



BUSINESS ADMINISTRATION AND MANAGEMENT BSC

Course Descriptions

Faculty of Economics, University of Miskolc, Hungary
Full-time Bachelor Program

2023

The name of the subject: Mathematics for Economics 1	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character ": 50-50 (credit%)	
Type of lesson: <u>lecture</u> / seminar / <u>practice course</u> / consultation and number of hours: 2+2/week, 56 hours in the semester	
Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:-	
Type of assessment (colloquium / practice mark / other): practice mark	
Additional (specific) modes (if any) to be used in the assessment of knowledge: -	
Curricular location of the subject (semester): 1	
Pre-study conditions (if any): -	
Subject description: concise but informative description of the subject to be covered	
<p>Series of real numbers and their properties. Concepts of single variable function, limits, continuity. and differentiability. Derivative of elementary functions, differentiation rules, applications: L'Hospital rule, extreme value calculation, function analysis, elasticity. Indefinite integrals of a univariate real function, basic integrals, integration methods. The concept and properties of a definite integral. The Newton-Leibniz theorem and its applications.</p> <p>Real multivariate functions. Partial derivatives. The extreme value of a real bivariate function. Double integral. Economic examples of using bivariate functions. Numerical series and their convergence.</p> <p>Events and their probability, Elementary operations with events, Conditional probability. Total probability theorem, independence, Bayes' theorem. Probability variables. Distribution, distribution function, density function. Numerical characteristics of probability variables: expected value and standard deviation. Discrete and continuous probability distributions.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<ul style="list-style-type: none"> • Carl P. Simon, Lawrence E. Blume: Mathematics for Economists, 960 pages, ISBN 0-393-95733-0 • Mike Rosser: Basic Mathematics for Economists, 595 pages, ISBN 0-203-42439-5 • Robert B. Ash: Basic Probability Theory, 352 pages, ISBN-13: 978-0486466286 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p><i>a) knowledge</i></p> <p>-possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes</p> <p>- has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis</p>	

b) abilities

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment
- is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application

c) attitude

- pursues lifelong learning related to his/her job and further

d) autonomy and responsibility

- assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct

Teacher responsible for the subject (name, title, degree): Szilvia Árvai-Homolya, associate professor, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree):

The name of the subject: Mathematics for Economics 2	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character ": 50-50 (credit%)	
Type of lesson: <u>lecture</u> / seminar / <u>practice course</u> / consultation and number of hours: 2+2/week, 56 hours in the semester	
Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:-	
Type of assessment (colloquium / practice mark / other): colloquium	
Additional (specific) modes (if any) to be used in the assessment of knowledge: -	
Curricular location of the subject (semester): 2	
Pre-study conditions (if any): Mathematics for Economics 1	
Subject description: concise but informative description of the subject to be covered	
<p>Basics of linear algebra. (Vectors and their operations. Matrices and their operations, inverse and determinant of matrices. Methods of solving systems of linear equations, Gauss, Gauss-Jordan method. Least squares method, Leontief's input-output model. Definition of basic solution and general solution. Eigenvalues and eigenvectors.</p> <p>Basics of optimization (Determination of extremal points and directions of a convex polyhedron. Concept of linear programming, duality problem and solution methods. The concept of shadow price and how to determine it. Sensitivity analysis of linear programming. Labelling technique. Minimum cut-maximum flow problems. König problems. Solving a transportation and assignment problem using the "Hungarian" method.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<ul style="list-style-type: none"> • Jean Gallier Fundamentals of Linear Algebra and Optimization • Michael D. Intriligator: Mathematical Optimization and Economic Theory , SIAM 2002. 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p><i>a) knowledge</i></p> <ul style="list-style-type: none"> -possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes - has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis -has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation <p><i>b) abilities</i></p> <ul style="list-style-type: none"> - uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for 	

decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.

- is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application

c) attitude

-pursues lifelong learning related to his/her job and further

d) autonomy and responsibility

-assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct

Teacher responsible for the subject (name, title, degree): Attila Házy, associate professor, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree):

The name of the subject: Statistics	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 50-50%	
Type of lesson: lecture + practice course; number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment: colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: computer based practice courses	
Curricular location of the subject (semester): 2nd	
Pre-study conditions (if any): Economic mathematics 1	
Subject description: concise but informative description of the subject to be covered	
<p>The aim is to introduce the base of quantitative methods to examine the main processes and relations of business and economic life.</p> <p>The main topics:</p> <p>The origin of statistics, the Hungarian Central Statistical Office.</p> <p>Basic definitions and terms of statistics.</p> <p>Ratio statistics.</p> <p>Graphic presentation.</p> <p>Frequencies.</p> <p>Measures of central tendency (means, mode, median).</p> <p>Measures of dispersion (range, IQR, variance, standard dev., coeff. of var.) Percentiles, quartiles, box plot.</p> <p>Measures of shape, symmetry, asymmetry.</p> <p>Index numbers (price index, value index, quantity index, territorial indexes).</p> <p>Decomposition – difference decomposition, ratio decomposition.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<ul style="list-style-type: none"> • Handouts of Department • Anderson - Sweeny - Williams - Freeman – Shoesmith: Statistics for Business and Economics Cengage (formerly Thomson) Learning, 2007 • Paul Newbold William - Carlson Betty Thore: Statistics for Business and Economics Pearson Education 2019 • Nancy Maxwell: Introductory Statistics, Willford Press 2021 ISBN: 1647283515 • Ch. Heumann - M. Schomaker Shalabh: Introduction to Statistics and Data Analysis With Exercises and Applications in R Springer 2017 ISBN: 3319461605 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
a) knowledge:	

- has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis

b) abilities:

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.

c) attitude:

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues.

d) autonomy and responsibility:

- takes responsibility for his/her analyses, conclusions and decisions

Teacher responsible for the subject (name, title, degree): Beatrix Varga, associate professor, Ph.D;

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Roland Szilágyi, Associate profesor, Ph.D

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment.

The name of the subject: Business Statistics	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 50-50%	
Type of lesson: lecture + practice course; number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment: colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: computer based practice courses	
Curricular location of the subject (semester): 3rd	
Pre-study conditions (if any): Statistics	
Subject description: concise but informative description of the subject to be covered	
<p>The aim is to develop the analytical and decision-making abilities of our students, the ability to recognize the dependence of an effect upon a cause and the essential permanent trends..</p> <p>The main topics:</p> <p>Review of Statistics, Statistical inference basic terms.</p> <p>Estimation - expected value, proportion, standard deviation.</p> <p>Hypothesis testing (One-tailed test, two-tailed test) - expected value, proportion, standard deviation.</p> <p>Two sampled hypothesis testing (One-tailed test, two-tailed test) - expected value, proportion, standard deviation.</p> <p>Statistical dependence – association (Yule-measure, contingency-table, T and C measures), analysis of variance (Eta and Eta sq measures)</p> <p>Correlation measures (covariance, coefficient of correlation, coefficient of rank correlation).</p> <p>Simple linear regression model, scatter diagrams.</p> <p>Curve regression Estimation of parameters</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<ul style="list-style-type: none"> • Anderson - Sweeny - Williams - Freeman – Shoesmith: Statistics for Business and Economics Cengage (formerly Thomson) Learning, 2007 • Paul Newbold William - Carlson Betty Thore: Statistics for Business and Economics Pearson Education 2019 • Nancy Maxwell: Introductory Statistics, Willford Press 2021 ISBN: 1647283515 • Jim Frost: Hypothesis Testing: An Intuitive Guide for Making Data Decisions Published by: Statistics By Jim Publishing State College, 2020 ISBN-13: 978-1-7354311-5-4 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	

a) knowledge:

- has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis

b) abilities:

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. .

c) attitude:

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues

d) autonomy and responsibility:

- takes responsibility for his/her analyses, conclusions and decisions

Teacher responsible for the subject (name, title, degree): Roland Szilágyi, Associate professor, Ph.D

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Beatrix Varga, associate professor, Ph.D.;

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Microeconomics	Credits: 6
Subject classification: <u>compulsory</u> / optional (delete as not required)	
Degree of theoretical or practical nature of the subject, "training character "12: 50-50% (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (<u>colloquium</u> / practice mark / other): Additional (specific) modes (if any) to be used in the assessment of knowledge: Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade.	
Curricular location of the subject (semester): 1st	
Pre-study conditions (if any):-	
Subject description: concise but informative description of the subject to be covered	
<p>The aim of the course is to provide an introduction to basic economic concepts and an understanding of the basic theoretical contexts in which individual decision-makers operate. This will include modelling consumer behaviour and examining its main determinants (price, income, preferences). Within the analysis of producer behaviour, we will look at firm production, cost functions, and analyse the impact of different market structures on firm behaviour. Finally, the need for public intervention is justified (public goods, externalities). The course proceeds as follows :</p> <ul style="list-style-type: none"> • Introduction, definitions. Economic methodology. The market. The demand and supply and their functions. • Consumer behaviour. Households as consumers. • Analysing consumer preferences and utility. The budget constraint. • Consumers' optimal choice. • The effects of income and price changes on demand. The demand curve. • Microeconomics of the production I. The short-run production function of the firm. • Microeconomics of the production II. Long-run production. • Costs, cost functions. • Output market I. The competitive market. • Output market II. The monopoly and its market. • The comparison of competitive and monopolistic market. • Input market I. Input demand of the competitive firm and the monopsony. • Input market II. Capital evaluation. • Market insufficiencies and the government's microeconomic role • General equilibrium of production and exchange. 	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Varian, H.L. (2019): Intermediate microeconomics: A modern approach. Ninth Edition. Norton & Comp, New York/London (ISBN 978-0-393-68986-0)</p> <p>Samuelson, P.A., Nordhaus, W.D. (2010): Microeconomics: A version of economics. 19th Edition. McGraw-Hill, New York (ISBN10: 0073511293)</p>	

