchanges II. LO: Students are familiar with the major deals used in the stock exchanges.
13.	Futures and forwards LO: Students are familiar with futures and forwards.
14.	Endterm

COURSE DESCRIPTIONS

Subject: **Business Communication**

Neptun-code: GT_AGMNE044

Institute: Management and Organizational Sciences

Number of lessons: 1+1 Requirement: Practical exam

Credit: 3

Responsible instructor: Dr. Csilla Juhász

Instructor: János Farkas

Course goals:

To study basic communication skills. Understand the process of communication. Begin practicing listening skills. Understand the importance of nonverbal communication and improve their nonverbal communication skills. Recognize the importance of intercultural diversity of communication.

Course content, topics:

Basic communication skills. Process of communication. Active listening skills. Nonverbal communication, verbal communication skills. Communication barriers. Intercultural communication

Learning methods:

Lectures and training with practices. Essay writing

Assessment:

Students' final grade is added from their activity of middle term work.

The calculation is the following: <60% – 1; 61% – 2; 71% – 3; 81% – 4; 91%– 5. There are two chances to retake the end-term exam.

Compulsory readings:

Guffey, Mary Ellen – Loewy, Dana: Essential of Business Communication.
<http://www.cengagebrain.com.mx/content/9781133991465.pdf>

Recommended readings:

McLean, S. (2005). The basics of interpersonal communication. Boston, MA: Allyn & Bacon

Pearson, J., & Nelson, P. (2000). An introduction to human communication: Understanding and sharing. Boston, MA: McGraw-Hill

Week	Topics
------	--------

1. lecture	Basic knowledge of Communication LO: The student understands the communication process
2. seminar	Requirements of essay LO: They will be able to write an essay and understand the requirements
3. lecture	Nonverbal communication I LO: The students understand nonverbal signs
4. seminar	Students' reports about nonverbal communications LO: They will be able to keep a presentation for nonverbal communication
5. lecture	Nonverbal communication II LO: They understand the differences between emotions
6. seminar	Practise of nonverbal communication LO: Using nonverbal signs They recognise differences between emotions
7. lecture	Writing Communication LO: Understanding effective writing techniques
8. seminar	Practise of verbal communication LO: Using effective writing techniques
9. lecture	Oral Communication LO: Understand the roles of effective oral communication
10. seminar	Practices of Oral communication LO: Recognising rules of effective oral communication. Developing communication skills
11. lecture	Barriers to communication LO: Understanding the rules of communicational barriers
12. seminar	Practise of barriers of communication, distortion of information LO: Practise of avoiding of communicational distortion.
13. lecture	Intercultural and International Business Communication LO: Understand the differences in intercultural business communication
14. seminar	Practise intercultural communication LO: Developing intercultural communication skills

COURSE DESCRIPTIONS

Subject: **Proseminar**
Institute: Economics

Neptun-code: GT_AGMNE041

Number of lessons: 0+2 Requirement: Practical course mark
Credit: 3
Responsible instructor: Dr. István Kovács
Instructors: Dr. Judit Katonáné Kovács

Course goals:

This course is designed to enable students to take responsibility, understand their interests, read and understand business and economics journals, articles. It helps students establish the relationship between “economic facts” in journals and theory. It also aims at developing students’ presentation skills. After completing the course, the students should understand and interpret economic texts at an intermediate level and participate in discussions over the main topics of economics. The students should be able to differentiate among opinions, discussions, scientific results, and predictions.

Course content, topics:

Writing a summary, making a research plan, collecting data, Analysing data, Citing, Making presentations

Learning methods:

Teamwork, writing a summary, making a presentation

Assessment:

- 1) Writing CV based on the learning along with the seminar till the end of the 5th week of the semester 30 points
- 2) Literature review and research plan until the end of the 11th week of the semester. 40 points (minimum ten pieces of literature 15 points, defining the focus of the research 5 points, the introduction of possible database and research method 10 points, peer review 10 points)
- 3) Presentation – making a presentation based on the learning along with the seminar 30 points (content 10 points, design 10 points, audience feedback 10 points)

The semester will be evaluated according to the following grading schedule (if all previous (1-3) exercises are completed):

0 - 50% – 1

50%+1 points - 63% – 2

64% - 75% – 3

76% - 86% – 4

87% - 100% – 5

Compulsory readings:

Purdue Online Writing Lab, available at
<http://owl.english.purdue.edu/owl/search.php>

Recommended readings:

Tim Clark, Yves Pigneur, Alexander Osterwalder (2012): Business Model You: a One Page Method for Reinventing Your Career
<https://businessmodelyou.com/free-sample/>

Garr Reynolds (2011): Presentation Zen: Simple on Presentation, Design and Delivery.

Presentation tips <http://www.garrreynolds.com/preso-tips/>

Week	Topic
1.	Introduction
	LO: Clarifying course requirements, assessment, homework
2.	Formal letters in the academic sector
	LO: Format, structure and content requirements of letters
3.	Writing CV
	LO: Self-awareness, personal SWOT
4.	Writing CV
	LO: Format, structure and content requirements of CV
5.	Finding sources
	LO: Online and offline sources, Search engines, Online libraries,
6.	Finding sources
	LO: Defining research objectives
7.	Finding data
	LO: Ways of reference
8.	Analysing data
	LO: Evaluating sources, Making tables and diagrams
9.	Analysing data
	LO: Summary creation
10.	Presenting information in a structured format
	LO: Essentials of presentation

COURSE DESCRIPTIONS

11.	Presentation skills
	LO: Preparation for presentation
12.	Presentation skills

	LO: Presentation design
13.	Presentation skills
	LO: Delivering a presentation
14.	Summary
	LO: presentation, feedback of the class activity

Subject: **International Financial Accounting I.**

Neptun-code: GT_AGMNE016

Institute: Accounting and Finance

Number of lessons: 2+2 Requirement: Exam Credit: 5
Responsible instructor: Dr. Ildikó Dékán Tamásné Orbán
Instructors: Mirjam Hamad, Alexandra Szekeres

Course goals:

The main purpose of this subject is to provide insights into the impact of financial accounting in an international environment.

Course content, topics:

The course will provide students with an international perspective on financial accounting, including theory, practice, and its applications under International Financial Reporting Standards (IFRS). Primary areas of study include definition and principles of accounting and double-entry bookkeeping, recognition and measurement of assets, liabilities, and equity, the impact of economic transactions on different financial statements, the definition and recognition of revenue and income, accounting policies, general and special journals, the accounting cycle, and the process of preparation of different financial statements. Nevertheless, students will be introduced to several financial reporting issues under IFRS.

Learning methods:

Explaining the provisions of International Financial Reporting Standards (IFRS) through illustrative examples.

Assessment:

1. Signature:

The lecture is not compulsory.

More than three missed seminars are not allowed.

2. Grade: Exams with theoretical and practical examples with tests, essays, excel are going to be on the e-learning system (50% - 2, 62,5% - 3, 75% - 4, 87,5%- 5) based on the Neptun-registration to the exam. The exam will take place in the university's computer room.

Compulsory readings:

David Alexander and Christopher Nobes: Financial Accounting: An International Introduction (selected, appointed chapters)

Suwardy, Suwardy, Harrison, Tietz, Horngren & Thomas: Financial Accounting, Global Edition, 11th Edition, 2019 (selected, appointed chapters)

COURSE DESCRIPTIONS

Elliott & Elliott Financial Accounting and Reporting, 19th Edition, 2019 (selected, appointed chapters)

Cotter Advanced Financial Reporting: A Complete Guide to IFRS, 2019 (selected, appointed chapters)

Conceptual Framework for Financial Reporting 2010 (the IFRS Framework) approved by the IASB,

the Framework is available at <http://www.ifrs.org/News/Press-Releases/Documents/ConceptualFW2010vb.pdf>

Related International Accounting Standards/International Financial Reporting Standards: IAS 1, IAS 7, IAS 8, IAS 10, IAS 16, IAS 33, IAS 38, IAS 40, IFRS 5, IFRS 8

the standards are available at <http://www.ifrs.org/IFRSs/Pages/IFRS.aspx> (free registration required)

Study materials, illustrative examples, solutions provided by the instructor in the classes (They will be uploaded to the Moodle system)

Recommended readings:

Clyde P. Stickney, Roman L. Weil, Katherine Schipper, and Jennifer Francis: Financial Accounting: An Introduction to Concepts, Methods and Uses, South-Western Cengage Learning, 2010

Barry J. Epstein and Eva K. Jermakowicz: Wiley IFRS: Interpretation and Application of International Accounting and Financial Reporting Standards 2010, Wiley, 2010

Thomas R. Ittelson: Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, Career Press, 2010

Week	Topics
-------------	---------------

1.	Introduction. The context of accounting, basic requirements. The purposes and users of accounting. Fundamentals of financial accounting LO: Students will be able to understand the fundamentals of financial accounting
2.	Basic financial statements, statement of financial position, statement of profit or loss, statement of cash flows LO: Students will be able to understand the basic financial statements
3.	Introduction to International Accounting Standards/International Financial Reporting Standard LO: Students will be able to understand the structure and governance of the IFRS Foundation
4.	The contents of financial statements, statement of financial position, comprehensive income (CI) other comprehensive income (OCI). LO: Students will be able to understand the contents of financial statements under IFRS
5.	The contents of financial statements, statement of changes in equity, statements of cash-flows, Notes LO: Students will be able to understand the contents of financial statements under IFRS
6.	Spring holiday
7.	Non-current Assets Held for Sale and Discontinued Operations (IFRS 5), Operating segments (IFRS 8), LO: Students will be able to understand the accounting treatment of Non-current Assets Held for Sale and Discontinued Operations, and the operating segments under IFRS
8.	Earnings per Share (EPS) LO: Students will be able to understand how Earnings per Share is calculated under IFRS

COURSE DESCRIPTIONS

9.	The double-entry bookkeeping system. Journals, journalizing and posting transactions, adjusting and closing procedures, the composition of financial statements I. LO: Students will be able to understand the double-entry bookkeeping system
10.	The double-entry bookkeeping system. Journals, journalizing and posting transactions, adjusting and closing procedures, the composition of financial statements II. LO: Students will be able to understand the double-entry bookkeeping system
11.	Financial reporting issues, recognition of assets and liabilities, revenues/expenses I. LO: Students will be able to understand the recognition of assets, liabilities and revenues/expenses under IFRS
12.	Financial reporting issues, recognition of assets and liabilities, revenues/expenses II. LO: Students will be able to understand the recognition of assets, liabilities and revenues/expenses under IFRS
13.	Measurement of the elements of financial statements. LO: Students will be able to understand the measurement of the elements of financial statements under IFRS
14.	Depreciation of cost of assets. Measurement after initial recognition under IFRS LO: Students will be able to understand the depreciation of the cost of assets

Subject: **Organizational Behavior I.** Neptun-code: GT_AGMNE039
Institute: Management and Organisational Sciences
Number of lessons: 2+1 Requirement: Exam Credit: 4
Instructor: Dr. Mária Ujhelyi

Course goals:

Organizational Behaviour (often abbreviated as OB) studies individual behaviour in organizational settings. The goal of OB is to teach students to apply that knowledge toward improving an organization's effectiveness. Furthermore, OB is explicitly concerned with employment-related situations; it emphasizes behaviour related to jobs, work, absenteeism, employment turnover, productivity, human performance, and management. OB focuses on individuals, groups, and structure.

Course content, topics:

Within this course, the following topics will be covered:

Foundations of individual behaviour: ability, personality, values, attitudes, job satisfaction, learning, perception, decision making, motivation, emotions, and moods;

Foundations of group behaviour: roles, norms, status, size, cohesiveness, group decision making, teams, communication, leadership, power and politics, conflict and negotiation;

Foundations of organization structures: common organization design, new structural options, organizational culture, organizational change, and development.

Learning methods:

Lectures, discussions, group assignments, role plays, paper, and pencil tests to evaluate students' characteristics and behaviour

Assessment:

Short tests, written exam, and active class participation is evaluated

Compulsory readings:

Robbins, Stephen P. – Judge, Timothy A. (2018): Essentials of Organizational Behavior, Fourteenth Edition. Pearson Education Limited, Harlow, England.

Recommended readings:

Janasz, Susanne C. – Down, Karen O. – Schneider, Beth Z. (2002): Interpersonal Skills in Organizations McGraw Hill New York

Charles C. Manz – Christopher P. Neck (2004) Mastering Self-Leadership. Empowering Yourself for Personal Excellence. Third Edition, Pearson Prentice-Hall, Upper Saddle River, NJ.

COURSE DESCRIPTIONS

Week	Topics
1.	Introduction to Organizational Behaviour, Discussion of course content LO: Understand Organizational Behaviour (OB). Able to show the value to OB of systematic study. Identify the challenges and opportunities managers have in applying the OB concept.
2.	Job Attitudes LO: Contrast the three components of an attitude. Summarize the relationship between attitudes and behaviour. Compare and contrast the major job attitudes. Able to define job satisfaction and show how we can measure it.
3.	Personality Factors LO: Understand the personality, the way it is measured, and the factors that shape it. Describe the MBTI and the Big Five model and describe their strength and weaknesses. Identify the three traits of the Dark Triad. Contrast terminal and instrumental values. Identify Hofstede's five value dimensions of national culture
4.	Perceptual Processes LO: Know what perception is and be able to explain the factors that influence it. Understand attribution theory and be able to describe the common shortcuts in judging others. Understand the link between perception and decision making. Able to contrast the rational model of decision making with bounded rationality and intuition.
5.	Motivation I. Basic Concepts. LO: Understand the term and the three key elements of motivation. Evaluate the applicability of early theories of motivation.
6.	Motivation II. Applied Concepts LO: Know the job characteristics model and the way it motivates by changing the work environment. Able to compare the main ways jobs can be redesigned.
7.	Groups LO: Know what groups are and able to identify the five stages of group development. Understand the meaning and importance of group properties

8.	<p>Teams</p> <p>LO: Understand the growing popularity of teams in organizations. Able to contrast groups and teams. Know the characteristics of effective teams</p>
9.	<p>Leadership</p> <p>LO: Understand the differences between leadership and management. Know the trait, behavior, and contingency theories of leadership. Able to explain and contrast charismatic and transformational leadership.</p>
10.	<p>Power and Politics</p> <p>LO: Can contrast leadership and power. Know the five bases of power. Understand the differences between power tactics. Understand organizational politics and able to describe why it exists in organizations</p>
11.	<p>Conflict and Negotiations</p> <p>LO: Know the three types of conflict. Understand and be able to analyze the conflict process. Understand the differences between distributive and integrative bargaining. Able to apply the five steps of the negotiation process.</p>
12.	<p>Structure and Organizational Behaviour</p> <p>LO: Know and understand the six elements of an organization's structure. Able to describe the characteristics of the three most common organizational designs and the new design options. Able to compare mechanistic and organic structural models.</p>
13.	<p>Organizational Culture</p> <p>LO: Able to describe the common characteristics of organizational culture. Know the factors that create and sustain an organization's culture and understand how culture is transmitted to employees.</p>
14.	<p>Organizational Change</p> <p>LO: Understand the forces that act as stimulants to change. Know the sources of resistance. Understand the main approaches to managing organizational changes.</p>

Subject: **Mathematics II.**

Neptun-code: GT_AGMNE013

Institute: Statistics and Methodology

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Prerequisite: Mathematics I.

Neptun-code: GT_AGMNE010

Instructor: Dr. habil Sándor Kovács

Purpose of the course:

Math is an integral part of our daily life and has great practical value. This subject attempts to illustrate this viewpoint with an applied approach. My objective is to motivate students to use their knowledge in their everyday life. The problem-solving approach is stressed throughout the whole course. Numerous real-life examples and appropriate concrete applications will illustrate every new concept and definition to reach that goal. Special emphasis is placed on helping students to solve and interpret their problems. Mathematical concepts covered in our course are well connected. One of the major issues of mathematics is the modelling approach. I must strive to develop skills to translate and convert real-life problems into mathematical models. Main topics: functions of several variables, matrix algebra, definite integration, probability counting, Markovian chains.

Short subject description and main topics:

Definite integrals

Matrix Algebra

Functions of Several variables

Combinatorics

Probability counting

Markov Chains

Planned teaching activities and methods:

The theoretical background should be taught in the lectures; the translation of theory into practice happens in the seminars. Each topic involves special work problems, and the tests include only these work problems and not the definitions and theorems of the lectures. Students should write two tests from the work problems that were solved during the seminars. For fitting functions to the Data, PAST software is used. Problem-solving in the seminars requires individual work from the students and the use of a calculator.

Evaluation:

The evaluation will be made according to the midterm results (in the 8th week) and final (15th week) tests and will also be based on the performance of the practices. Each student gets a recommended grade if the final score from both tests reaches at least half of the obtainable total.

Every student must receive a signature too. Students who could not obtain a signature or grade during the learning period will be given three extra chances during the examination period. If the student has already received a grade but would like to better the results, the better result will be valid. This means that there is no place for spoiling the accomplished result.

Compulsory literature:

E. Haeussler – R. Paul – P. Wood (2014): Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th edition, Pearson, UK, ISBN: 978-1-29202-114-0

Recommended literature:

R.J. Harschbarger – J.J. Reynolds (2015): Mathematical application for Management, Life and Social Sciences, Brooks/Cole, USA, Belmont, CA, ISBN: 978-1305108042

M. Spiegel –J. Schiller – A. Srinivasan (2014): Probability and Statistics, McGraw Hill, USA, ISBN: ISBN: 978-0-07-179557-9

S. Warner – S.R. Costenoble (2016): Finite Mathematics and applied calculus. Cengage Learning, USA, Boston, ISBN: 978-1-337-27420-3

Weekly schedule	
1.	Definite Integration I.
	TR*Rules of Integral calculus, Fundamental theorem of calculus, Area Under Curve
2.	Definite Integration II.
	TR Applications in business economics: continuous income streams, consumers' surplus
3.	Matrix Algebra I.
	TR Matrix operations and its practical applications
4.	Matrix Algebra II.
	TR Gauss-Jordan elimination for solving systems of linear equations
5.	Matrix Algebra III.
	TR Solving Leontief I/O models, Game theory problems
6.	Functions of several variables I.
	TR 3 dim spaces and graphing, determination of the domain of a function with several variables

COURSE DESCRIPTIONS

7.	Functions of several variables II.
	TR Partial derivatives, maximum and minimum of multivariable functions
8.	Functions of several variables III.
	TR Cobb-Douglas function, Supplementary commodities, finding the maxima and minima of multivariable functions, Lagrange multiplier
9.	Combinatorics
	TR Permutation and combinations, Poker hands and other problems
10.	Introduction to probability counting
	TR Probability, estimated probability, odds, odds ratio
11.	Classic and geometric probability
	TR application of the classic and geometric definition to real-life problems
12.	Conditional probability and probability of multiple independent events
	TR Application of conditional probability to real-life problems
13.	Probability trees and Bayes rule
	TR application of Bayes' theorem in marketing, trading, economics
14.	Markovian Chains: definitions and notions
	TR Applications of Markovian chains

Subject: **Microeconomics**

Neptun-code: GT_AGMNE033

Institute: Economics and World Economy

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Prerequisites: Introduction to Economics, Mathematics I.

Neptun-code: GT_AGMNE032, GT_AGMNE010

Instructor: Dr. Andrea Karcagi-Kováts

Course goals:

The course is aimed at making students familiar with the basic concepts of microeconomic analysis. Particularly, the course will focus on analysing how economic actors, consumers, and firms choose between different alternatives. By the end of the course, students should be able to use the basic tools and models of microeconomics and apply them to solving problems.

Course content, topics:

Principles of microeconomics, Demand-Supply and equilibrium, Price elasticity, Consumer preferences, budget constraint, and consumer choice, individual demand, Consumer surplus, Production theory, Cost functions, Perfect competition, Monopoly

Learning methods:

Lectures, seminars, calculations, graphical illustrations

Assessment:

The exam is a written test which will be evaluated according to the following grading schedule:

0 - 50% – fail (1)

51% - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

Perloff, Jeffrey M. (2015): Microeconomics. Seventh Edition, Pearson Education Limited

Recommended readings:

Besanko, David – Breautigam, Ronald R.: Microeconomics. Third Edition (International Student version). John Wiley and Sons, Inc., New York, 2008.

Besanko, David – Breautigam, Ronald R.: Microeconomics. Study Guide. Third Edition. John Wiley and Sons, Inc., New York, 2008.

COURSE DESCRIPTIONS

Week	Topics
-------------	---------------

1.	Principles of microeconomics, equilibrium analysis LO: Opportunity cost, optimisation, models
2.	Demand, supply, and equilibrium, Price elasticity, and other elasticities LO: Demand, Supply, Price elasticity
3.	The budget constraint LO: Income, marginal rate of transformation, the opportunity set
4.	Consumer preferences and utility LO: Indifference curves, the marginal rate of substitution, marginal utility
5.	Consumer choice LO: constrained optimisation, interior solution, corner solution
6.	Individual demand curve and Engel curve LO: price-consumption curve, individual demand, income-consumption curve, Engel curve
7.	Management and owner of firms, Economic cost, Production LO: profit maximisation, explicit and implicit costs, production function, short-run, long-run
8.	Short-run production, Returns to scale LO: average product of labour, marginal product of labour
9.	Cost functions LO: marginal cost, long-run cost, economies of scale
10.	Perfect competition I. LO: Criteria of the model, price-takers, break-even point, shut-down decision
11.	Perfect competition II. LO: supply curve, the industry in the long run
12.	Consumer and producer welfare LO: consumer surplus, producer surplus
13.	Monopoly LO: marginal revenue, market power, entry barriers, natural monopoly, deadweight loss
14.	Summary LO: synthesis

Institute: Economics and World Economy

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Responsible instructor: Dr. Géza Károlyi

Instructor: Dr. András Helmecci

Course goals:

The course is designed to introduce students to the particularities of legal aspects of the economy, both theoretically and in practice. A broad overview of the most relevant topics in legal life in the economy is given.

Course content, topics:

Basic legal terms, personal law, rights in rem, contractual law, company law.

Learning methods:

In the lessons, the students get detailed explanations with life-like examples of the most important legal aspects of the economy.

Assessment:

Final written test at the end of the semester, with the following grades:

points grade

0-7 1 (fail)

8-9 2 (satisfactory)

10-11 3 (fair)

12-13 4 (good)

14-15 5 (excellent)

Compulsory readings:

handout (electronically sent to the students)

Week	Topics
1.	The legal system, basic legal terms 1: law as a social rule, content, and function of law, categories of legal rules LO: the knowledge of the most important legal rules and solutions according to the topic
2.	The legal system, basic legal terms 2: sources of law, legislation and jurisdiction, the legal relation LO: the knowledge of the most important legal rules and solutions according to the topic
3.	The person as a subject at law 1: natural person, legal capacity and competency LO: the knowledge of the most important legal rules and solutions according to the topic

COURSE DESCRIPTIONS

4.	The person as a subject at law 2: legal person, protection of personality LO: the knowledge of the most important legal rules and solutions according to the topic
5.	Rights in rem 1: the thing, possession LO: the knowledge of the most important legal rules and solutions according to the topic
6.	Rights in rem 2: ownership rights, rights of use LO: the knowledge of the most important legal rules and solutions according to the topic
7.	Contractual law 1: obligations and legal statements, representation, performance LO: the knowledge of the most important legal rules and solutions according to the topic
8.	Contractual law 2: basic rules of contracts LO: the knowledge of the most important legal rules and solutions according to the topic
9.	Contractual law 3: express contracts LO: the knowledge of the most important legal rules and solutions according to the topic
10.	Contractual law 4: Liability for damages LO: the knowledge of the most important legal rules and solutions according to the topic
11.	Company law 1: common rules, organization LO: the knowledge of the most important legal rules and solutions according to the topic
12.	Company law 2: representation, termination LO: the knowledge of the most important legal rules and solutions according to the topic
13.	Company law 3: sole company types LO: the knowledge of the most important legal rules and solutions according to the topic
14.	Consultation LO: the knowledge of the most important legal rules and solutions according to the topic

Subject: **Environmental Economics** Neptun-code: GT_AGMNE111
Institute: Economics and World Economy
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. Mihály Dombi

Course goals:

This course introduces economic perspectives on contemporary environmental issues. We will study economic theories related to natural resources and the environment and their application to environmental policy. The first part of the course will focus on concepts and theory. The second part will deal with applications including population and food supply, renewable and non-renewable resources, pollution control policy, global climate change, international trade, and environmental politics.

Course content, topics:

Economic growth and environment; externalities; natural resources; ecological crisis; population

Learning methods:

Lectures, case studies, processing of scientific articles, and other sources of information. Lectures with slide presentations.

Assessment:

The course ends with a written exam in the exam period. There will not be a midterm test.

There will be a chance to participate in an online test during the semester for extra points. Extra points will be added up to 10% in the final exam, with a proportional consideration of the correct answers and participation on test occasions.

Grade determination:

- 0–50% failed (1)
- 50,01%–64% acceptable (2)
- 64,01%–76% medium (3)
- 76,01%–87% good (4)
- 87,01%–100% excellent (5)

Compulsory readings:

Harris, Jonathan M. – Roach, Brian: Environmental and Natural Resources Economics: A Contemporary Approach (3rd Edition), Routledge, 2013, 584 p.

Recommended readings:

Costanza, R., Norgaard, R., Daly, H., Goodland, R., & Cumberland, J. (2007). *An Introduction to Ecological Economics* (e-book). Available at: <http://www.eoearth.org/view/article/150045>

Perman, R., Ma, Y., McGilvray, J., & Common, M. 2003. *Natural resource and environmental economics*. Pearson, 726 p.

Common, M. & Stagl, S. *Ecological Economics. An introduction*. 2005, Cambridge University Press, 560 p.

Week	Topics
1.	Introduction to Environmental Economics LO: Recognition of ecological crisis
2.	Economic Growth and the Environment LO: To connect economic and ecological concerns of the world development
3.	Sustainable Development LO: Knowledge of a wide range of sustainability concepts
4.	The Theory of Externalities LO: Examples of externalities
5.	Common Property Resources LO: An example – the tragedy of commons
6.	Public Goods LO: Knowledge of environmental management of public goods
7.	Resources Allocation over Time LO: Knowledge of the role of time in the management of resources
8.	Valuing the Environment LO: Tools and examples of monetary valuation
9.	Ecological Economics: Basic Concepts LO: Knowledge of ecological economics
10.	National Income and Environmental Accounting LO: Information on the environmental performance of states
11.	Population and the Environment LO: Knowledge of dynamics of the population

12.	Agriculture, food, and the environment LO: Knowledge of food production
13.	Pollution: Analysis and Policy LO: Connection between environmental policy and environmental economics
14.	Summary LO: -

Subject: International Financial Accounting II.

Neptun-code: GT_AGMNE017

Institute: Accounting and Finance

Number of lessons: 2+2 Requirement: Exam Credit: 5

Prerequisite: International Financial Accounting I.

Neptun-code: GT_AGMNE016

Responsible instructor: Dr. Ildikó Dékán Tamásné Orbán

Instructor: Mirjam Hamad, Alexandra Szekeres

Course goals:

The main purpose of this subject is to provide insights into the impact of financial accounting in an international environment.

Course content, topics:

The course will provide the students with an international perspective on accounting, including theory, practice, and applications under International Financial Reporting Standards (IFRS). Students will be introduced to several financial reporting issues, such as accounting for impairment, borrowing costs, government grants, leases, inventories, financial instruments, provisions, employee benefits, and share-based payments. Topics of corporate taxation, group accounting, consolidated financial statements, foreign currency translation, the procedure of preparation of different financial statements and extracts will be discussed as well.

Learning methods:

Explaining the provisions of International Financial Reporting Standards (IFRS) through illustrative examples.

Assessment:

1. Signature:

The lecture is not compulsory. More than three missed seminars are not allowed.

For the signature presentation of a chosen company's IFRS financial statement is compulsory.

2. Grade: Exams with theoretical and practical examples with tests, essays, excel are going to be on the e-learning system (50% - 2, 62,5% - 3, 75% - 4, 87,5% - 5) based on the Neptun-registration to the exam. The exam will take place in the university's computer room.

Compulsory readings:

David Alexander and Christopher Nobes: Financial Accounting: An International Introduction, Prentice-Hall, 2016, 6th Edition, chapters 10, 11, 12, 13, 14, 15

Related International Accounting Standards/International Financial Reporting Standards: IAS 16, IAS 40, IAS 38, IAS 23, IAS 20, IAS 17, IAS 36, IAS 41, IAS 2, IAS 32, IAS 39, IAS 19, IAS 12, IAS 28, IAS 21, IFRS 2, IFRS 3, IFRS 7, IFRS 9, IFRS 10, IFRS 11, IFRS 13, IFRS 16,

the standards are available at <http://www.ifrs.org/IFRSs/Pages/IFRS.aspx> (free registration required)

study materials, illustrative examples, solutions provided by the instructor in the classes (They will be uploaded to the Moodle system)

Recommended readings:

Clyde P. Stickney, Roman L. Weil, Katherine Schipper, and Jennifer Francis: Financial Accounting: An Introduction to Concepts, Methods and Uses, South-Western Cengage Learning, 2010

Barry J. Epstein and Eva K. Jermakowicz: Wiley IFRS: Interpretation and Application of International Accounting and Financial Reporting Standards 2010, Wiley, 2010

Thomas R. Ittelson: Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, Career Press, 2010

Week	Topics
1.	Measurement of the elements of financial statements. Measurement and accounting for property, plant and equipment and intangible assets (IAS 16, IAS 38) LO: Students will be able to understand the measurement of the elements of financial statements under IFRS
2.	Investment properties LO: Students will be able to understand the accounting treatment of investment properties under IFRS
3.	Impairment of assets. Leases LO: Students will be able to understand the accounting treatment of impairment under IFRS
4.	Borrowing cost. Government grants LO: Students will be able to understand the accounting treatment of borrowing cost government grants under IFRS

COURSE DESCRIPTIONS

5..	Inventories, counting inventory. Valuation of inventory, cost methods using output values. LO: Students will be able to understand the accounting treatment of Inventories and biological assets under IFRS
6.	Inventories, counting inventory. Agriculture. Biological assets and agricultural produce LO: Students will be able to understand the accounting treatment of Inventories and biological assets under IFRS
7.	Financial instruments. Financial assets, cash, and receivables, investments Fair value measurement LO: Students will be able to understand the accounting treatment of financial instruments and fair value measurement under IFRS
8.	Liabilities, equity, reserves, and provisions. LO: Students will be able to understand the accounting treatment of liabilities, equity, reserves and provisions under IFRS
9.	Employee benefits LO: Students will be able to understand the accounting treatment of employee benefits under IFRS
10.	Income taxes, Accounting, and taxation, international differences LO: Students will be able to understand the accounting treatment of income taxes under IFRS
11.	Tax rates, tax expenses, and deferred tax LO: Students will be able to understand the accounting treatment of deferred tax under IFRS
12.	Revenues, Gains LO: Students will be able to understand the accounting treatment of revenues and gains under IFRS
13.	Foreign currency translation LO: Students will be able to understand the accounting treatment of foreign currency translation under IFRS
14.	Mock Exam

Subject: **Statistics I.**

Neptun-code: GT_AGMNE006

Institute: Statistics and Methodology

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Prerequisite: Mathematics I.

Neptun-code: GT_AGMNE010

Responsible instructor: Dr. habil Péter Balogh

Instructor: János Szenderák

Purpose of the course:

The course introduces the basic statistical concepts and covers the procedures most frequently used in the descriptive analysis of cross-sectional and time-series data. The focus will be mainly on the computation and interpretation of the most widely used statistical measures and some basic economic indicators that have importance in the socio-economic decision-making process.

Short subject description and main topics:

The basic concepts of statistics; descriptive statistics: analysis of quantitative variables; stochastic relationships, graphical methods; sampling; estimation theory, point and interval estimation, basics of hypothesis tests.

Planned teaching activities and methods:

During the seminars, we solve exercises of the book using SPSS to get the solutions. Attending the lectures and the seminars is compulsory.

Evaluation:

The overall course grade will be based on working on practices and the final computer exams.

Compulsory literature:

Anderson, Sweeney, Williams, Freeman and Shoesmith: Statistics for Business and Economics, Second edition, Cengage Learning EMEA, 2010. UK, 928. p. ISBN: 1408018101

Howitt, D. – Cramer D.: Introduction to Statistics in Psychology, 6/E Pearson, Harlow. 2014. 744. p. ISBN-13: 9781292000749

Recommended literature:

Field A.: Discovering Statistics Using SPSS (Introducing Statistical Methods), 5th Edition, SAGE Publications Ltd., London, 2017. 1104. p. ISBN-13: 9781526445780

Weekly schedule	
1.	The statistical concepts and sub-areas. Statistical basic concepts of the population, criteria, parameters, sample. The statistical work phases.
	TR: The basic concepts of statistics. Data collection and utilization methods, data sources. Statistical opportunities in the Excel spreadsheet program. Functions and procedures, basic statistical operations.
2.	Sampling procedures, random sample, systematic error parameter. Databases. The criteria of a good database. Database design rules.
	TR: Independent and identically distributed samples, simple sample, stratified sample. Group of samples, non-random sampling techniques, combined and artificial samples. Non-responses in the sample. Selection rate calculation.
3.	Levels of measurement data. Definition of the data for the different scales of measurement. Data Representations.
	TR: Definition of the data for the different scales of measurement. Creating and interpreting charts.
4.	Relative numbers. Correlations between the relative numbers
	TR: Distribution, coordination, comparative calculation of performance ratios. Determination of the intensity ratios.
5.	Central indicators: median, mode, mean.
	TR: Calculation of central indicators at different levels of measurement variables.
6.	Central values: arithmetic, geometric, harmonic, quadratic. Calculation of weighted averages.

6	TR: Means (arithmetic mean and the main characteristics, other types of means, and typical fields of application).
7.	The measures of variability: standard deviation, variance, range, absolute, relative differences in coefficient of variation, the relative coefficient of variation. TR: Calculation of dispersion from the population and sample.
8.	The measures of concentration, Lorenz curve. Herfindahl-Hirschman-index. Correlation between concentration and dispersion. TR: The practice of concentration analysis.
9.	Indices TR: Basics of the calculation of the value-, price- and volume indices. The Laspeyres and Paasche indexes. Index relationships. The Fisher's indices.
10.	The normal distribution as a model. Distribution and density function. Skewness and kurtosis characterization. TR: Preparation of Normal Distribution. Analysis of density and distribution functions. Standardization. Calculation of skewness and kurtosis, practical interpretation.
11.	Standard values and regularities of normal distribution. Tests of normal distribution. TR: Standard values and regularities of normal distribution. Tests of normal distribution.
12.	One-sided asymmetrical and two-sided symmetrical probabilities. TR: One-sided asymmetrical and two-sided symmetrical probabilities.
13.	Student's t-distribution. The standard error of the mean. Confidence interval. TR: Determination of standard error. Confidence intervals were calculated for different probabilities. Practical application of the confidence intervals.
14.	Statistical hypothesis tests, non-parametric tests. Chi-square test. TR: Independence testing, fit testing, homogeneity test. Chi-square tests.

COURSE DESCRIPTIONS

Subject: **Macroeconomics** Neptun-code: GT_AGMNE004
Institute: Economics and World Economy
Number of lessons: 2+2 Requirement: Exam Credit: 5
Prerequisite: Microeconomics Neptun-code: GT_AGMNE033
Instructor: Dr. Pál Czeglédi

Course goals:

The course aims to make students familiar with the basic issues of macroeconomics and make them able to use those fundamental analytical tools needed to answer macroeconomic questions. By the end of the course, the students must use a closed economy model in analyzing macroeconomic phenomena.

Course content, topics:

national income, real and nominal income, the goods market, labor market, money market, inflation, monetary policy, fiscal policy, general equilibrium

Learning methods:

Lectures and seminars, calculations, and graphical illustrations.

Assessment:

On random occasions during the semester, students will have the opportunity to solve some tests whose results will be considered for the final grade. The exam is a written test which, together with optional tests taken during the semester, will be evaluated according to the following grading schedule:

0 - 50% – fail (1)

50%+1 points - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

Mishkin, Frederic S. (2015): *Macroeconomics: Policy and Practice*. Pearson, New York.

Kaufman, Roger T. (2007): *Student Guide and Workbook for Use with Macroeconomics*. Worth Publisher, New York.

Recommended readings:

Mankiw, Gregory (2007): *Macroeconomics*. Sixth Edition. Worth Publisher, New York.

Week	Topic	
1.	The fundamental questions of macroeconomics Measuring economic activity: GDP.	Mishkin, pp. 1-18 Kaufman, pp. 1-8 Mishkin, pp. 19-33 Kaufman, pp. 9-18
	LO: model building, GDP, real and nominal GDP	
2.	Measuring economic activity: inflation and unemployment Macroeconomic basics: production and the division of income	Mishkin, pp. 33-47 Kaufman, pp. 19-29 Mishkin, pp. 48-72 Kaufman, pp. 30-45
	LO: inflation, price index, labour force, unemployment rate, participation rate, aggregate production function, Euler theorem	
3.	Saving and investment in a closed economy	Mishkin, pp. 73-89 Kaufman, pp. 46-58.
	LO: consumption, saving, investment, government purchases	
4.	Money supply	Mishkin, pp. 101-108, 125-143 Kaufman, pp. 59-64, 357-367.
	LO: definition of the money, fractional reserves, money multiplication	
5.	The quantity theory of money and the Fisher effect The costs of inflation	Mishkin, pp. 108-124. Kaufman, pp. 64-68 Kaufman, pp. 68-79
	LO: nominal and real interest rate, cost of holding money, types, and causes of inflation	
6.	The labour market, employment, and unemployment	Mishkin, pp. 544-570 Kaufman, pp. 111-122. Kaufman, pp. 111-122.
	LO: types of unemployment, rigid wages, job search	
7.	Introduction to economic fluctuations	Mishkin, pp. 204-230 Kaufman, pp. 159-174
	LO: short-run vs long-run analysis, stagflation, potential GDP, price flexibility	

COURSE DESCRIPTIONS

8.	Aggregate demand: the IS curve	Mishkin, pp. 231-250 Kaufman, pp. 175-198 Kaufman, pp. 199-204
	LO: relation of interest rate and GDP in goods market equilibrium	
9.	Monetary policy and aggregate demand	Mishkin, pp. 251-280 Kaufman, pp. 205-220
	LO: the relation between inflation and output demand	
10.	Aggregate supply and the Phillips curve	Mishkin, pp. 281-298 Kaufman, pp. 282-290.
	LO: trade-off between unemployment and inflation	
11.	The aggregate demand and supply model I	Mishkin, pp. 299-326.
	LO: equilibrium and the changes of AD and AS	
12.	The aggregate demand and supply model II: economic policy	Mishkin, pp. 327-369
	LO: the effects of fiscal and monetary policy	
13.	Microeconomics of macroeconomics: consumption and saving	Mishkin, pp. 492-522
	LO: the intertemporal aspect of consumption decisions	
14.	Summary	
	LO: Reviewing how the different topics covered are connected	

Subject: **Business Public Law**

Neptun-code: GT_AGMNE031

Institute: Economics and World Economy

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Responsible instructor: Dr. Géza Károlyi

Instructor: Dr. Tamás Fézer

Course goals:

The course aims to introduce the world of business law from an institutional angle covering problems and questions of legal sources, intergovernmental organizations, and the role of the state.

Course content, topics:

Role of states in international business, law, and structure of intergovernmental organizations, the procedural background to assisting international business players, international taxation.

Learning methods:

Students are introduced to the topic through real and hypothetical cases, structural models, and analysis of relevant treaties and conventions.