Heyne, P.L., Boettke, P.J., Prychitko, D.L. (2014): Economic Way of Thinking, The 13th Edition. Pearson (ISBN-13: 9780132992695)

Miller, R.L. (2021): Economics Today: The Micro View, 20th Edition. Pearson (ISBN-13: 9780135857458)

Gubik, S.A., Kis-Orloczki, M (2013). Student workbook of Microeconomics (e-book only) <http://gtk.uni-miskolc.hu/gei/micro>

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

a) knowledge:

- possess knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.

- have mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and have mastered the basic methods of information gathering, mathematical and statistical analysis.

- Possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language.

b) Skills / abilities:

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.

- tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions.

- has the ability to identify the complex consequences of economic processes and organisational events.

- is capable of using a foreign language in business at intermediate level

c) attitude:

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. Seeks to develop his/her knowledge and working relationships, in cooperation with colleagues.

-pursues lifelong learning related to his/her job and further

d) autonomy and responsibility-

Teacher responsible for the subject (name, title, degree): Andrea S. Gubik

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Mónika Kis-Orloczki

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes. e.g. case studies, role play, thematic presentations, etc. e.g. continuous debriefing, mid-year report e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Macroeconomics	Credits: 6
Subject classification: <u>compulsory</u> / optional (delete as not required)	
Degree of theoretical or practical nature of the subject, "training character "12: 50-50% (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (<u>colloquium</u> / practice mark / other): Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade.	
Curricular location of the subject (semester): 2nd	
Pre-study conditions (if any):-	
Subject description: concise but informative description of the subject to be covered	
<p>This course provides an overview of key macroeconomic issues such as the measurement of economic performance, economic growth, employment, unemployment, interest rates and inflation. Monetary and fiscal policy and the basic models for their analysis will be discussed. The course proceeds as follows:</p> <ul style="list-style-type: none"> • Introduction to macroeconomics. • Measuring the value of economic activity. System of National Accounts. • National Income. Circular flow of national income. • Solow model. • Labour market and unemployment • Money and inflation, the quantity theory of money. Inflation and interest rate. • Introduction to economic fluctuation. Aggregate Demand and Aggregate Supply. • Stabilization policy. • Building the IS-LM model – The goods market and the IS curve. The money market and the LM curve. • Applying the IS-LM model – Explaining fluctuations with the IS-LM model. • Aggregate Supply and the Short-Run trade-off between inflation and unemployment. 	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Mankiw, N.G. (2022). Macroeconomics. Eleventh Edition Macmillan (ISBN:9781319263904)</p> <p>Blanchard, O. (2021) Macroeconomics, 8th Edition. Pearson (ISBN-13: 9780136713883)</p> <p>Miller, R.L. (2021): Economics Today: The Macro View, 20th Edition. Pearson (ISBN-13: 9780136714071)</p> <p>Snowdon, B. Vane, H. R. (2005) Modern macroeconomic: Its origins, development and current state. Cheltenham Northampton: Elgar (1 84376 394 X)</p> <p>Gubik, S.A., Kis-Orloczki, M (2013). Student workbook of Macroeconomics (e-book only) http://gtk.uni-miskolc.hu/gei/macro</p>	

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

a) knowledge:

- possess knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes. (K1)

- have mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and have mastered the basic methods of information gathering, mathematical and statistical analysis. (K2)

- Possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language. (K10)

b) Skills/abilities: 2,3,4,10,

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. (S2)

- tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions.

- has the ability to identify the complex consequences of economic processes and organisational events. (S4)

- is capable of using a foreign language in business at intermediate level (S10)

d) attitude:

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. Seeks to develop his/her knowledge and working relationships, in cooperation with colleagues. (A2)

-pursues lifelong learning related to his/her job and further (A6)

d) autonomy and responsibility-

Teacher responsible for the subject (name, title, degree): Andrea S. Gubik

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Mónika Kis-Orloczki

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: International Economics	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 50-50%	
Type of lesson: lecture + practice course (number of hours: 1+1) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge:	
Curricular location of the subject (semester): 3rd	
Pre-study conditions (if any): Macroeconomics (signature)	
Subject description:	
<p>The purpose of this course is to direct student's interest towards international economics and to help students understand the basics of international trade and finance, and the effects of various international economic policies on domestic and world welfare.</p> <ul style="list-style-type: none"> • International economics – theory and practice. Analysis of international trade and specialisation. Why do countries specialise? What kind of advantages may countries use during specialisation? • Labour unit requirement and labour unit productivity. Adam Smith's ideas on enhancing productivity and the theory of absolute advantage. • Why would countries specialise in products which others can produce more efficiently? Trade between countries of different level of development. Introduction to the theory of comparative advantage. • Rethinking comparative advantages. A multi-factor economy – the model of specific factors. How the presence of multiple factors affect the advantages derived from international trade? • The Heckscher-Ohlin-model, and the Leontief-paradox. • The standard model of trade: connections among opportunity costs, relative prices, international trade function and national income. Further consideration regarding the standard model. How do transnational firms effect international trade? Recap and exercises about the trade models • Restricting free trade – why do countries apply protectionist instruments? Retrospection to the history of economics: mercantilism, classical, neoclassical and Keynesian approach. • Instruments of trade policy: tariffs (customs, types of customs), and other means (quotas, export-subsidies, voluntary export restraints, red tape barriers). Institutions regulating international trade. • The effects of tariffs on a small economy: benefits and losses of tariffs. Introducing tariffs into the standard model of trade. The effects of tariffs on a large economy: changes in terms of trade, determining the optimal tariff. Benefits and losses in case of a large economy. • The political economy of tariffs. • Registering the international relations of a country: international balance of payments. Parts of the international balance of payments. 	

List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)

Required:

- Paul R. Krugman – Maurice Obstfeld: International Economics – Theory and Policy. Pearson Education, 8th edition. Pearson, 2009, ISBN: 978-0-321-55398-0, Pages: 11-110; 181-246; 287-309
- Slides downloadable from the eLearning System

Recommended:

- Recent issues of The Economist: <http://www.economist.com/>
- Robert C. Feenstra - Alan M. Taylor: International Trade. Fourth Edition. New York : Worth Publishers, Macmillan Learning. ISBN: 978-1319061739
- Arvind Panagariya - Rupa Duttagupta: Politics of free trade areas: tariffs versus quotas. Journal of International Economics Volume 58, Issue 2, December 2002, Pages 413-427

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

a) knowledge:

- possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis, possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes

b) abilities/skills:

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.
- tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions.

b) attitude:

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes

d) autonomy and responsibility:

- takes responsibility for his/her analyses, conclusions and decisions

Teacher responsible for the subject (name, title, degree): Zoltán Bartha, Associate Professor, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Andrea S. Gubik, Associate Professor, PhD

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Economic Informatics	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 30- 70%	
Type of lesson: lecture + practice course in the semester: 2+2 Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): practice mark Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in lectures. Project tasks: Written and oral presentations during the semester Written exam.	
Curricular location of the subject (semester): 4 th	
Pre-study conditions (if any):	
Subject description: concise but informative description of the subject to be covered	
<p>The aim of the course is to develop and strengthen the professional and IT knowledge related to economic data analysis, primarily in relation to analytical, data comprehension, logical and critical thinking competences. During the course, students will learn how to incorporate their knowledge into different areas of information technology. The subject contributes to students making valid strategic business decisions in the future and gaining practical knowledge in the management of business data. Tools used in the course: Excel, PowerPoint, Teams, Word, Canva, Piktochart, Visme.</p> <p>Introduction to business data analysis. Data-driven management. The importance of data literacy.</p> <p>Business analytics – Business Intelligence. Data protection, cybersecurity.</p> <p>Microsoft 365 applications. The basic concept of Excel, PowerPoint, Teams, Word.</p> <p>A comprehensive description of the different ways of entering data, types of data.</p> <p>Different forms of data import. Cell references in Excel.</p> <p>Basics of table management and data modeling: Cell formatting.</p> <p>Basics for spreadsheet, filtering, and data sorting.</p> <p>Introduction to data visualization. The basics of effective visualization. Basics of charting.</p> <p>Data visualization with infographics tools. Use of 3D map.</p> <p>Data analysis and automation using functions. Excel functions application areas.</p> <p>Task solution with logical functions , text functions.</p> <p>Data transformation: clean data , text management. Use data validation, fash fill, text to columns.</p> <p>Manage different regional settings. Special use of date and time functions..</p> <p>Profitability calculations with financial functions. Usage of Goal Seek.</p>	

<p>Job interview questions. Lookup and reference functions in practice. Statistical and optimization tasks. Usage of mathematical and statistical functions. Problem solving using Solver. Presentation: Create PivotTable reports and PivotChart reports . Data analysis using a PivotTable report. Use data connections, slicers, timelines. Tools of reporting. Dashboard reports. Digital technology tools and automation in companies. Digital transformation nowadays.</p>	
<p>List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)</p>	
<p>Compulsory literature</p> <ol style="list-style-type: none"> 1. Bissett B. D. (2021): Automated Data Analysis Using Excel. Chapman & Hall/CRC 2. Fisher T. (2009): The Data Asset: How Smart Companies Govern Their Data for Business Success. John Wiley & Sons, Inc 3. Kelley D. (2014): The Art of Reasoning: An Introduction to Logic and Critical Thinking. W. W. Norton & Company, Inc. 4. Kirk A. (2019): Data Visualisation A Handbook For Data Driven Design. SAGE Publications Inc. 5. Prasad R., Rohokale V. (2020): Cyber Security: The Lifeline of Information and Communication Technology. Springer <p>Recommended literature</p> <ol style="list-style-type: none"> 1. Aagaard A. (2019): Digital Business Models. Driving Transformation and Innovation. Palgrave Macmillan. Springer 2. Alexander M., Kusleika D., Walkenbach J. (2022): Excel 365 Bible. John Wiley & Sons, Inc. 3. Jelen B. (2021): Microsoft Excel Pivot Table Data Crunching (Office 2021 and Microsoft 365). Microsoft Press 4. Knaflic C. N. (2020): Storytelling With Data: A Data Visualization Guide for Business Professionals. Wiley 5. Sharda et. al. (2020): Analytics, Data Science, Artificial Intelligence: Systems for Decision Support. Pearson Education, Inc. 	
<p>List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes</p>	
<p>a) Knowledge:</p> <ul style="list-style-type: none"> - possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, - has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis, - has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology 	

of analysing management processes, the methodological basis for preparing and supporting decisions,

- is familiar with the use of it and office tools to support the operation of organisations and management processes ,
- has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data,
- possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language. (K10)

b) abilities/skills:

- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.
- has the ability to identify the complex consequences of economic processes and organisational events,
- is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application, participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience. ,
- is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. , is capable of using a foreign language in business at intermediate level

c) attitude:

- is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality,
- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues;
- is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes,
- is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects). , pursues lifelong learning related to his/her job and further

d) autonomy and responsibility:

- independently performs and organises the tasks defined in his/her job description under general professional supervision ,
- takes responsibility for his/her analyses, conclusions and decisions, assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct,
- carries out his/her duties independently and responsibly as a member of projects, teams and departments ,
- gives presentations and leads discussions independently, participate autonomously and responsibly in professional forums within and outside the organisation.

Teacher responsible for the subject (name, title, degree): Csilla Margit Csiszár, Associate Professor, Dr., PhD,
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Teacher(s) involved in the teaching of the subject, if any (name, title, degree):

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Business Economics	Credits: 6...
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 50-50% (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: practical exercises, business case studies	
Type of assessment (colloquium / practice mark / other): exam Additional (specific) modes (if any) to be used in the assessment of knowledge: written exam - theoretical questions and calculation examples	
Curricular location of the subject (semester): 3rd semester	
Pre-study conditions (if any): -	
<p>Subject description: concise but informative description of the subject to be covered: The aim of the subject is to provide knowledge to the students in concept, main forms and characteristics of the companies. Students will learn about the relationship between the company and its external environment, as well as the process of business management, mastering the main methodological bases. They will be able to understand the basic contexts in operation management of the companies, compile relevant information to managerial decision-making, and apply decision support methods appropriately. Their problem-recognition and problem-solving skills develop. The main topics are: Introduction to business economics and business management. Types of business organisations, business models. Organisational objectives. The business environment, stakeholders of business activity. The market system. Supply and demand: How markets work? Market structures. Operation management. Input-transformation-output process. The factors and costs of production. Pricing strategies - revenues in production. Break-even analysis. Economics and business decision making. Investment appraisal. Sources of business finance. Business strategies. Strategies for growth. Marketing, human resource management. Methods and models of analysis (the 4Ps, Benchmarking, BCG matrix, Gap analysis, 4 corners, PESTEL, Porter's 5 forces, SWOT). Global business.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory literature</p> <ol style="list-style-type: none"> 1. N. Gregory Mankiw, Mark P. Taylor, Andrew Ashwin 2019: Business Economics, Third Edition, Cengage Learning, EMEA, Cheriton House, North Way Andover, Hampshire, SP10 5BE United Kingdom, ISBN: 978-1-4737-6277-0 2. John Sloman, Elizabeth Jones 2020: Essential Economics For Business. PEARSON EDUCATION LIMITED, United Kingdom, ISBN: 978-1-292-30453-3 (print) 978-1-292-30456-4 (PDF) 978-1-292-30458-8 (ePub) 	

3. Peter Stimpson and Alex Smith 2015: Business Management for the IB Diploma. SECOND EDITION Cambridge University Press, United Kingdom ISBN 978-1-107-46437-7 Paperback
4. Andrew Gillespie 2019: Economics for Business. Oxford University Press, ISBN 978-0-19-108916-9
5. Nigel Slack, Alistair Brandon-Jones 2021: Operations and Process Management. Principles and Practice for Strategic Impact. Sixth Edition, Pearson Education Limited, United Kingdom, ISBN: 978-1-292-35006-6 (print) 978-1-292-35010-3 (PDF) 978-1-292-35011-0 (ePub)

Recommended literature

1. Paul Hague 2019: The Business Models Handbook Templates, theory and case studies. Kogan Page Limited, ISBNs Hardback 978 0 7494 9752 1 Paperback 978 0 7494 8187 2 E-ISBN 978 0 7494 8188 9
2. Michael R. Baye, Jeffrey T. Prince 2022: Managerial Economics and Business Strategy. McGraw Hill LLC, 1325 Avenue of the Americas, New York, ISBN 978-1-266-07101-0
3. Illés M.: Practical Usability Problems in Business Economics. Advances in Economics and Business 2016. 11. Vol. 4(11), pp. 607 - 623

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

- a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions, has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- b) abilities/skills: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations, uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , has the ability to identify the complex consequences of economic processes and organisational events, is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application, has the ability to cooperate with the representatives of other disciplines, is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience
- c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow

and understand these changes, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).

d) autonomy and responsibility: independently performs and organises the tasks defined in his/her job description under general professional supervision, takes responsibility for his/her analyses, conclusions and decisions, organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications.

Teacher responsible for the subject (name, title, degree): Ágnes HORVÁTH, PhD, associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Ádám Bereczk, assistant lecturer

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: International Business Law	Credits: 3
Subject classification: compulsory / optional (delete as not required)	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: ... in the semester	
Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other):	
Additional (specific) modes (if any) to be used in the assessment of knowledge:	
Curricular location of the subject (semester):	
Pre-study conditions (if any):	
Subject description: concise but informative description of the subject to be covered	
<ol style="list-style-type: none"> 1. Law, Legal Sources, Courts and Arbitration, Enforcement 2. Comparative Company Law: General Theory, Formation 3. Comparative Company Law: Management and Operation 4. Comparative Company Law: Limited Liability and Joint Stock Companies 5. Comparative Company Law: Closing Down Procedures 6. Comparative Contract Law: Basic Principles 7. Comparative Contract Law: Formation of Contracts 8. Comparative Contract Law: Vitiating Factors, Void and Voidable Contracts 9. Comparative Contract Law: Discharge and Remedies 10. Comparative Contract Law: Contracts and Third Parties 11. Comparative Contract Law: Sales Law, the Vienna Convention for International Sale of Goods 12. Comparative Contract Law: Agency 13. Comparative Contract Law: Lease and Franchise 14. Comparative Contract Law: Collaterals, Surety, Mortgage 	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<ol style="list-style-type: none"> 1. Hungarian Civil Code - https://njt.hu/translation/J2013T0005P_20210701_FIN.PDF 2. United Nations Convention on Contracts for the International Sale of Goods (CISG) - https://uncitral.un.org/sites/uncitral.un.org/files/media-documents/uncitral/en/19-09951_e_ebook.pdf 3. Andreas Cahn, David C. Donald: Comparative Company Law. Text and Cases on the Laws. Governing Corporations in Germany, the UK 2nd edition, Cambridge University Press, 2018 4. Ermanno Calzolaio: Comparative Contract Law. An Introduction, Routledge, 2022 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p><i>a) knowledge</i></p> <p>- know the rules and ethical standards of working in a project, team, work organisation, project management</p>	

- familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions.
- have the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions.
- have the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation.
- have the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises.

b) abilities

- plan, organise, manage and control economic activities, projects, small businesses and business organisations
- have the ability to identify the complex consequences of economic processes and organisational events.
- be able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application.
- have the ability to cooperate with the representatives of other disciplines
- be able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience,
- be able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication.

c) attitude

- be problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality.
- be open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes.

d) autonomy and responsibility

- independently perform and organise the tasks defined in his/her job description under general professional supervision
- take responsibility for his/her analyses, conclusions and decisions.
- independently lead, organise and manage a department, a team, a company or a small enterprise in an economic organisation, taking responsibility for the organisation and the staff.
- organise, manage and control economic activities in a business organisation, in a business-related job, in accordance with his/her qualifications.
- assume responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct.