Assessment:

Final written test at the end of the semester, with the following grades:

points grade

0-59 1 (fail)

60-69 2 (satisfactory)

70-79 3 (fair)

80-89 4 (good)

90-100 5 (excellent)

Compulsory readings:

Ppts distributed among students electronically

Recommended readings:

Hoda, Anwarul: *Tariff Negotiations and Renegotiations under the GATT and the WTO: Procedures and Practices*, Cambridge University Press, 2019

Barton – Goldstein – Josling – Steinberg: *The Evolution of the Trade Regime: Politics, Law, and Economics of the GATT and the WTO*, Princeton University Press, 2008

Craig – Park – Paulsson: *International Chamber of Commerce Arbitration*, Oceana TM, 2011

Week	Topics
1.	Sources and basic definitions of international business law LO: students get oriented on the terminology and structure of the international business law framework
2.	Players in the international market 1: states as rule and policymakers LO: students understand the dual function of states in international business
3.	Players in the international market 2: international governmental organizations LO: students get acquainted with the formation, operation, structure and legal status of IGOs
4.	Foreign investments and international safeguards: bilateral agreements, MIGA, ICSID LO: students can see the protective system internationally available to foreign investors
5.	Regulating financial transactions in the international market LO: students obtain knowledge on the legal mechanism behind cross-border financial transactions
6.	The GATT/WTO system LO: students can understand the GATT/WTO legal framework that is the basis to international commerce
7.	Intellectual property and technology transfer (TRIPS) LO: Students are introduced to the regulatory framework of IP instruments
8.	International transportation and the International Chamber of Commerce LO: students gather knowledge on the ICC's role in regulating transportation law
9.	The International Chamber of Commerce Arbitration LO: students can understand the advantages of ICC's arbitration procedure

10.	<p>Competition/antitrust law (GATT/EU)</p> <p>LO: students get an overview of the differences in the competition law frameworks of GATT and EU</p>
11.	<p>International tax law</p> <p>LO: students understand the basic principles of taxation attached to international commercial activities</p>
12.	<p>International procedure 1: jurisdiction, forum selection, governing laws</p> <p>LO: students become familiar with the nature of litigation in front of municipal courts</p>
13.	<p>International procedure 2: the act of state, forum non-conveniens, an anti-suit injunction</p> <p>LO: students understand the special practical considerations of litigation in Anglo-Saxon jurisdictions</p>
14.	<p>Summary</p> <p>LO: students can draw a map of their knowledge related to international business law</p>

Subject: **Corporate Finance I.**

Neptun-code: GT_AGMNE008

Institute: Accounting and Finance

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Prerequisite: Introduction to Finance

Neptun-code: GT_AGMNE110

Responsible instructor: Dr. Patrícia Becsky-Nagy

Instructors: Dr. Balázs Fazekas

Course goals:

In Corporate Finance I, Students get acquainted with the basic concepts of financial management, the financial processes of companies, and the related analytical methods. Students meeting the course requirements can comprehend and evaluate the financial aspects of corporate economic decisions and their effects.

Course content, topics:

During the course, students get acquainted with the financial statements and the methods used to analyze them. Topics like time value calculations and the numerous investment decision methods are the fundamentals of long-term financial decisions. The semester also includes the discussion of the most important securities; stocks and bonds.

Learning methods:

Students need to process the topics discussed in the lectures at home as well. Various calculation based practical exercises help the understanding of the topics. Students have access to various e-learning systems.

Assessment:

Requirements for getting the signatures:

The requirement for getting the signature is the regular attendance of seminars following the Statue of Teaching and Examination and the Ethical Code of UD. Based on the Statue of Teaching and Examination, the number of absences cannot exceed two occasions; otherwise, the signature is denied.

Learning materials:

In the e-learning course, the lecturers publish the learning materials of lectures and seminars. The workload of lessons and home learning is approximately 50-50%; the materials for home learning are given in compulsory readings.

Grading system:

Exam opportunities:

For passing the course, the requirement is to take a successful exam. Exam dates will be published every week during the exam period. The limit of

exams are 1.5 times the number of students who are entitled to take the exam. The exam dates will be published in the Neptun for the Students in the final week of the term-time. After that, the limits will not be extended, and further exam dates will not be published. Only those students are entitled to participate in the exam who registered for the given exam in the Neptun. Based on the Statue of Teachings and Examination, if the number of students registered for the exam is below ten, the teachers are not liable to keep the exam.

Topics and structure of tests:

Exams cover all the topics of the semester. Tests are electronically written tests via the official e-learning site of UD. Tests include theory and practical questions in a 50-50% ratio. The questions are connected to the topics of lectures and seminars and the compulsory readings.

Evaluation of tests:

Exam grade is given based on the score of the test. (Theory and practical parts have 50-50% in evaluation, but there is no minimum requirement for the theory or the practical part alone, the final score is the average of the theory and practical parts.) Based on the test score, the grades are the following:

under 60%: 1, fail

60-69%: 2, pass

70-79%: 3, satisfactory

80-89%: 4, good

90-100%: 5, excellent

Teachers and Students must follow the guidelines in every situation, the UD's Statue of Teaching and Examination and its Ethical Code.

Compulsory readings:

Topics of the lectures and seminars.

Berk, J. – DeMarzo, P. – Harford, J. (2017): Fundamentals of Corporate Finance. Fourth edition, Pearson Education Limited, ISBN 10: 0134475569

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance I – Time value of money and the basics of the valuation of securities. University of Debrecen, Debrecen

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance II – Investment decisions. University of Debrecen, Debrecen

Week	Topics
1.	Syllabus, Corporate finance, and the financial manager LO: The Students get acquainted with the basic principle of financial management
2.	Financial statements, cash flow statement LO: The Students become familiar with the financial statements with special emphasis on the cash flow of companies.
3.	Introduction to financial statement analysis I. LO: Students can use financial indicators to analyze various aspects of the operation of companies, e.g., liquidity, capital structure, profitability.
4.	Introduction to financial statement analysis II. LO: The Students are adept in reading financial statements and using various financial indicators, including turnover ratios, cash-flow based ratios, market-based indicators, and the Du Pont identity.
5.	The time value of money: An introduction LO: Students know the basic principles and methods of time value calculations.
6.	Time value of money: valuing cash flow streams LO: Students can comprehend and value more sophisticated cash flow streams, annuities, growing annuities, and perpetuities.
7.	Interest rates and bonds, I LO: Students are familiar with the types and features of bonds. They can model the cash flows of bonds.
8.	Bonds II LO: Students are capable of computing intrinsic value and various descriptive indicators of bonds.
9.	Stock Valuation I LO: Students are familiar with the types and features of stocks. They can model the cash flows of stocks.
10.	Stock Valuation II LO: Students are capable of computing intrinsic value and various descriptive indicators of stocks.

11.	Investments decision rules I LO: Students become aware of the main factors needed to be considered while making investment decisions. NPV method.
12.	Investments decision rules II LO: Students can use numerous investment decision methods that are common in corporate practice (NPV, IRR, PI). They can compare investment opportunities.
13.	Fundamentals of capital budgeting LO: Students are familiar with the fundamentals of capital budgeting
14.	Summary LO: Students can synthesize the gained knowledge and think about the complex system of finance.

COURSE DESCRIPTIONS

Subject: **Marketing**

Neptun-code: GT_AGMNE011

Institute: Marketing and Trade

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Instructor: Dr. Marietta Kiss

Course goals:

The course aims to provide the students with an insight into the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs.

Course content, topics:

The course focuses on basic marketing concepts and the role of marketing in the organization. Topics include market segmentation, product development, distribution, and pricing. Other topics, which will be incorporated into the course, are the external environment (which will focus on integrative topics with marketing, such as economics, politics, government, and nature) and marketing research.

Learning methods:

Lecture presentations (students are provided with lecture slides), class discussions, teamwork (case study analysis and discussion), e-learning materials including the e-book, online assignments/homework, and an online study plan with additional exercises to practice.

Assessment:

Composition of the final grade:

- End term test: 60%
- Seminar work, including case analysis/detailed written and/or oral group presentation: 30%
- MyMarketingLab assignments: 10%
- Extra credit questions via MyMarketingLab: +10%

The final result will be evaluated according to the following schedule:

- 0-50% – 1
- 51-62% – 2
- 63-74% – 3
- 75-86% – 4
- 87-110% – 5

Attendance is expected and is taken either at the beginning or the end of each class. More than three absences from seminar class for any reason will result in a signature being denied. Class participation will be evaluated based on the quantity and the quality of individuals' contributions. Participation is particularly important in our case study coverage. Late assignments will incur a penalty. The penalty amount will be a minimum of 50% of the assessed mark for the first week of lateness.

Make-up assignments will not normally be given. The only exception will be a natural disaster, documented severe emergency or illness of the student or immediate family member. In all relevant cases, a physician’s confirmation will be required. Make-ups will not be given because the date of the assignment happens to clash with students’ travel plans, sports activities, or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by an independent third party. There is a zero-tolerance cheating policy during this course. Students caught violating the academic honesty policy will face a severe penalty. Any offence will result in a 0 on an assignment or test.

Compulsory readings:

KOTLER, P.—ARMSTRONG, G. (2018): Principles of Marketing plus Pearson MyLab Marketing with Pearson eText: Global Edition, 17/E, Pearson, ISBN-10: 1292220287, ISBN-13: 9781292220284.

Recommended readings:

KOTLER, P.—KELLER, K. L. (2016): Marketing Management. Global Edition, 15th edition, Pearson/Prentice Hall, Boston, ISBN-10: 1292092629, ISBN-13: 9781292092621

Week	Topics
1.	Orientation, course overview. Introduction to the use of MyMarketingLab LO: Students have a basic overview of the semester’s topic, and they are introduced to the use of the e-learning materials.
2.	<i>Part 1: Defining Marketing and the Marketing Process</i> Marketing: Creating Customer Value and Engagement LO: Students can define marketing, marketing process, and basic concepts of marketing (needs, wants, demand, market, exchange, and customer value). They are introduced to the marketing management orientations.
3.	Company and Marketing Strategy: Partnering to Build Customer Engagement, Values, and Relationships LO: Based on the companywide strategic planning process, students are introduced to the marketing planning process, including basic concepts such as segmentation, targeting, positioning, and integrated marketing mix.

COURSE DESCRIPTIONS

4.	<i>Part 2: Understanding the Marketplace and Consumer Value</i> Analyzing the Marketing Environment
----	--

	LO: Students know the two levels of the marketing environment: Microenvironment (the company, suppliers, marketing intermediaries, competitors, publics, customers) and Macroenvironment (demographic, economic, natural, technological, political, and social, cultural environments).
5.	Managing Marketing Information to Gain Customer Insights LO: Students understand the marketing information system and its parts (internal databases, marketing intelligence, and marketing research). They know the marketing research process.
6.	Consumer Markets and Buyer Behavior LO: Students know the Model of Consumer Behavior and the characteristics of its parts.
7.	Business Markets and Business Buyer Behavior LO: Students can distinguish between business markets and consumer markets, and they know the Model of Business Buyer Behavior and its parts.
8.	<i>Part 3: Designing a Customer Value-Driven Strategy and Mix</i> Customer-Driven Marketing Strategy: Creating Value for Target Customers LO: Students understand the three parts of the value-creating marketing strategy (segmentation, targeting, and positioning).
9.	Products, Services, and Brands: Building Customer Value LO: Students can define and classify products, and they understand basic product decisions (attributes, branding, packaging, labelling, and support services).
10.	New-Product Development and Product Life-Cycle Strategies LO: Students know the new product development process and product life cycle strategies.
11.	Pricing: Understanding and Capturing Customer Value LO: Students can define pricing, and they know basic pricing strategies.

12.	Pricing Strategies: Additional Considerations
-----	---

	LO: Students are introduced to additional considerations affecting pricing decisions and special pricing strategies (new-product pricing, product mix pricing, price adjustments, and price changes).
13.	Marketing Channels: Delivering Customer Value LO: Students can define supply chains and intermediaries and distinguish among types of distribution systems. They understand channel design decisions and marketing logistics.
14.	Retailing and Wholesaling LO: Students can distinguish between wholesaling and retailing activities and identify and characterize different wholesalers and retailers.

COURSE DESCRIPTIONS

Subject: **Organizational Behavior II.**

Neptun-code: GT_AGMNE040

Institute: Management and Organisational Sciences

Number of lessons: 0+2 Requirement: Practical course mark Credit: 3

Instructor: Dr. Mária Ujhelyi

Course goals:

Organizational Behaviour (often abbreviated as OB) studies individual behaviour in organizational settings. The goal of OB is to teach students to apply that knowledge toward improving an organization's effectiveness. Furthermore, OB is explicitly concerned with employment-related situations; it emphasizes behaviour related to jobs, work, absenteeism, employment turnover, productivity, human performance, and management. OB focuses on individuals, groups, and structure.

Organizational Behaviour I. introduced the most important theories of this research field and explained the impact of different issues on performance. Organizational Behaviour II. tends to provide practical experience to students, let them understand individual differences, the impact of teams on performance, and all the other topics OB I. discussed.

Course content, topics:

Within this course, the following topics will be covered:

Foundations of individual behaviour: ability, personality, values, emotions, attitudes, job satisfaction, learning, perception, decision making, motivation, emotions, and moods;

Foundations of group behaviour: roles, norms, status, size, cohesiveness, group decision making, teams, communication, leadership, power and politics, conflict and negotiation;

Foundations of organization structures: common organization design, new structural options, organizational culture, organizational change, and development.

Each student will be assigned to a team within this course, which will work together to understand and analyse the individual, team, and organizational behaviour. During the semester, students must work together and study themselves as a team. They must write a team paper (at least ten pages) on their findings, explaining the individual characteristics of the team members, their interactions with each other, the process of their team development, team roles, conflicts, leadership, and power within the team.

Learning methods:

Discussions, group assignments, role plays, paper, and pencil tests to evaluate students' characteristics and behavior will be used

Assessment:

Two midterm tests, team performance, team assignment, and active class participation, is evaluated

Compulsory readings:

Robbins, Stephen P. – Judge, Timothy A. (2018): Essentials of Organizational Behavior, Fourteenth Edition. Pearson Education Limited, Harlow, England.

Recommended readings:

Janasz, Susanne C. – Down, Karen O. – Schneider, Beth Z. (2002): Interpersonal Skills in Organizations McGraw Hill New York

Charles C. Manz – Christopher P. Neck (2004) Mastering Self-Leadership. Empowering Yourself for Personal Excellence. Third Edition, Pearson Prentice-Hall, Upper Saddle River, NJ.

Week	Topics
1.	Introduction of the course, discussion of course content. Forming teams. Introducing each other to team members, designing logo and name for the team LO: Understand how the course will be structured. Learn about each other.
2.	Individual characteristics, personality, ability. Values, attitudes, emotions, and moods LO: Understand diversity and similarity within the teams. Analyze and evaluate individual characteristics. Explain its advantages and disadvantages.
3.	Perception, decision making, learning. Case analysis LO: Understand the impact of different perceptions on decision making
4.	Motivation tests exercises explaining motivation theories. LO: See differences in motivation. Understand how the situation influences our motivation.
5.	Communication LO: Understand the impact of verbal and nonverbal communication.
6.	Groups and teams LO: Experience teamwork, solve exercises, tasks in teams, understand the advantages and disadvantages of teamwork.

COURSE DESCRIPTIONS

7.	1. midterm exam
----	-----------------

	LO: get feedback about performance
8.	Teams LO: Understand the growing popularity of teams in organizations. Able to contrast groups and teams. Know the characteristics of effective teams
9.	Leadership LO: Through exercises, better understand concrete leadership models. Analyze the informal leader's style.
10.	Power and Politics LO: Observe team members power tactics and political behavior
11.	Conflict and Negotiations LO: Consciously listen to conflict-handling intentions of team members and give feedback about how successful they are.
12.	Organizational Culture LO: Evaluate and explain the national cultural differences of team members. Analyze how these differences influenced their interactions.
13.	2. midterm test. Team presentation. LO: Students' job is to find clues to help them learn as much as they can about themselves, their team and understand how these issues influence the effectiveness of an organization.
14.	Team presentation. LO: Students' job is to find clues to help them learn as much as they can about themselves, their team and understand how these issues influence the effectiveness of an organization.

Number of lessons: 2+1 Requirement: Exam Credit: 4
Prerequisite: Macroeconomics Neptun-code: GT_AGMNE004
Instructor: Dr. Pál Czeglédi

Course goals:

The course is aimed at making students familiar with the basic concepts of international economics. Particularly, the course will be focused on the theories of international trade, the tools of trade policy, international finance, and open-economy macroeconomic policy.

Course content, topics:

The classical model of international trade, Comparative advantage, Heckscher-Ohlin theorem, Leontief paradox, International trade policy, Tariffs, Nontariff barriers, Balance of payments, Exchange rate, Flexible and Fixed exchange rate system, Purchasing Power Parity, Real exchange rate, Interest parity, International monetary system

Learning methods:

Lectures and seminars

Assessment:

The exam is a written test which will be evaluated according to the following grading schedule:

0 - 50% – fail (1)

51% - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

Husted, Steven – Melvin, Michael: International Economics. 8th edition. Addison Wesley, 2010.

Husted, Steven – Melvin, Michael: Study Guide for International Economics. Prentice-Hall, 2009.

Recommended readings:

Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz: International economics: theory and policy. 11th ed. Pearson, 2018

COURSE DESCRIPTIONS

Week	Topics	Chapter
1.	Principles of international economics	1.

	LO: trade patterns, figures of international relations	
2.	The classical model of international trade, the theory of comparative advantage LO: Adams Smith, absolute advantage, comparative advantage, Ricardo model	2. 3.
3.	The general equilibrium solution of the classical model LO: marginal rate of transformation, production possibilities frontier	2. 3.
4.	The standard model of international trade LO: increasing marginal rate of transformation, community indifference curve	2. 3.
5.	Heckscher-Ohlin theorem, Leontief paradox LO: factor endowment, factor intensity, Stolper-Samuelson effect	4. 5.
6.	International trade policy, tariffs LO: tariffs, the effects of a tariff on social welfare	6.
7.	Nontariff barriers and arguments for protection LO: quotas, infant industry protection	7.
8.	The balance of payments LO: current account, capital account, financial account, the deficit of BoP	12.
9.	Exchange rate, foreign-exchange market, exchange rate determination LO: spot exchange rate, forward rates, arbitrage, depreciation, appreciation	13.
10.	Purchasing power parity, real exchange rate LO: absolute and relative PPP, undervalued currency, overvalued currency	14.

11.	Interest parity	15.
-----	-----------------	-----

	LO: uncovered interest rate parity, covered interest rate parity	
12.	Basic theories of balance of payments LO: elasticities approach of the balance of trade, J curve effect, absorption approach	17.
13.	International monetary system LO: Gold Standard, Interwar period, Bretton Woods Agreement, Exchange rate regimes	19.
14.	Summary	

COURSE DESCRIPTIONS

Subject: **Economic Policy**

Neptun-code: GT_AGMNE034

Institute: Economics and World Economy

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Prerequisite: Introduction to Economics

Neptun-code: GT_AGMNE032

Instructor: Dr. Pál Czeglédi

Course goals:

The course deals with the fundamental reasons for government intervention into the economy. Students will learn how to use the basic techniques of micro- and macroeconomics to analyse the effects of government intervention. By the end of the course, the students should be able to discuss basic economic policy questions by using the fundamental positive and normative tools of economics.

Course content, topics:

The course deals with different areas and reasons for government intervention in the economy. After a general overview of the role of government, the students will learn about the government budget and different approaches to the budget deficit. A substantial part of the course is devoted to the analysis of specific market failures. Finally, the course introduces the students to the debates macroeconomists have had over the role of fiscal and monetary policies in economic stabilization.

Learning methods:

Lectures with the help of slides

Assessment:

The final grade is based on the written test and will be evaluated as the following:

0 - 50% – fail (1)

50.01% point - 64% – pass (2)

64.01% - 76% – satisfactory (3)

76.01% - 87% – good (4)

87.01% - 100% – excellent (5)

Compulsory readings:

Gruber, J. (2013). Public Finance and Public Policy. New York: Worth Publishers. (chapters as indicated in the schedule)

Mankiw, G. (2007). Macroeconomics. Sixth Edition. New York: Worth Publisher. (chapters as indicated in the schedule)

Recommended readings:

Friedman, M. (2002). Capitalism and freedom. The University of Chicago Press, Chicago.

Hillman, Arye (2009). Public Finance and Public Policy_ responsibilities and Limitations of Government. Second Edition. Cambridge: Cambridge University Press.

Week	Topics	
1	The fundamental questions of government intervention LO: Why the government? The three classical roles of government, some historical trends of government intervention in the world	Gruber, chapter 1
2	Budget analysis and deficit financing, I LO: The meaning of a budget, typical items on the revenue and expenditure sides	Gruber, chapter 4
3	Budget analysis and deficit financing II LO: Different definitions of the deficit, the macroeconomic consequences of deficit and debt	Gruber, chapter 4
4	Externalities I LO: The meaning and taxonomy of externalities, the Pigouvian analysis	Gruber, chapter 5
5	Externalities II LO: Internalization of externalities, the choice between taxation and regulation.	Gruber, chapter 5
6	Public goods LO: Criterion of the optimality of public good provision, free riding its and consequences	Gruber, chapter 7
7	Cost-benefit analysis LO: The main principles to find out opportunity cost without market prices.	Gruber, chapter 8
8	Political economy LO: The problem of preference revelation, the voting paradox, the median voter theorem	Gruber, chapter 9

COURSE DESCRIPTIONS

9	Tax incidence LO: Calculation of tax incidences for a market by linear demand and supply curves	Gruber, chapter 19
10	Monetary policy I LO: The roles of central banks and the tools of monetary policy	lecture presentation and lecture slides
11	Monetary policy II LO: The roles of central banks and the tools of monetary policy	lecture presentation and lecture slides
12	Macroeconomic debates on monetary and fiscal policy LO: Main ideas about stabilization policy since J. M. Keynes	Mankiw, chapter 14-15.
13	Fiscal federalism LO: Making a difference between the role of local and central governments: what are the criteria to decide which level of government should do what.	Gruber, chapter 10
14	Summary LO: Having a birds-eye view of the topics and the ways they are connected.	

Subject: **World Economy**

Neptun-code: GT_AGMNE120

Institute: Economics and World Economy

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Dr. László Erdey

Course goals:

This comprehensive course explores contemporary topics and perspectives relating to the world economy. We provide a strong theoretical and practical foundation for understanding the global economy in an era of shifting borders, restructuring economies, and regional realignments. Economic theory is combined with geography and history to address critical problems of growth, distribution, and development, along with their impact on international business.

Course content, topics:

The Historical Development of Capitalism, Population, Resources and Environment, Agriculture, Manufacturing, Services, Cities and Urban Economies, Transportation and Communication, Consumption, International Trade and Investment, International Trade Patterns, Development and Underdevelopment in the Developing World

Learning methods:

Interactive lectures

Assessment:

The calculation of the final grade is as follows:

Weekly tests: the sum of the results of the best ten tests 100%

The final result will be evaluated according to the following schedule: 0-50%– 1, 51-63%– 2, 64-76%– 3, 77-88%– 4, 89-100%– 5.

Students with a final result under 51% lose all points collected during the semester. They may assign for 1-hour make-up exam in the examination period. Make-up exams include multiple-choice, short essay questions, and solving short case studies.

Compulsory readings:

Rubenstein, James (2019): *The Cultural Landscape: An Introduction to Human Geography*, Global Edition, Pearson, ISBN-13: 978-1292162096

Warf, Barney (2019): *Human Geography – A Serious Introduction*, 2nd Edition, Cognella, ISBN: 978-1-5165-2902-5

Stutz, Frederick P.—Warf, Barney (2014): *The World Economy*, Pearson New International Edition (6th). ISBN 13: 978-1-292-02119-5

Recommended readings:

The instructor may provide a few additional readings during the semester.

The continuously updated content in the Facebook group: DEGTKKTKNG

Week	Topics
1.	Introduction LO: To introduce capitalism as a system that forms the major focus of the course To note the various dimensions of globalization
2.	The Historical Development of Capitalism LO: To explore the historical context of capitalism, including its feudal origins To provide an overview of the characteristics of capitalist economies To document the importance of the Industrial Revolution and its impacts To shed light on the relations between colonialism and capitalism
3.	Population LO: To describe and account for the world distribution of human populations To examine the economic causes and consequences of population change To describe the Malthusian argument, its extensions, and weaknesses To describe the major demographic and economic characteristics of a population To outline the Demographic Transition To discuss the growth and impacts of the baby boom To describe and explain economic migrations, past and present
4.	Resources and Environment LO: To describe the nature, distribution, limits of the world's resources To examine the nature and extent of world food problems and the difficulties of solving them To describe the distribution of strategic minerals and the time spans for their depletion To consider the causes and consequences of the energy crisis and to examine alternative energy options To examine the major causes of environmental degradation

5.	<p>Agriculture</p> <p>LO: To discuss the world's preindustrial agricultural forms and regions</p> <p>To acquaint you with commercial agricultural practices and world regions</p> <p>To describe the agricultural policies of the United States and their shortcomings</p> <p>To summarize sustainable agriculture as an ecologically friendly alternative to contemporary forms of food production</p>
6.	<p>Manufacturing</p> <p>LO: To acquaint you with the major manufacturing regions of the world</p> <p>To summarize deindustrialization in the developed world and the industrialization of parts of the developing world</p> <p>To reveal sector-specific dynamics through five industry analyses</p> <p>To show the trend toward flexible manufacture and flexible labor</p>
7.	<p>Services</p> <p>LO: To illustrate the difficulties in defining and measuring services</p> <p>To assess the diversity of services, including the range of industries and occupations</p> <p>To explore the reasons for the growth of services</p> <p>To describe the world of labor in services</p> <p>To provide case studies of finance and several producer services sectors</p> <p>To examine the globalization of services</p> <p>To sketch the nature of consumer services and tourism</p>
8.	<p>Transportation and Communications</p> <p>LO: To place modern transportation systems in a historical perspective</p> <p>To illustrate the nature of cost-space and time-space convergence or compression</p> <p>To demonstrate the relationship between transport and economic development</p> <p>To emphasize the critical role of transportation policy</p> <p>To examine communications innovations and online computer networks</p> <p>To summarize the social and economic impacts of the Internet</p>

COURSE DESCRIPTIONS

9.	<p>Cities and Urban Economies</p> <p>LO: To explore the relationship between modern urban growth and the development of capitalism</p> <p>To analyze how cities are linked together through their economic bases and export sectors</p> <p>To describe how the supply and demand for housing is related to residential space</p> <p>To summarize the causes and consequences of suburbanization and urban sprawl</p> <p>To address the reasons, costs, and benefits of gentrification</p> <p>To illustrate the reasons for inner-city poverty and the multiple problems of the ghetto</p> <p>To discuss global cities in light of the current round of globalization</p> <p>To introduce the concept of urban sustainability</p>
10.	<p>Consumption</p> <p>LO: To offer a historical overview of consumption and consumerism</p> <p>To summarize sociological, neoclassical, and Marxist views of consumption</p> <p>To analyze the geographies of consumption at multiple spatial scales</p> <p>To note the environmental impacts of mass consumption</p>
11.	<p>International Trade and Investment</p> <p>LO: To explain the theoretical bases of international trade and factor flows, including comparative competitive advantage</p> <p>To examine the effects of trade barriers such as tariffs, quotas, and nontariff barriers</p> <p>To present the dynamics of foreign direct investment</p> <p>To understand the financing of international trade, including the impacts of exchange rates</p> <p>To know the role of trade organizations such as cartels, and the World Trade Organization (WTO), and regional trade agreements</p>

12.	<p>International Trade Patterns</p> <p>LO: To describe the evolving pattern of international commerce</p> <p>To document the emerging markets for global exports</p> <p>To examine global trade flows of six different commodities groups</p>
13.	<p>Development and Underdevelopment in the Developing World</p> <p>LO: To outline the multiple definitions of development</p> <p>To acquaint you with the major economic problems inhibiting development in vast parts of the world that are economically underdeveloped</p> <p>To describe the major theories and perspectives on development</p> <p>To examine the causes of poverty in the world today</p> <p>To explore the role of women in the world economy and gender roles in the workplace</p> <p>To shed light on development strategies such as in East Asia</p> <p>To introduce sustainable development as an important strategy in light of the world's limits on growth</p>
14.	<p>Summary and Assessment</p>

Subject: **Corporate Finance II.**

Neptun-code: GT_AGMNE009

Institute: Accounting and Finance

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Prerequisite: Corporate Finance I.

Neptun-code: GT_AGMNE008

Responsible instructor: Dr. Patrícia Becsky-Nagy

Instructors: Dr. Balázs Fazekas

Course goals:

The goal of the course is to introduce the students to the basics of corporate finance, calculation, and the meaning of long-term financing.

Course content, topics:

Students get acquainted with capital markets, risk and return, Markowitz portfolio theory, and the Capital Asset Pricing Model during the course. Students will learn about the funding forms, capital structure, and the cost of capital. By using WACC and free cash flows, students will learn the basics of project and firm valuation.

Learning methods:

Students need to process the topics discussed in the lectures at home as well. Various calculation based practical exercises help the understanding of the topics. Students have access to various e-learning systems.

Assessment:

Requirements for getting the signatures:

The requirement for getting the signature is the regular attendance of seminars following the Statue of Teaching and Examination and the Ethical Code of UD. Based on the Statue of Teaching and Examination, the number of absences cannot exceed two occasions; otherwise, the signature is denied.

Learning materials:

In the e-learning course, the lecturers publish the learning materials of lectures and seminars. The workload of lessons and home learning is approximately 50-50%; the materials for home learning are given in compulsory readings.

Grading system:

Exam opportunities:

For passing the course, the requirement is to take a successful exam. Exam dates will be published every week during the exam period. The limit of exams is 1.5 times the number of students who are entitled to take the exam. The exam dates will be published in the Neptun for the Students in the final week of the term-time. After that, the limits will not be extended, and further

exam dates will not be published. Only those students are entitled to participate in the exam who registered for the given exam in the Neptun. Based on the Statue of Teachings and Examination, if the number of students registered for the exam is below ten, the teachers are not liable to keep the exam.

Topics and structure of tests:

Exams cover all the topics of the semester. Tests are electronically written tests via the official e-learning site of UD. Tests include theory and practical questions in a 50-50% ratio. The questions are connected to the topics of lectures and seminars and the compulsory readings.

Evaluation of tests:

Exam grade is given based on the score of the test. (Theory and practical parts have 50-50% in evaluation, but there is no minimum requirement for the theory or the practical part alone, the final score is the average of the theory and practical parts.) Based on the test score, the grades are the following:

under 60%: 1, fail

60-69%: 2, pass

70-79%: 3, satisfactory

80-89%: 4, good

90-100%: 5, excellent

Teachers and Students must follow the guidelines in every situation, the UD's Statue of Teaching and Examination and its Ethical Code.

Compulsory readings:

Topics of the lectures and seminars.

Berk, J. – DeMarzo, P. – Harford, J. (2017): Fundamentals of Corporate Finance. Fourth edition, Pearson Education Limited, ISBN 10: 0134475569

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance I – Time value of money and the basics of the valuation of securities. University of Debrecen, Debrecen

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance II – Investment decisions. University of Debrecen, Debrecen

Week	Topics
1.	Syllabus, Introduction to capital markets LO: Students become familiar with the mechanisms of capital markets.
2.	Risk and return LO: Students understand the concepts of risk and return; they can measure risk and return.
3.	Portfolio theory I LO: Students are familiar with the basics of portfolio theory and diversification.
4.	Portfolio theory II LO: Students can measure the risk and return of portfolios.
5.	Systematic risk LO: Students understand the nature of various types of risks; idiosyncratic and systematic.
6.	CAPM LO: Students can price assets with the CAPM.
7.	Raising equity, debt financing LO: Students are familiar with the features of the main funding forms.
8.	Capital structure LO: Students are familiar with the most important theories related to capital structure.
9.	Cost of capital LO: Students can measure the cost of capital using the WACC method.
10.	Valuation using FCF I LO: Students understand the economic relevance of free cash flows.
11.	Valuation using FCF II LO: By putting together the FCF and WACC, students can value projects and firms.
12.	Working capital management LO: Students are familiar with the basic concepts of WC management.

13.	Short-term financing planning LO: Students are familiar with the basic concepts of Short-term financing planning.
14.	Summary: LO: Students can synthesize the gained knowledge and think in the complex system of finance.

Subject: **Statistics II.**

Neptun-code: GT_AGMNE007

Institute: Statistics and Methodology

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Prerequisite: Statistics I.

Neptun-code: GT_AGMNE006

Responsible instructor: Dr. habil Péter Balogh

Instructor: János Szenderák

Purpose of the course:

The course introduces the basic statistical concepts and covers the procedures most frequently used in the descriptive analysis of cross-sectional and time-series data. The focus will be mainly put on the computation and interpretation of the most widely used statistical measures and some basic economic indicators that have importance in the socio-economic decision-making process.

Short subject description and main topics:

The course covers the basic concept of hypothesis tests, parametric hypothesis tests (for means, variances and population proportions) are studied, as well as some further tests for goodness of fit and independence, regression analysis, both simple and multiple ones and some basic time series methods (smoothing, trends, seasonality, forecasting).

Planned teaching activities and methods:

During the seminars, we solve exercises of the book using SPSS to get the solutions. Attending the lectures and the seminars is compulsory.

Evaluation:

The overall course grade will be based on working on practices and the final computer exams.

Compulsory literature:

Anderson, Sweeney, Williams, Freeman and Shoesmith: Statistics for Business and Economics, Second edition, Cengage Learning EMEA, 2010. UK, 928. p. ISBN: 1408018101

Howitt, D. – Cramer D.: Introduction to Statistics in Psychology, 6/E Pearson, Harlow. 2014. 744. p. ISBN-13: 9781292000749

Recommended literature:

Field A.: Discovering Statistics Using SPSS (Introducing Statistical Methods), 5th Edition, SAGE Publications Ltd., London, 2017. 1104. p. ISBN-13: 9781526445780

Weekly schedule	
1.	Testing Hypotheses about the Mean of a Normal Distribution, σ Known. Testing Hypotheses about the Mean of a Normal Distribution, σ Not Known.
	TR: Null Hypothesis and Alternative Hypothesis. Test Statistic, Critical Values, Rejection, and Nonrejection Regions. Type I and Type II Errors.
2.	Comparing the Means of Two Independent Groups. Comparing Two Dependent Groups.
	TR: Example for Comparing the Means of Two Independent Groups and Comparing Two Dependent Groups.
3.	Comparing More Than Two Groups. The ANOVA F Test for Independent Groups.
	TR: Practice for ANOVA analysis
4.	Applicability conditions of the analysis of variance. The validation process. Determining an error type I. and type II. The power of analysis of variance.
	TR: Practice for ANOVA analysis
5.	Mixed effect ANOVA.
	TR: Practice for mixed effect ANOVA.
6.	Product-moment correlation coefficient: Pearson, Rank correlation: Kendall, Spearman.
	TR: Examples of the different correlation coefficients. The interpretation of the results.
7.	Regression analysis. Terms of the use of regression analysis.
	TR: Regression analysis. Terms of the use of regression analysis.
8.	Least Squares Regression. Inferences about the Slope and Intercept. Straight Lines. Linear Regression Model. Least Squares Line. Error Sum of Squares. Standard Deviation of Errors.
	TR: Example of simple regression models.

9.	Total Sum of Squares. Regression Sum of Squares. Coefficient of Determination. Mean, Standard Deviation, and Sampling Distribution of the Slope of the Estimated Regression Equation. Inferences Concerning the Slope of the Population Regression Line. Estimation and Prediction in Linear Regression. Linear Correlation Coefficient. Inference Concerning the Population Correlation Coefficient.
	TR: Example of multiple regression models.
10.	Multi correlation and regression. A good model and measurement criteria. Elasticity concept, measuring. Partial elasticities. Cobb-Douglas function.
	TR: Example for the Elasticity. Partial elasticities. Using Cobb-Douglas function in practice.
11.	Time series analysis. Trend, cycle, seasonality, and error. The decomposition of the time series. An analysis of the time series means (mean size of the phenomenon, the mean of the absolute and relative changes).
	TR: Example of stock and flow types of time series.
12.	Time series analysis. Trend analysis: moving averages, trend analytical calculation (linear regression).
	TR: Representing together the moving average method and the original time series. Example of a linear trend calculation and interpretation of the parameters.
13.	Seasonal character and measurement. Additive and multiplicative models. Seasonal differences and seasonal indices calculation, interpretation, and use. Seasonal adjustment. Extrapolation.
	TR: Examples of seasonal differences and seasonal indices calculation and interpretation. Examples for extrapolation. Making computer time series analysis and interpretation of the outputs.
14.	Summary
	TR: Practice for the exam.

Subject: **Marketing Management**

Neptun-code: GT_AGMNE012

Institute: Marketing and Trade

Number of lessons: 1+2

Requirement: Exam

Credit: 4

Prerequisite: Marketing

Neptun-code: GT_AGMNE011

Instructor: Dr. Marietta Kiss

Course goals:

As this course is a sequel to Marketing, it aims to make students apply their previously gained marketing knowledge in solving business problems. Besides the new topics, the course aims to deepen students' marketing knowledge via lectures and seminars, including a marketing simulation game.

Course content, topics:

The course includes the following topics: communicating customer value, advertising and public relations, personal selling and sales promotion, direct, online, social media, and mobile marketing, creating competitive advantage, the global marketplace, and social responsibility and ethics.

Learning methods:

Lecture presentations (students are provided with lecture slides), class discussions, e-learning materials including the e-book, online assignments/homework, and study plan with additional exercises to practice, and a marketing simulation game.

Assessment:

The calculation of the final grade is as follows:

- Introductory test on the simulation game 5%
- Oral presentation of team strategy 20%
- Hand-out for oral presentation 5%
- Performance in the simulation game 20%
- Examination 50%
- Extra credit questions via MyMarketingLab +10%

The final result will be evaluated according to the following schedule:

- 0-50% – 1
- 51-62% – 2
- 63-74% – 3
- 75-86% – 4
- 87-110% – 5

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from seminar class for any reason will result in denial of the signature for the class. Participation is particularly important and

COURSE DESCRIPTIONS

NOT VOLUNTARY in our simulation game. Students participate in the simulation game in teams. In the second seminar, teams must take a short test about the simulation game rules to be prepared for the game.

Student grade for the seminar work is based on a peer review completed by each team member in the last seminar to determine whether each team member contributed fairly to prepare the assigned tasks (both the game and the presentation). A team member who fails to contribute can be dismissed. A dismissed team member will lose 50% of their grade based on the peer review and will not be credited for submitted work related to the marketing game after the dismissal. Only those students' peer reviews will be considered who are present and submit the review.

Oral presentation on the firm strategy (preparing PowerPoint slides is compulsory!) will be graded in two parts: content and delivery. Content includes whether the presentation was accurate, complete, specific, and detailed. Delivery includes whether the presentation was engaging, lively, special, upbeat, and clear. The oral presentation cannot be skipped or rescheduled; the only date on which it should be held is the last seminar. In the case of the omission of the presentation, the signature will be denied to all the group members. The signature will also be denied if the team totally misses the presentation topic so that the presentation is valueless. A printed version of the ppt slides of the presentation (i.e., hand-out) must be submitted at the beginning of the last seminar (format: 6 slides per sheet; black and white). Late submission will result in a loss of 50% of the grade for the hand-out.

Make-up assignments will not normally be given. The only exception will be a natural disaster, documented serious emergency or illness of the student or immediate family member. In all relevant cases, a physician's confirmation will be required. Make-ups will not be given because the date of the assignment happens to clash with students' travel plans, sports activities, or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by an independent third party.

There is a zero-tolerance cheating policy during this course. Students caught violating the academic honesty policy will face a severe penalty. Any offence will result in a 0 on an assignment or test.

Compulsory readings:

KOTLER, P.–ARMSTRONG, G. (2018): Principles of Marketing plus Pearson MyLab Marketing with Pearson eText: Global Edition, 17/E, Pearson, ISBN-10: 1292220287, ISBN-13: 9781292220284

MASON, C. H.–PERRAULT, W. D. (2002): *The Marketing Game!* 3rd Edition. McGraw-Hill Higher Education, New York (USA), ISBN: 0 256 13988 1

Recommended readings:

KOTLER, P.—KELLER, K. L. (2016): *Marketing Management*. Global Edition, 15th edition, Pearson/Prentice Hall, Boston, ISBN-10: 1292092629, ISBN-13: 9781292092621

Week	Topics
1.	Lecture: Orientation, course overview Seminar: Introduction to the use of the simulation game, forming teams LO: Students have a basic overview of the semester’s topic, and they are introduced to the use of the simulation game.
2.	Seminar: Simulation game trial round LO: Students have a basic insight into the most basic marketing decisions.
3.	Lecture: Engaging Customers and Communicating Customer Value Seminar: Simulation game Level1, round1 LO: Students can identify the elements of integrated marketing communications, describe the communication process, and identify the steps in developing effective marketing communications programs.
4.	Seminar: Simulation game Level1, round2 LO: Students have feedback on their previous marketing decisions; they have more in-depth insight into the most basic marketing decisions.
5.	Lecture: Advertising and Public Relations Seminar: Simulation game Level1, round3 LO: Students understand two basic marketing communication tools (advertising and PR), their uses, advantages and disadvantages, and types.