Teacher responsible for the subject (name, title, degree): Emőd Veress, Ph.D., associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree):

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes. e.g. case studies, role play, thematic presentations, etc. e.g. continuous debriefing, mid-year report, e.g. request for case studies, thematic papers, essays, business, organisational plans, etc. 12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Management Organisation	Credits:4
Subject classification: compulsory / optional (delete as not required) compulsory	
Degree of theoretical or practical nature of the subject, "training character "12:0-100 % (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 2 +2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: group work, tasks to be completed.	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: essay writing, practical exercises, case studies.	
Curricular location of the subject (semester): 2 semester	
Pre-study conditions (if any):-	
Subject description: concise but informative description of the subject to be covered	
<p>Basic definitions, contingency theory. Management activities and functions. Strategy, objectives and strategy formulation. Organisational design, structural characteristics. Functional organisations. Divisional organisations. Matrix, project organisations. Process organisation. Personal management: motivation. Leadership style I, leadership roles. Management style II. Concept, appearance, function of performance. Change management; Apple-Orange Co case study; Decision style analysis Situation management I-II (workbook+video) Footwear structure Ltd; Myers-Briggs type indicator Country development; Belbin test; The presidential election; The battle of cultures; Negotiation techniques; Johari window</p> <p>Students will learn about the basic management functions, theoretical models and case studies to enable them to take a systematic, process-oriented view of the management, organisation, analysis and evaluation areas of organisations. The teaching of the subject helps students to become familiar with the principles and methods of managing, organising and operating management processes, the social, economic and market environment, its mechanisms, organisations, operating principles and development trends, the objectives and basic laws of corporate management, and to become capable of working independently in various areas of the corporate system, applying management functions in practice and supporting management and consultancy work. They should also have the human and social skills and the ability to cooperate appropriate to the type of organisation concerned.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	

- Padaki V. – Vaz M.: Management Development in Non-Profit Organizations. Sage Publications India Pvt Ltd 2005.
- Elearn Leadership and Management in Organisations ISBN 9780080465289 Published March 22, 2007 by Routledge
- Veresné S. M.: Vezetés-szervezés. e-learning material 2014.
- <https://www.hrzone.com/lead/culture/organisation-development-opportunities-and-challenges-for-od-in-2021>

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

e.g.:

a) knowledge

- possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes,
- is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions,
- has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation

b) abilities

- is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations ,
- tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. ,
- has the ability to identify the complex consequences of economic processes and organisational events

c) attitude

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation.
- seeks to develop his/her knowledge and working relationships, in cooperation with colleagues,
- is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes,
- accepts and recognises the importance of career planning.

d) autonomy and responsibility

- independently performs and organises the tasks defined in his/her job description under general professional supervision , takes responsibility for his/her analyses, conclusions and decisions, independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation, taking responsibility for the organisation and the staff

Teacher responsible for the subject (name, title, degree): Veresné Dr. Somosi Marianna
Csc professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Daniella Kucsma assistant lecturer

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Marketing	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character ": 50-50 (credit%)	
Type of lesson: <u>lecture</u> / <u>practice course</u> and number of hours: 2+2/week, 56 hours in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: The whole teaching material including videos, case studies, templates will be available in the e-learning system of the university.	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: <ul style="list-style-type: none"> • Active participation in classes will be evaluated and contributes to the final grade (10%) • Mid-term assignment: Oral presentation on a chosen topic in marketing. • Written exam: a test with essay, true/false, multiple choice and short answer questions. • Completion requirements and evaluation criteria for seminar grades and exams: <ul style="list-style-type: none"> ○ Final grade composition: written exam /test/ (50 points) + oral presentation (40 points) + in-class activity (10 points) = 100 points ○ Written test minimum requirement is at least 26 points. ○ Grades: 0-50 points (1) 51-65 points (2) 66-75 points (3) 76-85 points (4) 86-100 points (5) 	
Curricular location of the subject (semester): 4th	
Pre-study conditions (if any): not applicable	
Subject description: <ul style="list-style-type: none"> • Introduction Into Marketing Management. Understanding The Marketplace. The 4 Ps. Core Concepts. • The Marketing Environment (Micro & Macro). SWOT. PESTLE. Porter's 5 Forces Model. • Marketing Research And MIS. Quantitative Methods. 10 Steps In The MR Process. Qualitative Research Techniques. Focus Groups. In-Depth Interviews. Questionnaire design. Classification Of Variables. Survey Research. Sampling. • Analyzing Business Markets And Business Buying Behavior. Buy-Classes. Buy-Phases. Participants In The Business Buying Process. Vendor Analysis. • Analyzing Consumer Markets And Buyer Behavior. Routine, Limited & Extensive Decision Making. Decision Making Process. Roles In The DMP. Influences On Consumer Behavior. • Dealing With The Competition. Industry Competition Factors. Characteristics Of Competitive Structures. Core Competency. Market Share. Share Of Mind. Share Of Heart. • BCG. McKinsey-GE Matrix 	

<ul style="list-style-type: none"> • STP Marketing: Segmentation & Targeting. Market Segments. Segmentation Process. Preferences Patterns. Segmentation Variables. Segment Profiles. MASDA Criteria. • Market Targeting. Crafting The Brand Positioning. Identity & Image. Product Differentiation. Market Positioning. USP. UEP. Perceptual Mapping • Setting The Product And Branding Strategy. Product Levels. Consumer & Industrial Goods Classification. Brand. Brand Awareness. Branding Approaches. Derived Brands. Brand Extension • Labeling. Private Labels. Product Life Cycle (PLC). PLC Stages. New Product Development • Developing Price Strategies And Programs. Determinants Of Price. Pricing Process. Pricing Objectives. Determining Demand. TCO. Estimating Cost. Setting The Price. Adapting The Price. • Managing Retailing, Wholesaling, And Logistics; Major Retailer Types. Location Decisions. Trends In Retailing. Push And Pull Strategy. • Advertising, Sales Promotion, Public Relations, And Direct Marketing. The 5 Ms. Deciding On Media Timing.
<p>List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)</p>
<p>Required:</p> <ul style="list-style-type: none"> • Nagy Szabolcs: Marketing, downloadable Lecture Slides, 2022 • P. Kotler – K. L. Keller – A. Chernev: Marketing Management 16e, Pearson, ISBN 9781292405117, Global Edition, 2022 <p>Optional:</p> <ul style="list-style-type: none"> • Nagy, Szabolcs ; Hajdú, Noémi: Consumer Acceptance of the Use of Artificial Intelligence in Online Shopping: Evidence From Hungary, AMFITEATRU ECONOMIC 23 : 56 pp. 155-173. , 19 p. (2021) • Dib, Allan. The 1-page marketing plan: get new customers, make more money, and stand out from the crowd. Miami, FL: Successwise, 2016. • 50 Marketing Blogs You Should Read Every Day http://blog.getvero.com/50-awesome-marketing-blogs/ 2022 • American Marketing Association (AMA) https://www.ama.org/Pages/default.aspx 2022 • BCG: https://www.bcg.com/en-hu/default.aspx 2022 • Nagy Sz.: Sustainable consumption, Nemzeti Tankönyvkiadó, 2010, ISBN 978-963-19-7245-0 http://www.tankonyvtar.hu/hu/tartalom/tamop425/0049_05_sustianable_consumption/adatok.html • Europeans have an average of €15,055 at their disposal in 2021, GFK, 2022: https://www.gfk.com/press/Europeans-have-an-average-of-15055-euro-at-their-disposal-in-2021
<p>List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes</p>
<p>a) knowledge:</p> <ul style="list-style-type: none"> - has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis,

- is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions,
- has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data,
- possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

c) abilities/skills:

- is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations ,
- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. ,
- has the ability to identify the complex consequences of economic processes and organisational events, is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application,
- has the ability to cooperate with the representatives of other disciplines , is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience,
- is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. ,
- is capable of using a foreign language in business at intermediate level

c) attitude:

- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation.
- seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes,
- is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).

d) autonomy and responsibility:

- independently performs and organises the tasks defined in his/her job description under general professional supervision ,
- takes responsibility for his/her analyses, conclusions and decisions,
- organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications. ,
- gives presentations and leads discussions independently,
- participate autonomously and responsibly in professional forums within and outside the organisation.

Teacher responsible for the subject (name, title, degree): Szabolcs Nagy, habilitated Associate Professor, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Dr Noémi HAJDÚ PhD, Senior Lecturer, & Dr. Adrienn PAPP, PhD, Assistant Professor

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Accounting	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 50-50%	
<p>Type of lesson: lecture + practice course (number of hours: 2+2)</p> <p>Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: Detailed discussion of each knowledge area, followed by task solutions and consultation. The topics are interrelated and build on each other, so continuous preparation is recommended. In the practical sessions, the tasks related to the given week are solved.</p>	
<p>Type of assessment (colloquium / practice mark / other): colloquium</p> <p>Additional (specific) modes (if any) to be used in the assessment of knowledge:</p> <p>A student who does not reach 50% of the total score of the 4 written semester exam during the semester cannot receive a signature. The semester exam are written through the MOODLE system. (Signature replacement available last week.)</p> <p>Written exam: The semester ends with a written colloquium covering the theoretical and practical topics of the semester. Only a basic calculator and a standard chart of accounts issued and copied by the department may be used for examination.</p>	
Curricular location of the subject (semester): 3 th	
Pre-study conditions (if any): -	
Subject description:	
<p>The place and role of accounting in economics. Accounting perception of assets, liabilities and equity: main groups, detailed content of balance sheet items. Accounting regulation and management in Hungary and in the international practice of accounting. Balance sheet and economic operations: changes in corporate resources and their reflection in accounting. The role of general ledger accounts. The standard chart of accounts. Types of accounting. Introduction of cost and profit and loss accounts. Costs and expenses. Valuation procedures, valuation principles, amortization, balance theories. Information required for the compilation of the balance sheet. Result: interpretation of income and expenses in accounting. Derivation of profit, types of income statement. Accounting principles, accounting policy. Closing of the business year.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory</p> <ul style="list-style-type: none"> • Slides (https://elearning.uni-miskolc.hu/) and the following references • Accounting workbook <p>Recommended</p> <ul style="list-style-type: none"> • Act C of 2000 on Accounting 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p>competences to be developed:</p> <ul style="list-style-type: none"> • knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic 	

actors, functions and processes, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

- abilities/skills: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations, uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions.
- attitude: is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, pursues lifelong learning related to his/her job and further
- autonomy and responsibility takes responsibility for his/her analyses, conclusions and decisions, organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications.

Teacher responsible for the subject (name, title, degree): Judit Füredi-Fülöp Ph.D, associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Mária Várkonyiné Juhász Ph.D, associate professor

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Finance	Credits: 6
Subject classification: <u>compulsory</u>	
Degree of theoretical or practical nature of the subject, "training character "12: 50%-50%	
Type of lesson: lecture + seminar (number of hours: 2+2) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignment: Oral presentation on the economic situation of a chosen country + written exam on financial mathematics. Oral exam: a verbal conversation based on a line item + explanations of various economic terms .	
Curricular location of the subject (semester): 1 st	
Pre-study conditions (if any): none	
Subject description: concise but informative description of the subject to be covered	
<p>Lectures:</p> <ol style="list-style-type: none"> 4. Money history, bank history 5. Current money system 6. Functions, types and institutions of financial markets 7. Types of securities 8. Main characteristics of securities (bill of exchange, bonds, shares) 9. Stock exchanges, products and deals 10. Financial intermediaries, insurance companies, pension funds 11. Main elements of fiscal policy 12. Consumption and property taxes (VAT, excise tax, car tax, local taxes) 13. Taxes on corporate income (Corporate Tax, Small Enterprise Tax, Lump sum Tax of Small enterprises, Innovation Fee, Rehabilitation Fee) 14. Taxes on employment (Personal tax, Social contribution fee, pension fee, health care fee) 15. Monetary policy 16. Exchange rates, International balance of payment <p>Seminars:</p> <ol style="list-style-type: none"> 6. Introduction of time value of money 7. Present value, future value calculations 8. Simply interest, compound interest, mixes interest, German, French, English way of interest calculation 9. Annuity, Present value and future value of annuity 10. Mathematics of bill of exchange 11. Mathematics of bonds and shares 12. Perpetuities, IRR calculations 13. Yield curve, duration 14. Personal income tax 15. VAT calculation 	

16. Corporate Tax calculation
17. Payroll taxes
18. Corporate Taxes of SME's

List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)

Compulsory:

1. Madura Jeff: Financial markets and institutions South Western Cengage Learning 2012 ISBN: 9780538482165

Offered readings:

1. Levi Maurice: International Finance Routledge 2009
2. Rose Peter – Hudgins Sylvia: Bank Management & Financial Services McGraw-Hill 2012 ISBN: **9780078034671**
3. Kohn Meir: Financial institutions and markets Oxford University Press 2004 ISBN: 978-0195134728
4. Anderson John: Public Finance South Western Cengage Learning 2006 ISBN: 9380538478441

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

- knowledge: has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , is familiar with the use of it and office tools to support the operation of organisations and management processes , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- abilities/skills: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations , uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to identify the complex consequences of economic processes and organisational events, is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application
- attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to

changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes, accepts and recognises the importance of career planning.

- autonomy and responsibility takes responsibility for his/her analyses, conclusions and decisions, independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation, taking responsibility for the organisation and the staff, assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct, carries out his/her duties independently and responsibly as a member of projects, teams and departments

Teacher responsible for the subject (name, title, degree): Sándor Bozsik, associate professor, Ph.D

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Zsolt Zsombori, assistant professor, Ph.D, Gábor Süveges, assistant professor, Ph.D

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Environmental Economics	Credits: ...
Subject classification: compulsory / optional (delete as not required)	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: ... in the semester	
Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium	
Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignment: project work and oral presentation on a current topic in environmental economics. Oral exam.	
Curricular location of the subject (semester):	
Pre-study conditions (if any): n.a.	
Subject description: concise but informative description of the subject to be covered	
Introduction. Databases and online inventories. Global problems. CSR and green washing. History of environmental awareness. Theory of sustainable development, basic definitions. Linear, circular and green economy. Relationship between economic growth and environmental quality, decoupling. Economics of environmental pollution. ETS-system. National accounts, macroeconomic indicators (GDP/GNP) and their shortcomings. Global climate change, climate conferences. Global energy trends and issues. Energy crises and energy prices. EU climate and energy policy.	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
Compulsory: 1. UNEP (2022): GEO 6 Technical Summary https://www.unep.org/resources/report/ge0-6-technical-summary 2. Blondeel M., Bradshaw M. J., Bridge G., Kuzemko C. (2021): The geopolitics of energy system transformation: A review. https://doi.org/10.1111/gec3.12580 3. Daly Herman E. (1999): Uneconomic Growth: In Theory, in Fact, in History, and in Relation to Globalization. Clemens Lecture Series. Paper 10. https://digitalcommons.csbsju.edu/cgi/viewcontent.cgi?article=1009&context=clemens_lectures	

Recommended:

4. Roelofsen O., A. de Pee, Speelman E., Witteveen M. (2022): Energy transition: mission (im)possible for industry? A Dutch example for decarbonization. McKinsey&Company.
5. LaBelle M. C. (2020): Energy Cultures. Technology, Justice, and Geopolitics in Eastern Europe. Edward Elgar Publishing 192p
6. Evans J., Hunt L. C. (2009): *International Handbook on the Economics of Energy*. Edward Elgar Publisher, Cheltenham 684 p.
<http://www.gbv.de/dms/zbw/583711596.pdf>

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

e.g.:

- a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis, knows the rules and ethical standards of working in a project, team, work organisation, project management, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- b) abilities: uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to cooperate with the representatives of other disciplines , participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience. , is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. , is capable of using a foreign language in business at intermediate level
- c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).
- d) autonomy and responsibility: independently performs and organises the tasks defined in his/her job description under general professional supervision , takes responsibility for his/her analyses, conclusions and decisions, carries out his/her duties independently and responsibly as a member of projects, teams and departments , gives presentations

and leads discussions independently, participate autonomously and responsibly in professional forums within and outside the organisation.