COURSE DESCRIPTIONS

6.	Seminar: Simulation game Level2, round4 LO: Students have feedback on their previous marketing decisions; they have an insight into intermediate level marketing decisions.
7.	Lecture: Personal Selling and Sales Promotion Seminar: Simulation game Level2, round5 LO: Students understand two further marketing communication tools (personal selling and sales promotions), their uses, advantages and disadvantages, and types.
8.	Seminar: Simulation game Level3, round6 LO: Students have feedback on their previous marketing decisions; they have an insight into advanced marketing decisions.
9.	Lecture: Direct, Online, Social Media, and Mobile Marketing Seminar: Simulation game Level3, round7 LO: Students know direct marketing as a communication tool and its newest forms, online, social media, and mobile marketing.
10.	Seminar: Simulation game Level3, round8 LO: Students have feedback on their previous marketing decisions, and they have a more in-depth knowledge of advanced marketing decisions.
11.	Lecture: Creating Competitive Advantage Seminar: Simulation game Level3, round9 LO: Students understand competitor analysis and basic competitive strategies to be able to form sound marketing strategies.

12.	Seminar: Simulation game Level3, round10 LO: Students have feedback on their previous marketing decisions, and they have a more in-depth knowledge of advanced marketing decisions.
13.	Lecture: The Global Marketplace. Social Responsibility and Ethics Seminar: Simulation game Level3, round11 LO: Students understand major international marketing decisions (analyzing the international marketing environment, deciding whether to go global, deciding which markets to enter, deciding how to enter the market, deciding on the global marketing program, deciding on the global marketing organization) as well as the role of social responsibility and ethics in marketing.
14.	Seminar: Team presentations, evaluation of the semester LO: Students develop their presentation skills and receive feedback on their work in the semester from the team members and the instructor and the performance of their simulated firm.

COURSE DESCRIPTIONS

Subject: **Management of Value Creating Processes**

Neptun-code: GT_AGMNE019

Institute: Applied Informatics and Logistics

Number of lessons: 2+2

Requirement: Exam

Credit: 4

Instructor: Dr. Miklós Pakurár

Course goals:

The course aims to acquaint students with the efficient management of production and service processes, make students capable of analyzing processes, controlling quality, creating value, and managing the flow of information and products through the supply chain to make the business successful.

Course content, topics:

Introduction to operations management. Strategy. Decision analysis support tools. Quality management. Process capability and statistical process control. Forecasting. Designing products. Designing services. Process design. Capacity and facility planning. Facility location. HR management, Work measurement. Project management.

Learning methods:

Interactive lecture, discussion, consultation, and problem-solving.

Assessment:

Colloquium

The final grade is the average of the seminar grade and the lecture grade.

Compulsory readings:

Russell, R. S. –Taylor, B. W.: Operations and Supply Chain Management, 9th Edition, ISBN: 978-1-119-53759-5 2018. 816 Pages

Recommended readings:

Heizer, J. - Barry R. - Chuck M.: Operations Management: Sustainability and Supply Chain Management (12th Edition), Pearson, ISBN-13: 978-0134130422, ISBN-10: 0134130421, 2016

Week	Topics
------	--------

1.	<p>LO: Introduction. The structure of value creating processes. Production processes. Service processes. The role of the operations manager. The evolution of operations management. Supply chain management. Globalisation. Productivity and competitiveness.</p> <hr/> <p>Students should know the basic functions and features of the value creating processes and should understand the process of the evolution of management.</p>
2.	<p>LO: Strategy. The steps of strategy formulation: primary task, core competencies, order winners and order qualifiers, positioning the firm, and strategy deployment. Hoshin kanri and balanced scorecard as methods of strategy deployment. Operations strategy.</p> <hr/> <p>Students should know the steps of strategy formulation and understand the relationships between strategy deployment and business development.</p>
3.	<p>LO: Decision analysis support tools and processes. Optimist and pessimist decision-maker. The meaning and usage of the coefficient of optimism. Decision-making criteria: maximax, maximin, equal likelihood, and Hurwitz.</p> <hr/> <p>Students should use the decision criteria to mitigate the risk and know the difference between pessimistic and optimistic decisions.</p>
4.	<p>LO: Quality and quality management. The TQM and quality management systems. Quality tools. The focus of quality management: the customer. Quality improvement. Lean six sigma. ISO 9000.</p> <hr/> <p>Students should know the methods of quality measurement and the techniques of quality improvements and should be able to conform to the customer's changing demand.</p>

COURSE DESCRIPTIONS

5.	<p>LO: Process capability and statistical process control. The role of process control in quality management. Attribute data and variable data. Construction and usage of process control charts: p, c, x mean, and R diagrams: tolerances and process capability.</p> <hr/> <p>Students should know how to control production and service processes using process control charts. They should understand the importance of preventing production and service processes from defects.</p>
6.	<p>LO: Forecasting. The importance of forecasting. The factors of forecasting demand. Time-series methods: moving average, moving average, exponential smoothing, and linear trend. Regression methods: linear regression and correlation.</p> <hr/> <p>Students should know how the most important forecasting methods can make a forecast from historical data.</p>
7.	<p>LO: Product design. The product design process, idea generation, feasibility study, form design, functional design, reliability, maintainability, usability, and production design. Design for environment and design for robustness.</p> <hr/> <p>Students should know the steps and interrelations of the product design and understand the importance of product development to adapt to the continuously changing demand of customers.</p>
8.	<p>LO: Service design. The service economy. The service design process. Tools for service design. Waiting line analysis for service improvement. Operating characteristics of the queueing system, traditional cost relationships in waiting line analysis. Psychology of waiting, queueing models.</p> <hr/> <p>Students should know the characteristics of services and the tools for service design and should be able to understand the effect of waiting lines on the service provider and can improve the queueing system.</p>

9.	<p>LO: Process design and technology. Outsourcing, process selection with break-even analysis. Process analysis, using process flowcharts, process development. Technology decisions: financial justification and technology primer.</p> <hr/> <p>Students should know the steps of process design. Should know how to select the best production or service process using adequate methods and understand the interrelations between the importance of process plan, process selection, and business competitiveness.</p>
10.	<p>LO: Capacity and facilities planning. The basics of facility layouts. Basic layouts: process layouts, product layouts, and fixed position layouts. Planning of process layouts, service layouts, product layouts, and hybrid layouts.</p> <hr/> <p>TE: Should know the main types of facility layouts and the means of their designs and should understand the relationship between the facility layout and the capacity utilization.</p>
11.	<p>LO: Facility location decision support tools. The types of facilities. Site selection. The factors of the global supply chain. Location analysis techniques: location factor rating, center-of-gravity technique, and load-distance technique.</p> <hr/> <p>Students should know the types of facilities, the factors that influence facility locations, and the techniques of facility locations and should understand the relationship between the geographic location of facilities and efficient operation of facilities.</p>
12.	<p>LO: Human resources in operations management. HR and quality management. The changing nature of HR management. Contemporary trends in HR management. Management of diversities in HR. Job design, job analysis, and the learning curve.</p> <hr/> <p>Students should know the characteristics of modern HR management and the methods of work design and work analysis and should understand the role of human resources as the primary resource in business operations.</p>

13.	<p>LO: Work measurement, decision analysis support Tools. Time studies: stopwatch study, normal time, number of cycles, elemental time files, and predetermined motion times. Work sampling.</p> <hr/> <p>Students should know the traditional work measurement methods, stopwatch study, and work sampling and understand that the traditional methods are presently needed, mainly in services.</p>
14.	<p>LO: Project management. The elements of a project plan. Global differences in project management. The control of projects: time, cost, performance, and communication. Project planning with Gantt chart and CPM/PERT. Microsoft Project. Project crashing, time-cost analysis.</p> <hr/> <p>Students should know the characteristics of projects, the procedure of project planning, and the methods (Gantt diagram, CPM/PERT, Microsoft Project). They can control the project implementation and understand the importance of project management in production, services, and research.</p>

Subject: **Reading and Writing in Economics and Business**

Neptun-code: GT_AGMNE115

Institute: Economics and World Economy

Number of lessons: 0+2 Requirement: Practical course mark

Credit: 3

Instructor: Dr. Judit Katonáné Kovács

Course goals:

This course is designed to enable students to read and understand business and economics journals, articles. After completing the course, the students should understand and interpret economic texts at an intermediate level. They should differentiate among different levels of economic literature and make individual decisions over the proper use of literature in academic writing exercises. They will be able to find connections among economic papers and highlight the main findings of analytical studies. They acquire the usage, presentation, and communication skills of economic data and findings both in a written and oral form. The course aims at preparing students to progress toward thesis consultation and writing an analysis on their own.

Course content, topics:

Reading economics and business journal articles, writing abstracts, collecting and analyzing economic literature, making presentations

Learning methods:

Reading articles, discussing business topics, teamwork, making a presentation

Assessment:

Grading is based on classwork, homework, and presentations.

Compulsory readings:

Kathleen T. McWhorter (2018): Study and Critical Thinking Skills in College, 8th Edition, Pearson

Laurence Behrens—Leonard J. Rosen (2017): A Sequence for Academic Writing Plus The Writer's Handbook, 7th Edition, Pearson

Recommended readings:

Current course material in the form of articles, data, and discussion topics provided by the instructor.

COURSE DESCRIPTIONS

Week	Topic
-------------	--------------

1.	An Introduction to Thinking and Writing in College
	LO: Clarifying course requirements, assessment, homework
2.	Reading with Attention
	LO: Highlight results form an advanced text
3.	Comparative analysis of written materials
	LO: Be able to formulate a multi-perspective opinion on an economic topic
4.	Finding a topic and Planning research
	LO: Research plan, Making agenda, Forming a research question, Focusing
5.	Format Skills
	LO: Components of papers, Citation, Stylistics
6.	Quoting Sources, Using Signal Phrases, and Making Standard 'Moves', Plagiarism
	LO: How to avoid plagiarism, Paraphrasing, Summarising
7.	Presentation of a research plan
	LO: The student receives feedback on how a topic should be found
8.	Critical Reading and Critique
	LO: Students should gather a short list of literature connected to a topic of their own choice
9.	Explanatory Synthesis
	LO: Evaluation and discussion of the topics and the lists
10.	Argument Synthesis
	LO: Students should know the formal rules of writing discussion papers
11.	Analysis
	LO: Student presentations and discussion
12.	Writing as a Process
	LO: Student presentations and discussion

13.	Locating, Mining, and Citing Sources
-----	--------------------------------------

	LO: Student presentations and discussion
14.	Practicing Academic Writing
	LO: The students should be able to articulate professional e-mails.

COURSE DESCRIPTIONS

Subject: **Strategic Management**

Neptun-code: GT_AGMNE028

Institute: Applied Economic Sciences

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Responsible instructor: Prof. Dr. András Nábrádi

Instructor: Dr. Beáta Bittner

Course goals:

Course objectives that students are completed the curriculum be aware of the main areas of strategic management, corporate strategic planning methods with, it can be used to achieve skill levels. There are three main parts: 1. strategic planning, 2: strategic implementation, and 3. strategic control. Within the subject, students became familiar with creating mission and vision statements and external and internal analysis methods; they know the special strategic models like BCG, GE, GSM, CPM, Generic, SPACE, and have information about strategic choices. Using the QSPM method, they also became familiar with strategic options. In the implementation stage of str. Management, they acquire knowledge for planning, organizing, team building, and controlling part of the subjects.

Course content, topics:

Concepts of strategic management, detailed planning methods, like establishing mission and vision statement, internal-external and competitor analysis, methods of strategic directions, long-term strategic objectives, types of strategic choices, decision method. Implementation stage and, finally, the evaluation stage of strategic management.

Learning methods:

Lectures, practical, self-preparing of a strategic plan in teamwork.

Assessment:

During the semester, based on the lectures, preparing a strategic plan for a specific enterprise in teamwork. Following the submission of the plan (written evaluation), students must defend orally. The written part max. 60%, the verbal max. 40% results from the final grade.

Compulsory readings: Fred R. David, Forest R. David: Strategic management, Concepts and Cases. 17th Edition. Pearson Education Limited, 2020. ISBN: ISBN 10: 1-292-01689-2, ISBN 13: 978-1-292-01689-4

Recommended readings: Meredith E. David, Fred R. David & Forest R. David (2016): The quantitative strategic planning matrix: a new marketing tool. Journal of Strategic Marketing. <http://dx.doi.org/10.1080/0965254X.2016.1148763>. ISSN: 0965-254X (Print) 1466-4488

Week	Topics
------	--------

1.	LO: The concept, the areas of the strategy, the difference between the traditional and the strategic plan, the structure of the strategy.
2.	LO: Strategic analysis, formulation of business mission and vision
3.	LO: Analysis of the company's external macro environment, PEST analysis
4.	LO: Analysis of the external micro-environment of the enterprise, Porter's Five Forces Model, External Factor Evaluation Matrix
5.	LO: Analysis of internal factors of the enterprise, resource-based approach, key internal factors-based approach, value chain approach
6.	LO: Calculation of the definition of the Internal Factor Evaluation Matrix
7.	LO: Competitive Analysis, Setting up of the Competitive Profile Matrix, Radar diagram
8.	LO: Definition, methods, and theoretical basis of potential strategic directions.
9.	LO: Definition of potential strategic directions, SWOT-2 matrix, BCG matrix, IE matrix, McKinsey matrix, GSM matrix, Porter's Generic strategies
10.	LO: Long-term strategic objectives, offensive strategies, integration strategies.
11.	LO: Intensive strategies, market penetration, market development, product development, related and unrelated diversifications
12.	LO: Defensive strategies, restriction, reorganization, separation, partial sales, liquidation, advantages, limitations, and disadvantages. The structure of the Quantitative Strategic Planning Matrix and the possibilities of its application.
13.	LO: Implementing the Strategy
14.	LO: Checking and controlling the implementation of the strategy

COURSE DESCRIPTIONS

Subject: **Human Resource Management** Neptun-code: GT_AGMNE020
Institute: Management and Organisational Sciences

Number of lessons: 2+1 Requirement: Exam Credit: 4
Responsible instructor: Dr. Krisztina Dajnoki
Instructor: Dr. András István Kun

Course goals:

The course outlines the basic questions and concepts of Human resource management and places emphasis on its functions. During the semester, students will understand the complexity of HRM and its role in the organization. Through seminar work, students will also gain skills in basic problem solving related to some HRM areas.

Course content, topics:

Theoretical and practical knowledge about the HRM models and the most important HRM functions (strategy, labour force planning, job analysis, and planning, recruitment, selection, hiring, reward management, performance management, development, HR policies).

Learning methods:

Lectures are responsible for transferring theoretical knowledge. Seminars are there to discuss these topics interactively and solve problems in teams or individually (case studies, specific methods or techniques, etc.).

Assessment:

Written examination test: 100%.

Compulsory readings:

Armstrong, M. and Taylor, S. (2020): Armstrong's Handbook of Human Resource Management Practice. 15th ed. Kogan Page, London & Philadelphia.

Recommended readings:

Ehrenberg, Ronald G. – Smith, Robert S. [2017]: Modern Labor Economics: Theory and Public Policy. 13th ed. Routledge, London & New York.

Lazear, Edward P. – Gibbs Mike (2015): Personnel Economics in Practice, 3rd Edition. Wiley & Sons, New York.

Michael Armstrong (2008): Strategic Human Resource Management. 4th edition. Kogan Page, London & Philadelphia.

Phillips, Jean – Gully, Stan (2015): Strategic Staffing. 3rd edition. Prentice-Hall, New Jersey.

Anderson, Valerie –Fontinha, Rita –Robson, Fiona (2020) Research Methods in Human Resource Management. 4th ed. Kogan Page, London & Philadelphia.

Week	Topics
1.	Lecture: What human resource management (HRM) is, course overview, HRM functions Seminar: Introductory case studies.
	LO*: The students will understand the HRM function and its role within organizations.
2.	Lecture: HRM strategies & HR planning Seminar: HR planning calculations.
	LO: The students will understand the concept of HRM strategies & HR planning and will also gain insight into problem-solving about workforce planning.
3.	Lecture: Analysing jobs, roles, competencies, and skills. Seminar: Job analysis exercises.
	LO. Students gain knowledge about the theoretical background and the basic methods of job and role analysis.
4.	Lecture: Characteristics of people. Seminar: Personality measurement.
	LO. Students gain knowledge about the theoretical background and the basic methods of understanding individuals within organizations.
5.	Lecture: Motivation at work Seminar: Case study solving.
	LO: Students gain knowledge about the theoretical background and the basic methods of work motivation.
6.	Lecture: Job design Seminar: Case studies in job design.
	LO: Students gain knowledge about the theoretical background and the basic methods of designing jobs and roles.
7.	Lecture: Recruitment Seminar: Staffing calculations
	LO: Students gain knowledge about the theoretical background and the basic methods of recruitment.

COURSE DESCRIPTIONS

1.	Lecture: Selection and hiring. Employee selection techniques. Seminar: Measurement in selection.
----	---

	LO: Students gain knowledge about the theoretical background and the basic methods of selection.
2.	Lecture: Performance management Seminar: Exercises in performance management
	LO: Students gain knowledge about the theoretical background and the basic methods of performance management.
3.	Lecture: Reward Management Seminar: Rewarding systems and calculations.
	LO: Students gain knowledge about the theoretical background and the basic methods of reward management.
4.	Lecture: Human resource development and learning Seminar: Case studies.
	LO: Students gain knowledge about the theoretical background and the basic methods of HR development.
5.	Lecture: Organizational commitment and culture Seminar: Diagnosing organizational culture.
	LO: Students learn about the theoretical background and the basic methods of analysing and managing organizational culture.
6.	Lecture: HRM policies Seminar: Case studies.
	LO: Students gain knowledge about the theoretical background and the basic methods of HCM and human controlling.
7.	Lecture: Looking at the big picture: the HRM function as part of the organization Seminar: Case studies.
	LO: Students integrate their knowledge about the distinct areas of HRM.

Number of lessons: 2+1 Requirement: Exam Credit: 4
Prerequisite: International Financial Accounting I.
Neptun-code: GT_AGMNE016
Instructor: Dr. Vilmos Lakatos

Course goals:

The main goal of this subject is to allow students to gain knowledge, insights, and analytical skills in controlling.

Course content, topics:

The subject provides concepts, text, and cases in controlling and focuses on the building and running of integrated controlling systems; nevertheless, it emphasizes the techniques of the management control process. Students will understand how a firm's managers design, implement, and use planning and management control systems to implement the strategies.

Learning methods:

During the lectures, students will learn about the features, tasks, and methods of controlling. In practice, they perform calculations, case studies, and solutions that ensure that they acquire sufficient practice in controlling, decision support, and causal relationships.

Personal attendance is required in the lectures and seminars. The prerequisite for obtaining a semester's signature is that the students regularly visit the practice; the unjustified absence is allowed for up to three seminars. During the semester, two open-ended papers (week 7 and week 12) must be written for students from the theoretical and practical knowledge so far.

The condition of the signature is that the average of the two scoring points should give a minimum of 50% performance. Students can replace their scores below 50% in the last week of the term. Students can also gain +10% bonuses, as a presentation, from the mini-cases listed at the first seminar.

Assessment:

Obtaining the Exam: The exam is possible during the exam period. The exam is written; the examination paper contains practical and theoretical questions and tasks based on 50-50% of the curriculum delivered during the semester. The exam evaluated according to the following grading schedule:

- > 60% – 1
- 60% - 69% – 2
- 70% - 79% – 3

COURSE DESCRIPTIONS

- 80% - 89% – 4
- 90% - 100% – 5

Failed exams can be rewritten as regulated by the Statutes of Examination and Teaching during the examination period.

Compulsory readings:

[1] Lesson Material and Materials in E-learning interface: <https://elearning.unideb.hu/course/view.php?id=1403>

[2] R., N. ANTHONY - V. Govindarajan: Management Control Systems, McGraw-Hill/Irwin, 12th Edition, 2007, New York, NY, chapters 1-11.

Recommended readings:

Flamholtz, E. G.: Effective Management Control, Kluwer Academic Publishers, 1996.

Merchant, K.-Van der Stede, W.: Management Control Systems, Performance Measurement, Evaluation and Incentives, Prentice-Hall, 2012.

Week	Topics
1.	Comparison of financial and managerial accounting, relationship with controlling.
	LO: The student can see the place of managerial accounting in the company.
2.	Groups of Costs, flexible cost analysis
	LO: The student can distinguish and group costs
3.	The Role of Cost Calculation in Business Life
	LO: The student can use different costing methods
4.	The concept of controlling, the essence of controlling
	LO: The student can see the role and position of the controller in the management decision support
5.	A corporate controlling organization. Enterprise controlling system and operation. I.
	LO: The student can see the functioning of different controlling organizations
6.	A corporate controlling organization. Enterprise controlling system and operation. II.
	LO: The student can see the functioning of different controlling organizations

1.	Establishing enterprise controlling systems
----	---

	LO: The student can play a role in the development of the controlling organization
2.	The controller and its task
	LO: The student can see the tasks of the controller
3.	Corporate design. Operational and strategic planning
	LO: The student can use operational and strategic planning methods
4.	Performance measurement. Enterprise Performance Measurement Systems I.
	LO: The student can use performance measurement systems
5.	Performance measurement. Enterprise Performance Measurement Systems II.
	LO: The student can use performance measurement systems
6.	IT support for controlling
	LO: The student learns the IT support of controlling
7.	Functional Controlling Subsystems: Financial Controlling Additional Controlling Areas
	LO: The student can interpret the different controlling subsystems
8.	Controlling in practice
	LO: The student is familiar with the controlling system of an enterprise

COURSE DESCRIPTIONS

Subject: **EU Studies**

Neptun-code: GT_AGMNE114

Institute: Economics and World Economy

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Eszter Tóth

Course goals:

Surveying the European Union's evolution from the Rome Treaty to the present, the course captures the full story of Europe's ongoing integration, its changing identity, and its increasing importance as a global actor in the 21st century. The course consists of the history, institutions, and policies of the European Union, lays out the major elements of the European integration, and explain how the European Union functions.

Autonomy, responsibility:

- In a supervised professional work environment, they will be able to work and organize activities set out in their job description independently.
 - They will take responsibility for the development and justification of professional viewpoints.
 - They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.
 - They will be able to give a presentation and manage debates independently.
- They will take part responsibly in the work of professional forums within or outside the business organization.

Course content, topics:

Theories of European Integration. The Rome Treaty and Its Original Agenda: 1957-1975. The Single European Act and the Maastricht Treaty (1975-1993). Efforts to Reach the Next Level (1994-2008). Enlargement of the European Union. Institutional Dynamics in the European Union. Electoral Politics and Public Opinion. Economic and Monetary Union. The EU Budget, Common Agricultural Policy and Cohesion Policies. External Economic Relations of the European Union. Common Foreign and Security Policy. Justice and Home Affairs.

Learning methods:

The course is implemented as a lecture. Participation in the lectures is not compulsory; however, it is highly recommended. Occasionally external speakers are invited to make the course more colorful.

In the exam period, written exams will be organized to check students' knowledge.

Assessment

- Individual presentation on a specific subject (optional)
- Written exam in the exam period at the end of the semester (100%), three exam possibilities
- Final evaluation: 0–55% failed (1), 56–65% acceptable (2), 66–75% medium (3), 76–85% good (4), 86–100% excellent (5)

Compulsory readings:

- Handouts and presentations uploaded in the Moodle
- Horvath, Z. (2011): Handbook on the European Union. 4th edition, HVG-Orac Lapkiadó Kft., Budapest.
- Birol A. Yesilada – David M. Wood (2010): The Emerging European Union, 5th edition, Longman-Pearson, Washington.
- Jacques Pelkmans: European Integration – Methods and Economic Analysis – Part 2 (Ch 5-Ch10), Part3 Ch 11, Ch 12.
- Internal Market - Brochure of the European Commission
- or other study materials that are given during the classes.

Recommended readings:

- The official website of the EU: www.europa.eu
- EU Bookshop: www.bookshop.europa.eu
- EU Single Market: www.singlemarket20.eu
- Eurostat: www.ec.europa.eu/eurostat
- European Commission: www.ec.europa.eu

Week	Topics
1.	• Introduction to the course
2.	• General Introduction of the European Union
3.	• History and Development of European Integration I
4.	• History and Development of European Integration II
5.	• The Institutional Structure of the European Union
6.	• The Internal Market and the Four Freedoms
7.	An external speaker from the Europdirect Debrecen Office

COURSE DESCRIPTIONS

8.	• The Union's Competences,
----	----------------------------

	<ul style="list-style-type: none"> • Decision-making and Legislation in the EU, • EU Law
9.	<ul style="list-style-type: none"> • The Budget of the EU
10.	<ul style="list-style-type: none"> • The Economic and Monetary Union,
11.	<ul style="list-style-type: none"> • The Common Agricultural Policy and the Common Fisheries Policy
12.	<ul style="list-style-type: none"> • Regional Policy – Economic, Social and Territorial Cohesion in the EU
13.	<ul style="list-style-type: none"> • Justice and Home Affairs in the European Union, The External Policies of the European Union, Enlargement policy
14.	<ul style="list-style-type: none"> • Summary of the course

Subject: **Issues in Economic Development**

Neptun-code: GT_AGMNE116

Institute: Economics and World Economy

Number of lessons: 2+1 Requirement: Exam Credit: 4

Responsible instructor: Dr. László Erdey

Instructor: Dr. Ádám Márkus, Dr. Zsuzsanna Trón

Course goals:

The course covers a wide range of topics in development economics, starting with the fundamental statistical techniques of international comparison. This is followed by the treatment of some fundamental problems like income inequality, the accumulation and role of human capital, urbanization and rural-urban migration, main demographic trends.

Course content, topics:

Introducing Economic Development: A Global Perspective, Comparative Economic Development, Poverty, Inequality, and Development, Population Growth and Economic Development: Causes, Consequences, and Controversies, Urbanization and Rural-Urban Migration: Theory and Policy, Human Capital: Education and Health in Economic Development, Agricultural Transformation and Rural Development, The Environment and Development, Development Policymaking and the Roles of Market, State, and Civil Society

Learning methods:

The course is highly interactive between the class and the instructors. Through case studies/presentations and problems, students will have the opportunity to use the concepts and ideas presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.

Assessment:

The calculation of the final grade is as follows:

Midterm 30%

Endterm 30%

Classwork (seminars) 40%

Class participation (lectures), 10%

The final result will be evaluated according to the following schedule: 0-60%– 1, 61-70%– 2, 71-80%– 3, 81-90%–4, 91-110%– 5.

Students with a final result under 61% lose all points collected during the semester. They may assign for a make-up exam in the examination period.

COURSE DESCRIPTIONS

Compulsory readings:

Michael P. Todaro—Stephen C. Smith (2020): *Economic Development*, 13th Edition, Pearson, selected chapters (ISBN 9781292291154)

The instructor may provide a few additional readings during the semester

Recommended readings:

Abhijit V. Banerjee—Esther Duflo (2011): *Poor Economics, A Radical Rethinking of the Way to Fight Global Poverty and the Ways to End It*, Random House India

David N. Weil (2013): *Economic Growth*, 3rd Edition, International Edition, Pearson

Hans Rosling, Anna Rosling Rönnlund, Ola Rosling (2018): *Factfulness: Ten Reasons We're Wrong About the World—and Why Things Are Better Than You Think*, Flatiron Books, ISBN 9781250123817

Week	Topics
1.	Introducing Economic Development: A Global Perspective LO: How the Other Half Live, Economics, and Development Studies, What Do We Mean by Development? The Future of the Millennium Development Goals, Sustainable Development Goals
2.	Comparative Economic Development I. LO: Defining the Developing World, Basic Indicators of Development: Real Income, Health, and Education, Holistic Measures of Living Levels and Capabilities, Characteristics of the Developing World: Diversity within Commonality,
3.	Comparative Economic Development II. LO: How Low-Income Countries Today Differ from Developed Countries in Their Earlier Stages, Are Living Standards of Developing and Developed Nations Converging? Long-Run Causes of Comparative
4.	Poverty, Inequality, and Development LO: Measuring Inequality, Measuring Absolute Poverty, Poverty, Inequality, and Social Welfare, Absolute Poverty: Extent and Magnitude, Economic Characteristics of High-Poverty Groups, Policy Options on Income Inequality and Poverty: Some Basic Considerations, Summary, and Conclusions: The Need for a Package of Policies

5.	<p>Population Growth and Economic Development: Causes, Consequences, and Controversies</p> <p>LO: The Basic Issue: Population Growth and the Quality of Life, Population Growth: Past, Present, and Future, The Demographic Transition, The Causes of High Fertility in Developing Countries: The Malthusian and Household Models, The Consequences of High Fertility: Some Conflicting Perspectives, Some Policy Approaches</p>
6.	<p>Urbanization and Rural-Urban Migration: Theory and Policy</p> <p>LO: Urbanization: Trends and Living Conditions, The Role of Cities, The Urban Giantism Problem, The Urban Informal Sector, Migration and Development, Toward an Economic Theory of Rural-Urban Migration, Conclusion: A Comprehensive Urbanization, Migration, and Employment Strategy</p>
7.	Midterm
8.	<p>Human Capital: Education and Health in Economic Development I.</p> <p>LO: The Central Roles of Education and Health, Investing in Education and Health: The Human Capital Approach, Child Labor</p>
9.	<p>Human Capital: Education and Health in Economic Development II.</p> <p>LO: The Gender Gap: Discrimination in Education and Health, Educational Systems and Development, Health Measurement and Disease Burden, Health, Productivity, and Policy</p>
10.	<p>Agricultural Transformation and Rural Development</p> <p>LO: The Imperative of Agricultural Progress and Rural Development, Agricultural Growth: Past Progress and Current Challenges, The Structure of Agrarian Systems in the Developing World, The Important Role of Women, Core Requirements of a Strategy of Agricultural and Rural Development</p>

COURSE DESCRIPTIONS

11.	<p>The Environment and Development</p> <p>LO: Environment and Development: The Basic Issues, Global Warming, and Climate Change: Scope, Mitigation, and Adaptation, Economic Models of Environmental Issues, Urban Development, and the Environment, The Local and Global Costs of Rain Forest Destruction, Policy Options in Developing and Developed Countries</p>
12.	<p>Development Policymaking and the Roles of Market, State, and Civil Society</p> <p>LO: A Question of Balance, Development Planning: Concepts and Rationale, The Development Planning Process: Some Basic Models, Government Failure and Preferences for Markets over Planning, The Market Economy, The Washington Consensus on the Role of the State in Development and Its Subsequent Evolution, Development Political Economy: Theories of Policy Formulation and Reform, Development Roles of NGOs and the Broader Citizen Sector, Trends in Governance and Reform</p>
13.	Endterm
14.	Summary and Assessment

Subject: Communication with Customers and Conflict Handling

Neptun-code: GT_AGMNE085

Institute: Management and Organisational Sciences

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Responsible instructor: Dr. Mária Ujhelyi

Course goals:

This course aims to cover a wide range of knowledge and skills indispensable for creating customer service excellence. Focusing on problem-solving, communication strategies, and self-assessment transcends superficial elements and pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

Course content, topics:

Within this course, the following topics will be covered:

Customer service, customer service challenges, problem-solving, Strategy formulation, Empowerment, Communication in customer service, motivation, leadership, coping with challenging customers, customer retention and measurement of satisfaction, and excellence in customer service.

Students work in teams. They choose an organization they know well and prepare a 15-20-minute-long presentation to analyze and evaluate the customer service of that organization.

Learning methods:

Lectures, discussions, group assignments, role plays

Assessment:

Team assignment and written exam

Compulsory readings:

Timm, P. R. (2014): Customer Service. Career Success Through Customer Loyalty, Sixth Edition, Pearson Education Inc., Upper Saddle River, New Jersey

Harris, Elaine K. (2011): Customer Service: A Practical Approach, Fifth Edition Pearson Education Inc., Upper Saddle River, New Jersey

Recommended readings:

Robbins, Stephen P. – Judge, Timothy A. (2016): Essentials of Organizational Behavior, thirteenth edition, Global edition. Pearson Education Limited, Essex, England

Week	Topics
1.	Introduction, discussion of course content. LO: Understand the objectives of the course content and the requirements of the course.
2.	Customer service. Self-awareness. LO: Able to define customer service. Recognize the difference between customer expectations and customer perceptions. Understand the high cost of losing a customer. Understand why self-awareness is essential for providing excellent customer service.
3.	Little Things – Insight – Feedback – Expectations LO: Understand the structure and the content of the textbook
4.	Problem solving, conflicts, negotiation LO: Understand problem-solving and be able to explain the problem-solving process. Know how to use different problem-solving strategies. Understand and be able to analyze the conflict process. Understand the differences between distributive and integrative bargaining. Able to apply the five steps of the negotiation process.
5.	Strategy for formulating a plan for success and empowerment LO: Able to explain the importance of a mission and purpose statement. Define the strategy. Understand high-touch and low-touch customers. Use market segmentation. Know why empowerment is essential in customer service.
6.	Motivation and leadership in customer service LO: List common motivating factors. Know the job characteristics model and the way it motivates by changing the work environment. Able to compare the main ways jobs can be redesigned. Define leadership. Understand the characteristics of excellent leadership.
7.	Influencing others to give excellent service LO: Understand how to please customers
8.	The challenges of customer service LO: Able to identify common barriers to customer service, recognize and manage customer perception and assess primary and secondary expectations

9.	Coping with challenging Customers LO: Know how to cope with challenging customers and what to do when you make mistakes.
10.	Communication: Speaking and listening effectively LO: Understand the role of listening and communication in successful customer service.
11.	Non-verbal communication LO: Learn to read from gestures, understand cultural differences in non-verbal communication.
12.	Issues of customer retention. Measurement of customer satisfaction LO: Define the term retention. Able to explain the value of existing customers.
13.	Company case analysis LO: Work in teams. Compare your performance to other teams. Able to learn from feedback about performance.
14.	Company case analysis LO: Work in teams. Compare your performance to other teams. Able to learn from feedback about performance.

Subject: **Knowledge Economy** Neptun-code: GT_AGMNE086
Institute: Management and Organisational Sciences
Number of lessons: 1+2 Requirement: Practical course mark
Credit: 4
Instructor: Dr. Csilla Juhász

Course goals:

To guide students through understanding the meaning and forms of “knowledge” in economic and business disciplines, how knowledge societies and economies work, and the roles and functions of knowledge management within and among organizations.

Course content, topics:

Theoretical and practical knowledge about knowledge societies and economies and organizational level knowledge management models and the most important KM functions. Students will be able to identify, understand, and analyse knowledge and knowledge systems in organizations and their environment. The approach of the course is introductory and complex, trying to connect the course’s knowledge material to other economic and managerial disciplines.

Learning methods:

Lectures are responsible for transferring theoretical knowledge. Seminars are there to discuss these topics interactively and solve problems in teams or individually (case studies, specific methods or techniques, etc.).

Assessment:

Written examination test: 100%.

Grade limits: -50%: 1; 51-62%: 2; 63-74%: 3; 75-87%:4; 88+: 5.

Compulsory readings:

Jashapara, Ashok (2011): Knowledge Management - An integrated approach. 2nd Edition. New-Jersey. Pearson Prentice-Hall.

Frappaolo, Carl (2006): Knowledge Management. 2nd ed. Oxford. Capstone Publishing.

Gamble, Paul – Blackwell, John (2002): Knowledge Management. London. Kogan Page.

North, Klaus – Gita Kumta (2018): Knowledge Management: Value Creation Through Organizational Learning. 2nd ed. Springer, Cham, Switzerland.

Recommended readings:

Johnsen, Hans Christian Garmann (2016): The New Natural Resource: Knowledge Development, Society and Economics. Routledge, London.

Khan, B. Zorina (2020): *Inventing Ideas: Patents, Prizes, and the Knowledge Economy*. Oxford University Press, Oxford, USA.

Jacobs, Ronald L. (2019): *Work Analysis in the Knowledge Economy*. Palgrave Macmillan, New York, NY.

Syed, Jawad – Murray, Peter A. – Hislop, Donald – Mouzugi, Yusra (Eds.) (2018): *The Palgrave Handbook of Knowledge Management*. Palgrave Macmillan, London.

Week	Topics
1.	Lecture: Introduction, Requirements Seminar: Knowledge societies and economies.
	LO*: Basic concept of knowledge economy and society.
2.	Lecture: What is Knowledge Management? Seminar: Introductory case studies and exercises.
	LO. Understanding the KM concept.
3.	Lecture: The Evolution of KM. Theoretical background. Seminar: Case studies.
	LO. Understanding the place and role of KM among other managerial disciplines.
4.	Lecture: Intellectual Capital Seminar: Case studies and exercises.
	LO. Understanding the IC concept.
5.	Lecture: Knowledge creation Seminar: Case studies and exercises.
	LO: Understanding the challenges of knowledge creation.
6.	Lecture: Knowledge creation (2 nd part) Seminar: Case studies and exercises.
	LO: Understanding the challenges of knowledge creation.
7.	Lecture: Knowledge workers Seminar: Case studies and exercises.
	LO: Employees in knowledge societies: within firms and on the labour market
8.	Lecture: The SECI model in KM Seminar: Case studies and exercises.
	LO: Understanding the SECI model and its main critiques.

1.	Lecture: Mobilising Knowledge Seminar: Case studies and exercises.
	LO: Understanding knowledge mobilisation.
2.	Lecture: KM strategies Seminar: Case studies and exercises.
	LO: The strategic management aspects of KM.
3.	Lecture: The Knowledge Management Systems Seminar: Case studies and exercises.
	LO: Ability to see the “big picture” regarding KM.
4.	Lecture: Implementing Knowledge Management Seminar: Knowledge maps
	LO: Understanding the challenge of turning KM knowledge into action.
5.	Lecture: Information and Communication Technologies Supporting the Digital Transformation of Knowledge Work Seminar: Case studies and exercises.
	LO: Practical knowledge about the role of ICT in KM.
6.	Lecture: Knowledge management projects Seminar: Case studies and exercises.
	LO: Managing knowledge through projects.

Subject: **Measuring Economic Performance across Countries**

Neptun-code: GT_AGMNE072

Institute: Economics and World Economy

Number of lessons: 0+2

Requirement: Exam

Credit: 3

Instructor: Dr. Pál Czeglédi

Course goals:

In the past few decades, cross-country comparisons of economic development and well-being have become popular and widely used in economics. These kinds of analyses could not be done without different cross-country databases. This course aims to familiarise the students with some of these databases and how they can use them in economic analysis.

Course content, topics:

During the course, we will discuss conventional and non-conventional measures of well-being and economic development and their determinants with special attention to those measures that describe the quality of institutions of different countries or regions, such as the indexes of economic and political freedom or the business environment. We will also discuss how economics helps us understand the construction of those measures and interpret the results that have been derived from them.

Learning methods:

Lectures with the help of slides

Assessment:

The students will be able to take online tests on some randomly chosen occasions. The results of these tests will be considered together with that of the final exam.

The written exam will be evaluated as the following:

0 - 50% – fail (1)

50%+1 points - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

Heyne, P., Boettke, P. and Prychitko, D. (2010). *The Economic Way of Thinking*, 12th Edition. Pearson Education International, New Jersey. Chapter 12, pp. 299-308, chapter 13, pp. 329-345.

The World Bank (2006). *Where is the Wealth of Nations? Measuring Capital for the 21st Century*. The World Bank, Washington D. C. chapter 1 and 2, pp.

COURSE DESCRIPTIONS

- 3-32. <http://siteresources.worldbank.org/INTEEI/214578-1110886258964/20748034/All.pdf>
- The World Bank (2010). *The Changing Wealth of Nations: Measuring Sustainable Development in the New Millennium*. The World Bank Washington D. C. chapter 1, pp. 3-26
<http://siteresources.worldbank.org/ENVIRONMENT/Resources/ChangingWealthNations.pdf>
- Sen, A. K. (1999). *Development as Freedom*. chapter 2 and 6, pp. 35-53, 146-159
- Leeson, P. T. (2010). *Property Rights*. Fraser Forum, April.
http://www.peterleeson.com/Property_Rights.pdf
- Studenmund, A. H. (2011). *Using Econometrics. A Practical Guide*. 6th edition. Boston: Pearson. Chapter 1, 2. pp. 5-66
- The World Bank (2016a). *Worldwide Governance Indicators*.
<http://info.worldbank.org/governance/wgi/index.aspx#doc>
- The World Bank (2016b). *Doing Business 2016: Measuring Regulatory Quality and Efficiency*. pp. 1-26.
<http://www.doingbusiness.org/~media/GIAWB/Doing%20Business/Documents/Annual-Reports/English/DB16-Full-Report.pdf>
- Coppedge, M., Lindberg, S., Skaaning, S-E., Teorell, J. (2015). Measuring high level democratic principles using the V-Dem data. *International Political Science Review*, 37(5), 580-593.
- Coppedge, M., Gerring, J., Knutsen, G. H., Krusell, J., Medzihorsky, J. Pernes, J., Skaaning, S.-E., Stepanova, N., Teorell, J., Tzelgov, E., Wilson, S. L, Lindberg, S. I. (2019). The Methodology of “Varieties of Democracy” (V-Dem). *Bulletin of Sociological Methodology*, 143(1), 107-133.
- Voigt, S. (2019): *Institutional Economics: An Introduction*. Cambridge University Press, Cambridge, UK, pp. 107-157.
- Recommended readings:*
- Olson, M. (1996). Big Bills Left on the Sidewalk: Why Some Nations Are Rich, and Others Poor. *Journal of Economic Perspectives* 10. 2. 3-24.
- Gwartney, J. – Lawson, R. – Hall, J. (2019). *Economic Freedom of the World 2019 Annual Report*. Vancouver: The Fraser Institute, forthcoming. chapter 1. <https://www.fraserinstitute.org/studies/economic-freedom-of-the-world-2019-annual-report>

Week	Topics	
1.	Introduction and overview of the course LO: The main cross-country patterns and historical development of GDP per capita	lecture slides
2.	Measuring GDP across countries: The Penn World Table I LO: How to use GDP figures in international comparisons	Heyne, Boettke, Prychitko, chapter 12, pp. 299-308, chapter 13, pp. 329-345.
3.	Measuring GDP across countries: The Penn World Table II LO: The main principles of calculating the figures in PWT	Heyne, Boettke, Prychitko, chapter 12, pp. 299-308, chapter 13, pp. 329-345.
4.	Measuring and comparing wealth across countries LO: The meaning of the wealth of a country and its parts; the concept of intangible wealth.	The World Bank 2006, chapter 1 and 2, pp. 3-32 The World Bank 2010, chapter 1 pp. 3-26
5.	A more general approach to measuring welfare: HDI and its theoretical basis LO: The theoretical principles of HDI. How to calculate the HDI?	Sen, 1999, Introduction and chapter 1, pp. 3-34.

6.	What are institutions, and why do they matter? LO: The meaning of institutions, their economic roles in general.	Olson 1996; Voigt 2019
7.	The methodology of exploring the determinants of welfare: cross-country regressions LO: How to read a table with results from a regression run on cross-country data	Studenmund 2011, chapter 1, 2, pp. 5-66
8.	Economic freedom: the concept and relevance of economic freedom LO: What is economic freedom, and why is it important for economic development?	Voigt 2019
9.	Economic freedom: the Fraser Institute's Economic Freedom of the World Index LO: How is economic freedom measured?	Voigt 2019
10.	Governance: The World Bank's Worldwide Governance Indicators Project LO: How does the World Bank assess the quality of institutions?	The World Bank 2016a
11.	The business environment: The Doing Business Project LO: How does the World Bank assess the business environment?	The World Bank 2016b
12.	Why political institutions matter: Political rights and civil liberties LO: The significance of democratic institutions for economic development: opposing views	Sen, 1999, chapter 6, pp. 146-159.
13.	Why political institutions matter: Measuring democracy LO: The measurement of democracy: what is to be considered?	Coppedge et al. 2015, 2019
14.	Summary LO: Having an overview and understanding of the relations between the different measures covered	

Subject: **Business Planning**

Neptun-code: GT_AGMNE018

Institute: Applied Economic Sciences

Number of lessons: 1+2

Requirement: Practical course mark

Credit: 3

Prerequisites: Introduction to Business

Neptun-code: GT_AGMNE036

Responsible instructor: Dr. Krisztián Kovács

Instructor: Dr. László Szöllősi, Dr. Viktória Vida

Course goals:

The course aims to let and make students understand and acquire the knowledge that is connected to the business planning activities of enterprises in market economies and the theoretical knowledge these activities are based on; the main points and necessity of business planning, its information requirements, its role in how enterprises work and the details of the planning itself, on which the course wished to put special emphasis. The course creates a synthesis of a lot of the material covered by other subjects, which means the students are supposed to have become familiar with; the material of all those economic subjects that studies have covered before the course: micro- and macro-economics, finances, enterprise finance, marketing, enterprise management, accountancy, management, and economic analysis. Also, students prepare a business plan for a company based on the instructor's guidelines in teamwork (3-4 persons).

Attitudes:

For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach, and they will be constructive, cooperative, and initiative in projects or teamwork.

They will be receptive to new information, professional know-how, and methodology, open to undertaking new and independent tasks and responsibilities requiring cooperation. They will seek to develop their knowledge base and working relations through cooperation with others.

Autonomy, responsibility:

In a supervised professional work environment, they will be able to work and organize activities set out in their job description independently. They will take responsibility for their analyses, conclusions, and decisions. They will be able to work independently (methodology and technique selection; organization, planning, and managing of work; data collection, systematization, analysis, and evaluation; general and professional development).

COURSE DESCRIPTIONS

Course content, topics:

- Introduction of the requirements;
- Planning in businesses, types of business plans; the process and methodology of business planning;
- Strategic planning, strategy creation in enterprises, strategic planning process, phases, strategic planning tools, and methods;
- Action planning, aspects of action planning, planning of innovation; business planning, business planning practice, methods, and content;
- Executive summary;
- General company description;
- Sectorial analysis;
- Products and services;
- Operational plan;
- Marketing plan;
- Management and organization;
- Capitalization and structure;
- Financial plan;
- Risk management;
- Schedule of major milestones;
- Preparation of a home essay (the business plan of a given business);
- Student presentations;

Learning methods:

The students prepare a business plan in a team of 3-4 people. The business plan's main content and formal requirements are contained in the appendix to the course program, which is supplemented by the instructor's regulations. The essay can be submitted electronically by sending it to the instructor's e-mail address. The preparation of the homework without proper content and form requirements and the failure to comply with the deadline will result in the rejection of the essay and the course signature.

The students will give an oral presentation and defend their work in 15 minutes following the business plan submission.

The written exam's theoretical and practical (computational) tasks are formulated from the course topics as true-false questions, definition-type questions, explaining questions, and simpler or more complex computing tasks.

Assessment:

The semester ends with a professional grade. The final grade includes the result of the home essay (business plan) prepared based on the regulations and submitted to the deadline (max. 20 points), the result of the oral presentation

(max. 5 points) and the result of the written exam written in the exam period (up to 65 points). The result of the home essay is determined by its professional, methodological quality, and numerical accuracy of the data contained therein. The semester is considered completed if both the business plans submitted, the presentation, and the exam are successful (minimum 50% performance).

Borders points: 0-45 (1)
 46-57 (2)
 58-68 (3)
 69-79 (4)
 80-90 (5)

Compulsory readings:

–Szöllősi, L. – Kovács, K. – Vida, V.: Business Planning Basics – workbook. University of Debrecen, Debrecen, 2019. 64 p.

–Szöllősi, L (ed.): Business Planning: University Textbook – Theory. DE AGTC, Debrecen, 2013. 129 p.

–Siegel, E.S. – Ford, B.R. –Bontsein, J.M.: The Ernest & Young Business Plan Guide. CONEX Kft., Budapest, 1996. 226 p.

Recommended readings:

–Dewhurst, J.A.: An Introduction to Business and Business Planning – Introducing Business through the Development of a Business Plan. bookboon.com, 2014. 123 p.

Week	Topics
1.	Introduction of the requirements; Elements; LO: Students know the basic concepts and elements of business planning.
2.	Planning in businesses, types of business plans; the process and methodology of business planning; LO: Students know the various plans, their specifics, and the basic relationships between them. They are familiar with the basic goals and objectives of the business planning, the main processes of planning, the necessary information, and their resources; they can develop business concepts and know the main content and structure of business plans.

3.	Strategic planning, strategy creation in enterprises, strategic planning process, phases, strategic planning tools, and methods; LO: Students know the basic methodological and professional issues of strategic planning; they can draft long-term vision, mission, and strategic goals and assign them medium-term goals and actions.
4.	Action planning, aspects of action planning, planning of innovation; Business planning, business planning practice, methods, and content; Executive summary; General company description; LO: Students know the methodological and professional issues of action (tactical) planning, know the practice, methods, and detailed content of it. They know the basic professional and content elements of writing an executive summary. They are familiar with the content and professional elements of a factual presentation of an existing or starting business.
5.	Sectorial analysis; LO: Students are familiar with the main professional and methodological issues of sectorial analysis; they can collect secondary data to present an industry and make findings and conclusions about the situation of the proposed enterprise within the industry.
6.	Products and services; LO: Students know how to present the product/service and the professional questions needed to present the product/service market needs. They can collect and process-related data.
7.	Operational plan; LO: Students know the professional issues to be addressed in the operational plan. They can compile and professionally view the real processes of a given production/service/trade activity. They can identify and calculate the resources (fixed and current assets) needed to implement the business concept and their quantity.

8.	<p>Marketing plan;</p> <p>LO: Students know the professional questions to be answered in the marketing plan and the methods to be applied (PEST, SWOT, Porter's five forces model). Based on this, they can collect data and compile a marketing situation report. They can formulate marketing objectives and related marketing strategies. They are familiar with the core professional issues and relationships of market segmentation, target market definition, target-market strategies, pricing and sales promotion, and marketing budgeting.</p>
9.	<p>Management and organization; Capitalization and structure;</p> <p>LO: Students can develop and present a human resource policy and strategy related to the needs derived from the operational plan. They are familiar with the principles of corporate finance and able to make decisions about involving external financial resources.</p>
10.	<p>Financial plan I.;</p> <p>LO: Students know the financial statements of business activity, the data and methods necessary to prepare these statements, and the relationships between real and financial processes. They can compile, evaluate, and analyze a sales plan, cost plan, profit, and loss plan. They know the professional and methodological context of the compilation of a balance sheet. They can prepare and evaluate a cash flow plan.</p>
11.	<p>Financial plan II.;</p> <p>LO: Students know the methods and indicators used to analyze the financial plan data: Breakeven analysis, investment analysis (net present value, internal rate of return, profitability index, discounted payback period), financial indicators (liquidity measurement ratios, debt and credit ratios, profitability ratios, efficiency ratios, capital structure ratios, financial strength ratios, growth rates).</p>
12.	<p>Risk management; Schedule of major milestones;</p> <p>LO: Students know the forms and types of risks that can arise in the business and the general tools and methods that can be applied to control them. They know the sensitivity analyses and are able to perform critically and scenario analysis of the business plan. They can view and timely schedule the tasks required to carry out a business concept.</p>

COURSE DESCRIPTIONS

13.	Presentation of business plan – professional and structural content; LO: Students know the professional and structural content of the presentation of a business plan.
14.	Student presentations; LO: As a result of the presentation, students will be able to highlight and introduce the most important relationships and develop their presentation and debate skills.

Content and form requirements of the business plan

The required structure and content requirements of the business plan:

Cover page;

Contents;

1. Identification data;
2. Executive summary;
3. General company description;
4. Sectorial analysis;
5. Products and services;
6. Operational plan;
7. Marketing plan;
8. Management and organization;
9. Capitalization and structure;
10. Financial plan;
11. Risk management;
12. Schedule of major milestones;

Annexes;

It is a requirement for each chapter to be elaborated in detail with the topic. Submission of a business plan with incomplete content (missing chapter) will result in the rejection of the essay and the course signature.

Formal requirements of the business plan:

- Min. 35 pages;
- Font type: Times New Roman, font-size: 12, single spacing, margin: 2.5 cm;
- For the editing of tables and figures and other formal requirements, the formal requirements of the diploma work are guiding.
- The essay can be submitted electronically by sending to the instructor's e-mail address, which includes three files:
 - 1) Business plan in a Word document (*.doc);
 - 2) An excel document containing figures and background calculations presented in the business plan (*.xls);
 - 3) Slides of the presentation (*.ppt);

COURSE DESCRIPTIONS

Subject: **International Business**

Neptun-code: GT_AGMNE022

Institute: Economics and World Economy

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Responsible instructor: Dr. László Erdey

Course goals:

This course will provide a broad background on a wide range of issues related to international business. We examine the challenges facing managers that are competing in a dynamic and global business environment. The study emphasizes intercultural awareness, effective work performance, and a global perspective of management, business, and careers. The course focuses on both the acquisition of knowledge and the development of skills. The goal is to improve your global competence by helping you understand: the economic, political, technological, and legal environment faced by global organizations; how culture can facilitate or hinder organizational success; approaches and options for developing effective strategies for international and global organizations; and the behavioral and human resource practices that define successful global organizations.

Course content, topics:

Globalization of Markets and The Internalization of the Firm, The Cultural Environment of International Business, Ethics, Corporate Social Responsibility, Sustainability and Governance in International Business, Theories of International Trade and Investment, Political and Legal Systems in National Environments, Government Intervention and Regional Economic Integration, Understanding Emerging Markets, The International Monetary and Financial Environment; Financial Management and Accounting in the Global Firm, Strategy, and Organization in the International Firm, Global Market Opportunity Assessment, Exporting and Global Sourcing, Foreign Direct Investment and Collaborative Ventures, Licensing, Franchising, and Other Contractual Strategies, Marketing in the Global Firm, Human Resource Management in the Global Firm

Learning methods:

The application of international business concepts will be practiced using various methods, including instructor lectures, presentations, videos, case analyses, and active in-class discussions of current international management issues.

Assessment:

The calculation of the final grade is as follows:

Tests 70%

Case analysis detailed (10-15 minutes, not using any kind of notes) oral presentation 30%

Class Participation 10%

The final result will be evaluated according to the following schedule:

0-50%– 1, 51-63%– 2, 64-76%– 3, 77-88%– 4, 89-110%– 5

Students with a final result under 51% lose all points collected during the semester. They may assign for a 90-minute make-up exam in the examination period. Make-up exams include multiple-choice, short essay questions, and solving short case studies.

Compulsory readings:

S. Tamer Cavusgil, Gary Knight, John R. Riesenberger (2020): International Business: The New Realities, Global ed., 5th edition, Pearson, [2020], ISBN: 978-1292303246

Recommended readings:

The instructor may provide a few additional readings during the semester. The continuously updated content in the Facebook group: DEGTKKTKNG

Week	Topics
1.	Introduction: What is International Business? LO: Describe the key concepts in international business. Understand how international business differs from domestic business. Identify major participants in international business. Describe why firms internationalize. Appreciate why you should study international business.
2.	Globalization of Markets and the Internationalization of the Firm LO: Understand market globalization as an organizing framework. Know the drivers of globalization. Understand technological advances and globalization. Comprehend the dimensions of globalization. Appreciate firm-level consequences of market globalization. Understand the societal consequences of globalization.

COURSE DESCRIPTIONS

3.	<p>The Cultural Environment of International Business LO: Understand culture and cross-cultural risk. Learn the dimensions of culture. Appreciate the role of language and religion in culture. Appreciate culture’s effect on international business. Learn models and explanations of culture. Understand the managerial implications of culture.</p>
4.	<p>Ethics, Corporate Social Responsibility, Sustainability, and Governance in International Business LO: Appreciate ethical behavior and its importance in international business. Recognize ethical challenges in international business. Understand corporate social responsibility. Understand sustainability. Know the role of corporate governance. Learn about a framework for making ethical decisions.</p>
5.	<p>Theories of International Trade and Investment LO: Appreciate why nations trade. Learn about how nations can enhance their competitive advantage. Understand why and how firms internationalize. Explain the strategies internationalizing firms use to gain and sustain competitive advantage.</p>
6.	<p>Political and Legal Systems in National Environments LO: Distinguish political and legal environments. Understand political systems. Understand legal systems. Know the participants in political and legal systems. Identify types of country risk produced by political systems. Identify types of country risk produced by legal systems. Know about managing country risk.</p>
7.	<p>Government Intervention and Regional Economic Integration LO: Understand the nature of government intervention. Know the instruments of government intervention. Explain the evolution and consequences of government trade intervention. Describe how firms can respond to government trade intervention. Understand regional integration and economic blocs. Identify the leading economic blocs. Understand the advantages and implications of regional integration.</p>

8.	<p>Understanding Emerging Markets LO: Understand advanced economies, developing economies, and emerging markets. Know what makes emerging markets attractive to international business. Learn how to assess the true potential of emerging markets. Evaluate the risks and challenges of emerging markets. Learn the success strategies for emerging markets. Understand corporate social responsibility, sustainability, and the crisis of global poverty.</p>
9.	<p>Global Market Opportunity Assessment LO: Understand analyzing organizational readiness to internationalize. Determine the suitability of products and services for foreign markets. Describe screening countries to identify target markets. Understand assessing industry market potential. Explain about choosing foreign business partners. Know about estimating company sales potential.</p>
10.	<p>Exporting and Global Sourcing LO: Understand exporting as a foreign market entry strategy. Describe how to manage export-import transactions. Explain identifying and working with foreign intermediaries. Understand outsourcing, global sourcing, and offshoring. Describe the benefits and risks of global sourcing. Understand global sourcing strategies and supply-chain management.</p>
11.	<p>Foreign Direct Investment and Collaborative Ventures LO: Understand international investment and collaboration. Describe the characteristics of foreign direct investment. Explain the motives for FDI and collaborative ventures. Identify the types of foreign direct investment. Understand international collaborative ventures. Discuss the experience of retailers in foreign markets.</p>

12.	Licensing, Franchising, and Other Contractual Strategies LO: Explain contractual entry strategies. Understand licensing as an entry strategy. Describe the advantages and disadvantages of licensing. Understand franchising as an entry strategy. Explain the advantages and disadvantages of franchising. Understand other contractual entry strategies. Understand the infringement of intellectual property, a global problem.
13.	Marketing in the Global Firm LO: Explain the global market segmentation. Understand the standardization and adaptation of international marketing. Describe global branding and product development. Explain international pricing. Understand international marketing communications. Describe international distribution.
14.	Human Resource Management in the Global Firm LO: Understand the strategic role of human resources in international business. Explain international staffing policy. Know about the preparation and training of international employees. Discuss performance appraisal and compensation of international employees. Understand international labor relations. Describe diversity in the international workforce.

1. COURSE AND EXAM REQUIREMENTS

Required readings are from the Cavusgil—Knight—Riesenberger (2017) text. Chapters must be read before the first day that each chapter is listed in the syllabus. The instructor may provide a few additional readings during the semester. For each course topic, the instructor presents content related to that topic and facilitates discussion.

Attendance Policy, Participation:

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from class for any reason will result in your final course average being lowered. Class participation will be evaluated based on the quantity and the quality of individuals' contributions. On occasion, without notice, students will be called upon to make the opening statement describing the facts of a case or to address a specific issue during class discussion. In-Class Activities are designed to illustrate and expand the subject at hand. Full and enthusiastic engagement is expected in these activities. These will comprise debates, role-playing, discussions of issues of

study, expansion of homework assignments. Practice critical thinking and creativity. Listen attentively and treat peers with patience and respect.

Participation is particularly important in our case study coverage. The purpose of case studies is to apply the course's concepts to a real-life situation actively, and your critical thinking and ability to communicate that thinking is essential to an effective discussion of the case and its use as a learning tool. Participation in the discussion of readings and exercises is important, too.

Case analysis and oral presentation

Each student will analyze two short cases from the textbook. Your oral presentation (preparing PowerPoint slides is compulsory!) will be graded in two parts: content and delivery. Content includes whether your presentation was accurate, complete, specific, and detailed. Delivery includes whether your case presentation was engaging, lively, special, upbeat, and clear.

During each case presentation, the class will ask the presenting person questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analyses presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analyses or information. Helpful criticism, praise, and compliments should be given, as appropriate. Everyone needs to attend class and participate in these class discussions.

Tests

There will be tests at the beginning of each seminar based on the previously covered chapters.

Course Etiquette

- No cell phone calls or texting
- Bring laptop computers only for taking notes & in-class research
- Arrive on time
- No wandering in and out of class
- Let me know what you would like to be called in class. Use your name tent in every class.

Assignments due dates and dates of other evaluated activities are indicated on the schedule. Late assignments will incur a penalty. The penalty amount will be a minimum of 50% of the assessed mark for the first week of lateness. You should note that make-up assignments will not normally be given. The only exception will be a natural disaster, documented serious emergency or illness of the student or immediate family member. In all relevant cases, a physician's confirmation will be required. Make-ups will not be given because the date of the assignment happens to clash with student's

COURSE DESCRIPTIONS

travel plans, sports activities, or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by an independent third party.

Zero Tolerance

There is a zero-tolerance cheating policy during this course. Students caught violating the academic honesty policy will face a severe penalty. Any offense will result in a 0 on an assignment or test.

Subject: Decision Theory and Methodology

Neptun-code: GT_AGMNE015

Institute: Economics and World Economy

Number of lessons: 1+2 Requirement: Practical course mark

Credit: 4

Instructor: Dr. Andrea Karcagi-Kováts

Course goals:

The goal of the course is to make students able to formalize and solve decision problems. Types of problems, levels, methods, and phases of decision making; theoretical conceptions and applications are addressed.

Course content, topics:

Demonstration of the mathematical background of Decision Theory: multicriteria decision problems, decision making under uncertainty, optimisation with constraints. Review of the software solutions which are aimed to help the employees' decision making.

Learning methods:

The focus of the course lies in practical problem-solving. Through real-life examples, various theoretical concepts and their mathematical background are introduced and explained. Students also use software tools that support decision-making in different frameworks.

Assessment:

Two midterm tests during the semester. 50% of the total score must be reached to pass the course.

Compulsory readings:

- [1] Lecture slides – to be made available by the instructors
- [2] White, D. (2006): Decision Theory. Aldine Transaction

Recommended readings:

- [3] Cooke, S – Slack, N. (1991): Making Management Decisions, Prentice Hall

Week	Topics
1.	Introduction, discussion of topics and requirements LO: understanding the topics and problems addressed
2.	Basic concepts of multicriteria decision making LO: framework of multicriteria decision problems
3.	Practical problem solving with basic tools LO: gain experience in simple support methods
4.	Group decisions LO: understanding the main features group decisions
5.	Ranking methods LO: understanding the relationship between ranking methods and decision support
6.	The Electre method I. LO: getting acquainted with a developed support method
7.	The Electre method II. LO: gaining practice
8.	Uncertainty and Consumer Utility LO: understanding the role of uncertainty in decision making
9.	Decisions under Uncertainty. Decision Trees LO: understanding the framework of decision trees and their use in practice
10.	Decisions under Uncertainty. expected utility - practice LO: modelling the decision maker's behaviour
11.	Basic Concepts of Mathematical Programming LO: mathematical background of conditional optimisation
12.	Optimization with Excel Solver Tool I. LO: gaining practical problem-solving experience
13.	Optimization with Excel Solver Tool II. LO: gaining practical problem-solving experience
14.	Summary of the topics, preparation for the exam LO: review and criticism of topics discussed

Subject: **Regulation Theory**

Neptun-code: GT_AGMNE119

Institute: Economics and World Economy

Number of lessons: 2+0 Requirement: Practical course mark

Credit: 3

Instructor: Dr. István Kovács

Course goals:

The course is aimed at making students familiar with the basic concepts of economic regulation. The course will focus on the theoretical bases of regulation, the welfare effects of regulation, and the rationales for regulating industries. By the end of the course, students should use the basic models to reveal the effects of real-life economic regulation.

Course content, topics:

Market failures, Public vs private interest theory, Capture theory, Natural monopoly, Rate of return regulation, Price-cap regulation, EU competition policy, Market power, Relevant market, Network industries

Learning methods:

Lectures, using PowerPoint presentations

Teamwork and presentations

Assessment:

The course ends with a written exam.

In the case of exams that reach at least 40% of the points, we can add extra points (up to plus 10%) based on group presentations. Presentations are optional and must be arranged with the teacher.

The course grades (based on exam points and extra points) are given according to the following schedule:

0 - 50% – failed (1)

50% - 63% – passed (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

Carlton, D.W. – Perloff, J.M. (2005): Modern industrial organization. Boston: Pearson/Addison Wesley

Motta, M. (2004): Competition policy: theory and practice. Cambridge: Cambridge University Press

Viscusi, W.K. – Vernon, J.M. – Harrington, J.E. (2005): Economics of regulation and antitrust. Cambridge, Mass.: MIT Press

COURSE DESCRIPTIONS

Week	Topics
1.	Introduction to regulation LO: Clarifying course requirements, grade assessment, basic questions of regulation
2.	Microeconomic foundations LO: Principles of microeconomics (constrained optimization, rationality), Pareto efficiency
3.	Market failures LO: Public goods, externalities, monopoly, information asymmetry
4.	Public interest theory of regulation LO: Internalizing externalities
5.	Government failures LO: Types and examples of government failures
6.	The motivation behind economic regulation: capture theory of regulation, historical background LO: Motivation of interest groups, ways of capturing regulators
7.	Regulating natural monopolies LO: Natural monopoly, welfare losses, economies of scale, economies of scope
8.	Rate of return, Averch-Johnson effect LO: RoR, Averch-Johnson effect, overcapitalization, gold-plating
9.	Price cap LO: Price-cap regulation, X-factor
10.	Competition policy LO: Sources of EU Competition Law, EC Treaty articles (101-109)
11.	Market definition, market power, and welfare LO: SSNIP test, relevant market, Measuring market power, concepts of dominance
12.	Network industries, network externalities LO: Network effects, Lock-in, Path dependency
13.	Case studies LO: teamwork presentation
14.	Case studies LO: teamwork presentation

Subject: Entrepreneurship Theory and Application

Neptun-code: GT_AGMNE123

Institute: Economics and World Economy

Number of lessons: 2+0 Requirement: Practical course mark

Credit: 3

Responsible instructor: Dr. Judit Edit Futó

Instructor: Dr. Judit Katonáné Kovács

Course goals:

The course aims to discuss economic topics related to entrepreneurship. The course introduces the entrepreneurial process from idea to implementation. The economic theory of creative destruction is discussed in detail. Venture capital as a financial form is another main topic of the course.

Course content, topics:

Entrepreneurial process, innovation, micro-financing, venture capital, business angel, intellectual property rights, social entrepreneurship

Learning methods:

Lectures with slide presentations.

Assessment:

The course ends with a written exam in the exam period. There will not be a midterm test.

There will be a chance to make a short presentation during the semester for extra points.

Grade determination:

- 0–50% failed (1)
- 50,01%–64% acceptable (2)
- 64,01%–76% medium (3)
- 76,01%–87% good (4)
- 87,01%–100% excellent (5)

Compulsory readings:

Bygrave, W. – Zacharikis, A. (2019): Entrepreneurship. 2nd Edition. John Wiley & Sons, Hoboken, NJ.

Metrick, A (2006): Venture capital and the finance of innovation, John Wiley & Sons

Week	Topics	Readings
1.	Introduction LO: Clarifying course requirements, assessment	
2.	The power of entrepreneurship LO: Introduction of the most important terms and definitions of the topic. Be able to introduce the social characteristics of a typical entrepreneur.	Chapter 1
3.	Entrepreneurial Process LO: Should be able to introduce the elements of the entrepreneurial process	Chapter 2
4.	Innovation and Entrepreneurship (Creative Destruction) LO: Be able to introduce the model of creative destruction	Chapter 3
5.	Resource Analysis LO: How do social resources affect entrepreneurial abilities?	Chapter 3
6.	Economics of Ideas LO: Be able to argue the social good feature of business ideas	Chapter 3
7.	Funding methods in micro-enterprises I.: Economics of microcredit LO: Be able to evaluate the social role of micro-credits	Chapter 9
8.	Funding methods in micro-enterprises II.: Economics of Venture Capital LO: Be able to evaluate the social role of venture capital investments	Chapter 9 Metrick (2006): Chapter 1-6

9.	Business Angels LO: Be able to make a difference between informal and formal investment	working papers
10.	Venture capital investment in practise LO: Be able to compare different countries of venture capital investment	working papers
11.	Venture capital investment in practise LO: Be able to compare different countries of venture capital investment	working papers
12.	The Economic Role of the Institution of Intellectual Property LO: The economic impact of IPR interventions of governments	Chapter 13
13.	Economics of Social entrepreneurship LO: Discuss the micro and macroeconomic roles of social entrepreneurs	Chapter 15
14.	Overview of the course LO: A coherent, structured view of the course material	

Subject: **Project Management**

Neptun-code: GT_AGMNE089

Institute: Applied Economic Sciences

Number of lessons: 1+2

Requirement: Practical exam

Credit: 4

Instructor: Dr. Viktória Vida

Course goals:

The main aim of the course is to give an insight into the most widely accepted techniques and theoretical considerations of general project management. The other goal of the course is to get students acquainted with project management basics, methodology, and key project management features (e.g., project, planning, organization, implementation, monitoring, and evaluation, etc.). After acquiring the subject, students prepare and carry out projects and develop the basic knowledge needed to make the applications.

Course content, topics:

Theoretical and practical knowledge about project management basic definitions, functions (definition, planning, procurement, quality management, time and cost control, project examination) and techniques (problem and objective trees, log frame, Gantt charts, network diagrams, line of balance, time and cost control calculations).

Learning methods:

Lectures are responsible for transferring theoretical knowledge and basic concepts. Seminars are part of the course, and the students prepare their project plans in teamwork under the guidance of the lecturer.

The final grade will be the following: The maximum point of the project plan is 40 points. The maximum point of the written exam is 60 points. Signature is a requirement for participation in the seminars (30 per cent absence is allowed) and sending the team project plan.

Assessment:

Based on the final (five-grade) grade and written points and the project plan (Written paper max. 60 points; Project plan: 40 points; Totally: 100 points). The requirement of a minimum of 60% performance. Each team member has a written score of the same.

The semester ends with a practical assignment. The final result will be evaluated according to the following schedule:

0–59% failed (1)

60–66% satisfactory (2)

67–75% average (3)

76–84% good (4)

85–100%

excellent (5)

Compulsory readings:

I. Szűcs (2017): Slide of lectures and exercises, 2017.

Jack R. Meredith – Samuel J. Mantel. Jr. (2009): Project management – A Managerial Approach, Seventh edition, USA, John Wiley & Sons, Inc. ISBN-13 978-0-470-22621-6

Recommended readings:

M. C. Thomsett (1990): The Little Black Book of Project Management, AMACOM, 1990.

J. M. Nicholas – H. Steyn (2012): Project Management for Engineering, Business and Technology fourth edition, 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN, ISBN: 978-0-08-096704-2

Week	Topics
1.	Lecture: Course introduction, Theoretical background of Project Management: definitions, project types, project phases, PCM, project resources. Seminar: Introductory case studies.
	LO*: The students will understand the PM function and its role within organizations.
2.	Lecture: Defining and planning the project. Seminar: Project planning case studies.
	LO. The students will understand how features are about the inner structure of projects.
3.	Lecture: Project Planning I.: project idea, project proposal, project plan; Feasibility Study (Brainstorming; SWOT analysis) Seminar: SWOT case studies.
	LO. Students gain knowledge about the theoretical background and the basic methods of project planning.

4.	Lecture: Project Planning II.: Logical Framework Approach (LFA); Situation analysis, Problem exploration; Objective analysis, target system strategy creation (problem tree, target group, objective tree, stakeholder analysis) Seminar: Log frame exercises.
	LO: Students gain knowledge about the theoretical background and the basic methods of project planning.
5.	Lecture: Project Planning III.: Logical Framework Matrix (LFM), planning: activities, time schedule, resource, and cost; Gantt diagram, network planning/technique. Seminar: Gantt chart exercises.
	LO: Students gain knowledge about the theoretical background and the basic methods of project planning.
6.	Lecture: Project Planning IV.: cost planning, project risk, and risk management. Seminar: Risk management exercises.
	LO: Students gain knowledge about the theoretical background and the basic methods of risk management in projects.
7.	Lecture: Project organization, project management, PM team building, project management. Seminar: Exercises, case studies about project organization.
	LO: Students gain knowledge about the theoretical background and the basic methods of project organization.
8.	Lecture: Project communication (levels, forms, guidelines, PR), a communication plan for projects. Seminar: Project communication exercises
	LO: Students gain knowledge about the theoretical background and the basic methods of project communication.

9.	Lecture: Investment / procurement, tendering, quotations, evaluation. Seminar: Tendering case studies
	LO: Students gain knowledge about tendering, evaluation
10.	Lecture: Complex economic analysis of investment projects (CBA, NPV, IRR, PI, DPP) Seminar: Investment indicator exercises
	LO: Students gain knowledge about analysing projects, investment indicators.
11.	Lecture: Implementation of projects: administration/documentation, quality assurance, contract types. Seminar: Administration / documentation, contract types in practice.
	LO: Students gain knowledge about the theoretical background and the techniques of project administration.
12.	Lecture: Closing of the project. Seminar: Project closing in practice
	LO: Students gain knowledge about the theoretical background and the techniques of closing projects.
13.	Lecture: Dissemination / sustainability. Seminar: Project presentation I.
	LO: Students gain knowledge about project presentations.
14.	Lecture: Summary of Project Management. Seminar: Project presentation II.
	LO: Students gain knowledge about project presentations.

COURSE DESCRIPTIONS

Subject: **Services Marketing**

Neptun-code: GT_AGMNE090

Institute: Marketing and Trade

Number of lessons: 0+2 Requirement: Practical course mark Credit: 3

Instructor: Dr. Marietta Kiss

Course goals:

This course aims to provide an up-to-date and comprehensive overview of the services marketing industry, focusing strongly on customer satisfaction, service quality, and customer service. The fundamentals of services marketing are presented in a strategic marketing framework; however, the examples of concepts' practical application help bridge the gap between theory and practice. Real-world examples feature a wide array of businesses representing various industries: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and "other services". The course introduces services marketing as an essential focus for service firms and as a source of competitive advantage for companies that market tangible products. The course aims to give students valuable insights and skills to help them understand – and succeed in – today's business environment.

Course content, topics:

The course includes the following topics: New perspectives on marketing in the service economy; Consumer behavior in a service's context; Positioning services in competitive markets; Developing service products: core and supplementary elements; Distributing services through physical and electronic channels; Setting prices and implementing revenue management; Promoting services and educating customers; Designing and managing service processes; Balancing demand and productive capacity; Crafting the service environment; Managing people for service advantage; Managing relationships and building loyalty; Complaint handling and service recovery; Improving service quality and productivity; Striving for service leadership.

Learning methods:

Lecture presentations (students are provided with lecture slides), class discussions, home learning using the compulsory and recommended readings, case analysis and presentation in groups, and e-learning materials including online assignments/homework with additional exercises to practice.

Assessment:

Course requirements involve the analysis of a chosen case in small groups (4-5 students) at home and presenting the findings in class (using PowerPoint slides) in 15 minutes. The cases are allocated in the first class. In the case of a late presentation, the grade will be decreased by 50%. The groups must prepare and submit a hand-out about the presentation (in the form of printed PPT slides) before their presentations. In case of late submission, the grade will be decreased by 10% each day after the deadline.

Besides this, after each class, students are provided with online quiz questions (homework) related to the actual lesson. The questions must be answered online and only once. The deadline for submitting the answers is the next seminar; in case of late submission, scores will be decreased by 10% each day after the deadline. The answers cannot be submitted after this extended deadline.

The midterm exam will contain multiple-choice, true or false, and short essay questions. According to the University's rules, the midterm exam can be retaken only once.

If a student does not fulfil all the requirements above, the signature will be denied. You should note that make-up assignments will not normally be given. The only exception will be a natural disaster, documented serious emergency or illness of the student or immediate family member. In all relevant cases, a physician's confirmation will be required. Make-ups will not be given because the date of the assignment happens to clash with students' travel plans, sports activities, or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by an independent third party.

There is a zero-tolerance cheating policy during this course. Students caught violating the academic honesty policy will face a severe penalty. Any offense will result in a 0 on an assignment or test.

The calculation of the final grade is as follows:

- case presentation + hand-out 10+5%
- homework quizzes 15%
- midterm exam 70%

The final result will be evaluated according to the following schedule:

0–50%	failed (1)
51–62%	satisfactory (2)
63–74%	average (3)
75–86%	good (4)
87–100%	excellent (5)

COURSE DESCRIPTIONS

Compulsory readings:

LOVELOCK, C. H.–WIRTZ, J. (2012): *Services Marketing: People, Technology, Strategy*. Pearson, Boston, 7th edition, Global edition

Recommended readings:

BARON, S.–HARRIS, K.–HILTON, T. (2009): *Services Marketing: Text and Cases*. Palgrave Macmillan, Basingstoke, 3rd edition

HOFFMANN, K. D.–BATESON, J. E. G.–WOOD, E.–KENYON, A. J. (2010): *Services Marketing: Concepts, Strategies and Cases*. South-Western, Cengage Learning, Andover

Week	Topics
1.	Orientation, Course Overview. How to Prepare a Case Presentation? New Perspectives on Marketing in the Service Economy LO: Students will be able to prepare a case presentation and get an insight into the importance of the service economy. Services and categories of services are defined, as well as the marketing challenges posed by services. Lastly, the services marketing mix is introduced.
2.	Consumer Behavior in a Services Context LO: Students are introduced to the three-step model of service consumption; each step is discussed in detail.
3.	Positioning Services in Competitive Markets LO: Basic focus strategies for services, market segmentation, targeting, and positioning strategies are introduced.
4.	Developing Service Products: Core and Supplementary Elements LO: Students are introduced to the topic of planning and creating service products, the flower of service model, branding issues of service products, and the opportunities for new service development.
5.	Distributing Services Through Physical and Electronic Channels LO: Distribution in services context, six options for service delivery, place and time decisions in case of services, delivery of services on the Internet, and distributing services internationally are discussed.

6.	<p>Setting Prices and Implementing Revenue Management LO: Students learn about the challenges and objectives of service pricing, the pricing tripod model, the basics of revenue management, and the ethical concerns of service pricing.</p>
7.	<p>Promoting Services and Educating Customers LO: Students are introduced to the role and challenges of marketing communications in the case of services, the marketing communications planning and marketing communications mix for services.</p>
8.	<p>Designing and Managing Service Processes. Balancing Demand and Productive Capacity LO: Students will know service process management tools, namely flowcharting and blueprinting; they are introduced to some process redesign questions and the topic of customers as co-producers, including self-service technologies. Consequences and possible solutions of fluctuating demand for services are discussed, including managing capacity and demand, queuing systems, and reservations.</p>
9.	<p>Crafting the Service Environment LO: First, students get an insight into the purpose of service environments and customer reactions to those environments, then dimensions of service environment are discussed.</p>
10.	<p>Managing People for Service Advantage LO: Students will know why service employees are crucially important; they are introduced to the cycles of failure, mediocrity, and success, and the importance of and relationship with human resource management in case of services.</p>
11.	<p>Managing Relationships and Building Loyalty LO: Students understand why customer loyalty is important, then managing customer-firm relationships is discussed. Loyalty building and customer defection reducing strategies as well as CRM strategies are also discussed.</p>

COURSE DESCRIPTIONS

12.	Complaint Handling and Service Recovery
-----	---

	LO: Students understand customer complaining behavior, customer responses to and principles of effective service recovery, service guarantees, and managing abusive and opportunistic customer behavior.
13.	Improving Service Quality and Productivity LO: Service quality is defined, GAP model and other possibilities for measuring and improving service quality (e.g., Servqual model) are discussed.
14.	Striving for Service Leadership LO: The following topics are discussed: service-profit chain, integrating marketing, operations, and human resources; creating a leading service organization; and leadership, culture, and climate in service organizations.