Teacher responsible for the subject (name, title, degree): Tekla SZÉP, PhD, associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree):

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Economic Policy	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 90-10%	
Type of lesson: lecture (number of hours: 2) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: <ul style="list-style-type: none"> • Active class participation is evaluated and gives 10% of total points • Students form teams, work on, and present a policy recommendation – this awards them 40% of the total points • Written exam (single choice + essay) grants 50% of the total points 	
Curricular location of the subject (semester): 4th	
Pre-study conditions (if any): Macroeconomics (signature)	
Subject description: The purpose of the course is to explain students how their individual welfare or the well-being of their family members may be affected by economic policy decisions, or measures taken by public sector agents in general. During the course we develop tools that help students in evaluating both the micro- and the macroeconomic effects of economic policy interventions. <ul style="list-style-type: none"> • Why do we need economic policy at all? Collective action problem, bounded rationality, and economics. Thoughts about economic growth • Basic rules of the markets vs. markets with government intervention • Path dependence – to what extent are market economies similar • Social surplus and deadweight loss – simple tools in assessing the macroeconomic effects of government interventions • The case for market failures: rationality, transaction costs, public goods, externalities, monopolies, principal agent problems • The case for government failures: omnipotence, rationally uninformed electorate, rent seeking, moral hazard. • Government functions: allocation of goods and services, redistribution, macroeconomic stabilisation, regulation • Fiscal and monetary policy – macroeconomic stabilisation. Expansionary and contractionary policies • Fiscal policy: public finances and public debt; flat rate tax vs. progressive tax • Monetary policy: policy rate and monetary transmission. Monetary policy in Europe: Eurozone in or out • Virus and economic policy • Student presentations 	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	

Required:

- Slides available in the eLearning System: <https://elearning.uni-miskolc.hu/zart/>
- Sara Connolly & Alistair Munro: Economics of the public sector. London: Prentice Hall, 1999. Pp. 1-56, 121-202, 339-409. ISBN: 978-0130966414

Recommended:

- Recent issues of The Economist: <http://www.economist.com/>
- Thaler-Sunstein: Nudge: The Final Edition. London: Penguin Books; Revised edition, 2021, ISBN: 978-0143137009
- D. Acemoglu – J. A. Robinson: Why Nations Fail? Profile Books; Repr. edition, 2013. ISBN: 978-1846684302

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

b) abilities/skills: uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to identify the complex consequences of economic processes and organisational events, participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience. , is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication.

c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes

d) autonomy and responsibility: takes responsibility for his/her analyses, conclusions and decisions, carries out his/her duties independently and responsibly as a member of projects, teams and departments , gives presentations and leads discussions independently, participate autonomously and responsibly in professional forums within and outside the organisation.

Teacher responsible for the subject (name, title, degree): Zoltán Bartha, Associate Professor, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Economic Geography	Credits: 3
Subject classification: elective	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 30-70%	
Type of lesson: lecture + practice course (number of hours: 2+0) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: in PC lab using computers, and online materials.	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignments: Written and digital design of an essay, a poster, and an infographics (dashboard) on the selected topics. Written exam: a test with essay questions, true/false, multiple choice and short answer questions.	
Curricular location of the subject (semester): 1 st	
Pre-study conditions (if any): n.a.	
Subject description: The course intends to provide geographical knowledge for further economic studies. During the semester the physical, social and infrastructural factors influencing the location of the economic sectors, actors and activities are going to be detailed presented, analyzed and discussed. A modern, interactive environment is provided in the PC lab of the Institute. Each student will be equipped with an own computer during the lectures in order to be on-line during the lectures.	
Introduction, spatial thinking, geographic approach of understanding the world economy The location of the economy – Theoretical approaches, old concepts and new schools: e.g. new economic geogr. Physical factors influencing the location of the economy – System of SDGs (UN, Development Goals) Social factors influencing the location of the economy – Population geography, demographics Social factors influencing the location of the economy – Migration and its effect Social factors influencing the location of the economy – Urban geography, settlements hierarchy Social factors influencing the location of the economy – Income inequalities, uneven distribution of wealth Spatial dimension of infrastructure (transportation and telecommunication) influencing the location of the economy The location of the economic sectors – Primary sectors (agriculture and extraction industry, distribution of resources)	

The location of the economic sectors – Secondary sector (manufacturing and industrial activities)

The location of the economic sectors – Tertiary, Quaternary (services, spatial dimension of financial sector)

Political geography: nations and countries, international organizations (political divisions)

Actors of the world economy: distribution and concentration of global companies (MNCs, TNCs, SEOs)

Global challenges, the limits of growth (physical and natural barriers)

List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)

Compulsory

- P. Knox – J. Agnew – L. McCarthy: The Geography of World Economy; Arnold, 6th Edition, 2014
- N. C. P. Henry - W. C. Yeung: Economic Geography; John Wiley and Sons Ltd, 2019

Further readings:

1. T. J. Barnes – B. Christophers: Economic Geography; Fifth Edition, John Wiley & Sons Blackwell Inc., 2019;
2. Audrey N. Clark: Dictionary of Geography; Third Edition, Penguin Books, 2015;
3. National Geographic: Atlas of the World; Eleventh Edition, 2020;
4. P. Krugman: What’s new about the New Economic Geography?; Oxford Review of Economic Policy, Vol. 14, No. 2 1998
5. Reginald G. Golledge: Geographical theories; UNESCO, Blackwell Publisher 1996
6. J. A. Scholte - R. Robertson: Encyclopedia of Globalization; Volume 4; Routledge; New Your-London; 2007

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

Competences to be developed:

- knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , is familiar with the use of it and office tools to support the operation of organisations and management processes , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

- abilities/skills: tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to identify the complex consequences of economic processes and organisational events, has the ability to cooperate with the representatives of other disciplines , participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience. , is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. , is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations, is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations; tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions.
- attitude: is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).
- autonomy and responsibility independently performs and organises the tasks defined in his/her job description under general professional supervision , organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications. , assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct

Teacher responsible for the subject (name, title, degree): KUTTOR, Dániel, Associate Professor, Dr., PhD,

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: World economics	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 100% (credit%)	
Type of lesson: lecture: (number of hours: 2+0) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: The requirement for the signature is the participation in the lectures. Optional assignment: analysis of one actual issue regarding an economic block of the World economy. Evaluation: The good problem solving of the issue can result in 20% in the annual grade. Written exam: short and long questions, data tables, multiple choice question types	
Curricular location of the subject (semester): 3 rd (autumn)	
Pre-study conditions (if any): n.a.	
Subject description: concise but informative description of the subject to be covered	
<p>The main objective is to give theoretical background to the logical structures and processes of the world economy; and to represent the determining big regions and economic blocks. The course highlights nowadays' processes, like the industry 4.0 and important sectors. The international factor flows (products, capital) representation and the adaptation/competitiveness issues are also covered through the semester.</p> <p>The concept of international relations, models of international systems Cyclical changes, the development of the world economy The world economy at the turn of the millennium; The global-local paradox Regional blocks, economic integrations and the special economic zones Global resource trade, with special regards on the role of oil Role of financial markets and the operating characteristics of transnational corporations The role and relations of the Triad in the world economy 1. (European Union, United States of America 1.) The role and relations of the Triad in the world economy 2. (United States of America 1., Japan) The role of BRICs in the world economy Least developed countries in the global world Industry 4.0, the role of dynamic sectors in the development of the world economy The role of the automotive industry in the world economy Competitiveness of national economies Economic complexity vs. vulnerability</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
Compulsory: Topic of lectures.	

Z. Nagy – D. Kuttor – T. Sebestyén Szép (2013): International and Regional Economic Relations. Miskolc, E-learning material.
Maddison (2001): The World Economy: A Millennial Perspective.

Recommended:

Patrik Aspers, Sebastian Kohl. (2015): Economic theories of globalization from: The Routledge International Handbook of Globalization Studies Routledge.

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

- a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- b) abilities: uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , is capable of using a foreign language in business at intermediate level
- c) attitude: is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).
- d) autonomy and responsibility: takes responsibility for his/her analyses, conclusions and decisions

Teacher responsible for the subject (name, title, degree): Dóra Szendi, PhD, assistant professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Labour market	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%) 100-0%	
Type of lesson: lecture (number of hours: 2+0) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term progress test. Oral exam.	
Curricular location of the subject (semester): 3 rd	
Pre-study conditions (if any): n.a.	
Subject description: concise but informative description of the subject to be covered	
<p>Students gain knowledge about the actors of the labour market and its operation mechanisms; they get informed about today's labour market situation and the historical momentums leading to that.</p> <p>The aim of the subject is to get to know the macroeconomic background of human resource management.</p> <p>Moreover, the aim of the subject is to strengthen social sensitivity and empathy. It increases the competency of the students to recognize and present the options and development alternatives.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory:</p> <ul style="list-style-type: none"> ● Fazekas K. – Elek P. – Hajdu T. (2021): The Hungarian Labour Market 2020. Centre for Economic and Regional Studies, Institute of Economics, Budapest. Internet: https://kti.krtk.hu/ ● Borjas, G, J.: Labor Economics, 4th ed. McGraw-Hill New York, 2008 ● Linacre, S.: Is too much regulation holding Europe back? How labor market constraints can reduce global competitiveness. Managerial Law; Volume. 48, Issue: 6; 2006 <p>Recommended:</p> <ul style="list-style-type: none"> ● Schmid, G., O'Reilly, J., Schömann, K. (eds.): International Handbook of Labour Market Policy and Evaluation ● Henkens, K., Remery, C., Schippers, J.: Recruiting personnel in a tight labour market: an analysis of employers' behaviour. International Journal of Manpower; Volume. 26, Issue. 5; 2005 ● Aiginger, K.: Labour market reforms and economic growth – the European experience in the 1990s. Journal of Economic Studies; Volume. 32, Issue. 6; 2005 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p>e.g.:</p> <p>a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and</p>	

processes, has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis, has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

b) abilities: uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application, is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. , is capable of using a foreign language in business at intermediate level

c) attitude: is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects). , pursues lifelong learning related to his/her job and further

d) autonomy and responsibility: takes responsibility for his/her analyses, conclusions and decisions, assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct

Teacher responsible for the subject (name, title, degree): Siposné Nándori Eszter, associate professor, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Business Communication	Credits:4
Subject classification: compulsory / optional (delete as not required) compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 0-100. (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours:0+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: case studies, creation and delivery of individual presentations, completion of topic tests	
Type of assessment (colloquium / practice mark / other): practice mark Additional (specific) modes (if any) to be used in the assessment of knowledge: preparation of presentations and essays, thematic individual preparation	
Curricular location of the subject (semester): 2 semester	
Pre-study conditions (if any):-	
Subject description: concise but informative description of the subject to be covered The aim of the course is to provide the student with a good command of written and oral communication. They will be able to apply these skills in business, both in writing, for example in writing a CV or a business letter, and orally in giving a presentation or making a presentation. Know your own communication style to adapt it to the job you are doing. Communication basics, concepts and evolution 2. Communication models and their applications 3. Personal communication style 4. Non-verbal communication 5. Oral communication 6. Written communication 7. Presentation tools 8. Presentation techniques 9. Presentation in practice 10. Written communication in business 11. Elements of business letters 12. Curriculum vitae and cover letter 13. The role of email today 14. The role of innovation in business communication, trends and tendencies	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
Business Communication Today(2020), Global Edition by Bovee ISBN-10 : 1292353147 Pearson Excellence in Business Communication(2016), Global Edition SBN-13: 9781292156651 Business Communication Essentials(2020): Fundamental Skills for the Mobile-Digital-Social Workplace (8th Edition) Bovee IE Fundamentals of Organizational Communication(2018) (8th Edition) Zalabak IE	

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

e.g.:

a) knowledge

- possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

b) abilities

-..is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience,

- is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. ,

- is capable of using a foreign language in business at intermediate level

c) attitude

- accepts and recognises the importance of career planning.,

- pursues lifelong learning related to his/her job

d) autonomy and responsibility

- carries out his/her duties independently and responsibly as a member of projects, teams and departments ,

- independently performs and organises the tasks defined in his/her job description under general professional supervision

Teacher responsible for the subject (name, title, degree): István Kunos PhD associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Daniella Kucsma assistant lecturer

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Corporate Finance	Credits: 6
Subject classification: <u>compulsory</u>	
Degree of theoretical or practical nature of the subject, "training character "12: 30%-70%	
Type of lesson: lecture + seminar (number of hours: 2+2) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignment: Oral presentation on the cash flow and ratio analysis of a chosen company. Written exam: brief theoretical questions for maximum 30% of scores, the rest is problem solving (case study, short examples, budgeting).	
Curricular location of the subject (semester): 4 nd	
Pre-study conditions (if any): Finance and Accounting	
Subject description: concise but informative description of the subject to be covered	
<p>Lecture:</p> <ul style="list-style-type: none"> • Analysis of the financial report. The structure of balance sheet and income statement • Cash flow analysis and ratio analysis • Static investment appraisals (Payback, ARR and Smallest Cost) • Dynamic investment appraisal methods (NPV, IRR, Payback, Annuity, ARR) • Applications for Annuity Methods • Drawback and advantages of dynamic methods. Practical issues of investment decisions 1. (capital constraints, working capital) • Practical issues of investment decisions 2. (inflation, timing, lifetime, sophisticated capital allocation methods) • NPV model, Investment decisions in an uncertain world sensitivity analysis • Principles of financing (MM views, MM-I, MM-II) • WACC calculations • The interaction between investment and financing decisions (ANPV, Miles-Ezzel formula, MM formula) - presentations • Dividend policy - presentations • Working capital management - presentations 	<p>Seminar:</p> <ul style="list-style-type: none"> • Balance sheet and income statement • Cash flow and ratio analysis Profitability, liquidity and efficiency ratios • Static investment appraisal methods • Dynamic investment appraisal methods • Replacement case study • Visnu, Hammid case study • Superinvest case study, • Sensitivity case study • Deduction of MM-I • WACC calculations • Lease or buy case study Operational and financial leverage • Baumol, Wilson case study, Debtor's limit case study Profitability of deal • Liquid case study • Case evaluation (marketing campaign, factoring, discount)

• Cash budget - presentations	
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List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)

Compulsory

5. Brealey R.A. – Myers S.C.: Principles of Corporate Finance McGraw@Hill 2016
ISBN: 978-1-2591-4423-8

Recommended:

6. Aswath Damodaran: Applied Corporate Finance Wiley 2010
7. Ross – Westerfield – Jaffe: Corporate Finance McGraw&Hill 2013
8. Welch I.: Corporate Finance Prentice Hall 2017 ISBN: 9780321277992

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

- knowledge: has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , is familiar with the use of it and office tools to support the operation of organisations and management processes , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- abilities/skills: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations , uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to identify the complex consequences of economic processes and organisational events, is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application
- attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes, accepts and recognises the importance of career planning.
- autonomy and responsibility takes responsibility for his/her analyses, conclusions and decisions, independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation,

taking responsibility for the organisation and the staff, assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct, carries out his/her duties independently and responsibly as a member of projects, teams and departments

Teacher responsible for the subject (name, title, degree): Sándor Bozsik, associate professor, Ph.D

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Zsolt Zsombori, assistant professor, Ph.D, Gábor Süveges, assistant professor, Ph.D

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Information Systems and SAP Administration	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 2/2/0/0 in the semester	
Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): practice mark	
Additional (specific) modes (if any) to be used in the assessment of knowledge:	
Curricular location of the subject (semester): 4	
Pre-study conditions (if any): -	
Subject description: concise but informative description of the subject to be covered	
<p>Systems theory approach. Classification of information systems: transaction processing, management information systems, decision support systems. Requirements of information systems.</p> <p>Information systems modelling: data modelling, data flow diagrams, state-transition diagrams.</p> <p>Data models and databases. Data management. SQL queries and reporting.</p> <p>Information system security: criteria, risk factors, and managing information security.</p> <p>SAP modules, characteristic and usage.</p> <p>Process flow of the usual sales and purchasing process in the SAP systems. Master data, transaction data, documents. Creating reports in the SAP system.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory literature:</p> <p>Jeffrey Word, Simha R. Magal: Integrated Business Processes with ERP Systems, Wiley, 2012</p> <p>SAP University Alliances: SAP ERP SD exercises and case studies, 2021</p> <p>SAP University Alliances: SAP ERP MM exercises and case studies, 2021</p>	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p><i>a) knowledge</i></p> <ul style="list-style-type: none"> - has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions. - is familiar with the use of IT and office tools to support the operation of organisations and management processes <p><i>b) abilities</i></p> <ul style="list-style-type: none"> - possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, 	

- has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis,
 - has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions
- c) attitude*
- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation.
 - seeks to develop his/her knowledge and working relationships, in cooperation with colleagues
- d) autonomy and responsibility*
- independently performs and organises the tasks defined in his/her job description under general professional supervision
 - takes responsibility for his/her analyses, conclusions and decisions.
 - independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation, taking responsibility for the organisation and the staff.

Teacher responsible for the subject (name, title, degree): Dr. Györffy Ildikó, associate lecturer, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Lates Viktor, master teacher

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Human Resources Economics	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 70 (credit%)	
Type of lesson: <u>lecture</u> / <u>seminar</u> / practice course / consultation and number of hours: 4 and 20 in the semester	
Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium	
Additional (specific) modes (if any) to be used in the assessment of knowledge:	
Curricular location of the subject (semester): I.	
Pre-study conditions (if any):	
Subject description: concise but informative description of the subject to be covered	
<p>The subject includes the increasingly important parts of Human Resources Economics and new dimensions of human resource management. The subject has been brought up-to-date by reference to the findings of a number of significant research projects and other investigations of how HRM operates in practice. We mainly focus on case studies to understand and practice real life situations, like Strategic human resource management, Human capital management, High performance work systems, Organization and role of HR, Change management, Human resource planning, Talent management, Recruitment and selection, Learning and development, Performance management, Reward management, Employee relations, Employment and HR practice.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<ol style="list-style-type: none"> 1. Michael Armstrong and Stephen Taylor: Armstrong's Handbook of Human Resource Management Practice, 15th Edition, Kogan Page, London, 2020, 776 pages, ISBN-13: 978-1789661033 2. Amin Nizam: HRM Case Studies, Kogan Page, London, 2020, 113 pages 3. Richard A. Swanson: Foundations of Human Resource Development, Berrett-Koehler Publishers, Oakland, 2022, 384 pages, ISBN-13 : 978-1523092093 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p>a) knowledge</p> <ul style="list-style-type: none"> - has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis. - knows the rules and ethical standards of working in a project, team, work organisation, project management. - has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions. - has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. 	

- Possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language.

b) abilities

- is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations
- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.
- participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience.
- is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience,
- is capable of using a foreign language in business at intermediate level

c) attitude

- is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality.
- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. Seeks to develop his/her knowledge and working relationships, in cooperation with colleagues.
- is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes.
- accepts and recognises the importance of career planning.
- pursues lifelong learning related to his/her job and further

e) autonomy and responsibility

- independently performs and organises the tasks defined in his/her job description under general professional supervision
- takes responsibility for his/her analyses, conclusions and decisions.
- independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation, taking responsibility for the organisation and the staff.
- organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications.
- assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct.
- carries out his/her duties independently and responsibly as a member of projects, teams and departments

Teacher responsible for the subject (name, title, degree): Dr. István Kunos, habil, Ph.D., Associate Professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Mrs. Dóra Andrászkó, assistant lecturer

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes. e.g. case studies, role play, thematic presentations, etc. e.g. continuous debriefing, mid-year report e.g. request for case studies, thematic papers, essays, business, organisational plans, etc. 12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Strategic innovation and value creation processes	Credits: 6
Subject classification: compulsory / optional (delete as not required) compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 50 - 50 (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 30 hours lecture + 30 hours seminar in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: case study solving	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: -	
Curricular location of the subject (semester): 5	
Pre-study conditions (if any): no	
Subject description: concise but informative description of the subject to be covered General characteristics of innovation, formulation of innovation strategies, planning of innovation processes, processes and models of diffusion, characteristics of value creation processes, production and service provision, value creation processes in supply chain management, supply chain strategies, global value chain management, integration of supply chains, inventory control in supply chains.	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Le Masson, P., Weil, B. and Hatchuel, A. (2010): Strategic Management of Innovation and Design. Cambridge: Cambridge University Press.</p> <p>Tushman, M.L. and Anderson (2004): Managing Strategic Innovation and Change. Oxford: Oxford University Press.</p> <p>Chopra, S. and Meindl, P. (2004): Supply Chain Management. Strategy, Planning and Operations. New Jersey: Pearson Education International.</p> <p>Krajewski, L.J., Malhotra, M.K. and Ritzman, L.P. (2006): Operations Management. Processes and Supply Chains. New Jersey: Person Education International.</p>	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<p><i>a) knowledge</i> - being familiar with the basic theories and concepts of business and management, acquired and rules and ethical norms of cooperation in work organizations, has basic knowledge of management and organization.</p> <p><i>b) abilities</i> - planning and organizing projects and business organizations, capable of applying theories and methods acquired during the education, capable of using problem solving techniques.</p> <p><i>c) attitude</i> - sensitive to problems, proactive, continuously increases personal knowledge.</p> <p><i>d) autonomy and responsibility</i></p>	

- capable of solving problems alone, bears responsibility for actions, organizes and controls activities of organizational units.

Teacher responsible for the subject (name, title, degree): Dr. Károly Balaton, DSc, professor emeritus

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Tamás Faludi, assistant professor

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Organisation methodology	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "100-0% (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: (2+0), ie. 28 hours lecture in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: case study solving	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: -	
Curricular location of the subject (semester): 5	
Pre-study conditions (if any): no	
Subject description: concise but informative description of the subject to be covered Management functions, rationalisation. Overview of the organisational work process. Situation review. Organizational work: process analysis. Time study methods. Work organisation: responsibilities and powers. Process of organisational work: analysis, staffing. .Analysis of working methods. Organizational work process: job analysis; Environmental factors. Principles of plan preparation. Elements of a proposal. Introduction of plans. Retrospective analysis.. Organisation as problem solving. The PDCA cycle. Complex problem-solving methods	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
S. P. Robbins: Organization theory - Structure, design, and applications, Prentice Hall 1990. Recommended literature: J. P. Womack, D. T. Jones: Lean thinking, Simon & Schuster Inc., 2008	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
a) knowledge - knows the rules and ethical standards of working in a project, team, work organisation, project management. - has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions. - has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. - Possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language.	

b) abilities

- is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations
- uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment.
- participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience.
- is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience,
- is capable of using a foreign language in business at intermediate level

c) attitude

- is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality.
- is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. Seeks to develop his/her knowledge and working relationships, in cooperation with colleagues.
- is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes.
- accepts and recognises the importance of career planning.
- pursues lifelong learning related to his/her job and further

e) autonomy and responsibility

- independently performs and organises the tasks defined in his/her job description under general professional supervision
- takes responsibility for his/her analyses, conclusions and decisions.
- independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation, taking responsibility for the organisation and the staff.
- organises, manages and controls economic activities in a business organisation, in a business-related job, in accordance with his/her qualifications.
- assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct.
- carries out his/her duties independently and responsibly as a member of projects, teams and departments

Teacher responsible for the subject (name, title, degree): Mariann, Veresné Prof. Dr. Somosi, PhD, Professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Tamás Faludi, assistant professor

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes. e.g. case studies, role play, thematic presentations, etc. e.g. continuous debriefing, mid-year report e.g. request for case studies, thematic papers, essays, business, organisational plans, etc. 12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Operation Management	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 50% (credit%)	
Type of lesson: <u>lecture</u> / seminar / <u>practice course</u> / consultation and number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: –	
Type of assessment (<u>colloquium</u> / practice mark / other): mid-term test, exam Additional (specific) modes (if any) to be used in the assessment of knowledge: –	
Curricular location of the subject (semester): 5 th	
Pre-study conditions (if any): Management and Organisation	
Subject description: concise but informative description of the subject to be covered The purpose is to learn the processes and planning calculations of operations management. In this context, the curriculum emphasizes the interpretation of the increasingly widely used pull approach in production and management and the acquisition of the applicable toolset. The students will be able to contribute to the timely delivery of the products and services in their position by mastering production planning calculations and supporting effective resource and organizational management. The lessons and practical parts help to acquire the guidelines of the raw material and stock management, the tools and methods of planning, implementation of the production plan, analysis and assessment of progress, as well as the principles of management and organization.	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
Compulsory: Heizer, J., Render, B., Munson, C. (2020). Operations Management: Sustainability and Supply Chain Management. London: Pearson. ISBN 9780134130422 Slack, N. (2006). Operations and process management: Principles and practice for strategic impact. Harlow: Financial Times Prentice Hall ISBN 9781292350066 Recommended: Schenk, M., Wirth, S., Müller, E. (2010). Factory planning manual: Situation-driven production facility planning. Berlin: Springer. ISBN 9783642036347 Greasley, A. (2008). Operations management. Los Angeles: SAGE. ISBN 9781412918831	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
a) Knowledge - knows and understands the principles and methods of management, organisation and operation of management processes, the methodology of analysis of management processes, the methodological basis of decision preparation and decision support. - has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation. b) Skills	

- is able to identify the complex consequences of economic processes and organisational events.
 - is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limits of their application.
- c) Attitude
- Is open to changes in the wider economic and social environment of the job, work organisation or enterprise, and seeks to follow and understand these changes.
- d) autonomy and responsibility
- Takes responsibility for his/her analyses, conclusions and decisions.
 - Organises, manages and controls economic activities in an economic organisation and in an economic job according to his/her qualifications.

Teacher responsible for the subject (name, title, degree): László BERÉNYI, PhD dr. habil

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Zsolt HARANGOZÓ

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Quality Management	Credits: 3
Subject classification: compulsory	
Degree of theoretical nature of the subject, "training character "12: 100 % theoretical (credit%)	
Type of lesson: lecture consultation and number of hours: 28 hours in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium exam Additional (specific) modes (if any) to be used in the assessment of knowledge:	
Curricular location of the subject (semester): 6.	
Pre-study conditions (if any):-	
Subject description: concise but informative description of the subject to be covered	
The history and evolution of quality management, principles and basic definitions, featuring quality check, controll, assurance and TQC. Structure of the ISO 9000, TQM. 5S program, Poka-Yoke and other simple techniques. Analytical as well as improving methods of quality. Types of quality costs, quality management cultures (USA, Japan, Eu). FMEA, QFD methods. Statistical process control (SPC), control charts, R&R. Types and calculation of quality capability indicators. Audits.	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory literature:</p> <ul style="list-style-type: none"> - Sartor, M. and Orzes, G.: Quality Management: Tools, Methods and Standards. Emerald Publishing Ltd., Bingley, 2019. 293 p. ISBN: 978-1-78769-804-8, eISBN: 978-1-78769-801-7. - Dale B. G., Bamford D., Wiele van der T.: Quality Management: An essential guide and resource gateway. John Wiley and Sons Inc., New York, 2016. 352 p. ISBN: 9781119130925. - Hoyle D.: Quality Management Essentials. Taylor & Francis Ltd, Oxford, 2007. 214 p. ISBN: 9780750667869 <p>Recommended literature:</p> <ul style="list-style-type: none"> - Wilkinson, A., Redman, T., Snape E., Marchington, M.: Managing with Total Quality Management: Theory and Practice. Bloomsbury Publishing PLC, New York, 1998. 216 p. ISBN: 9780333620076. - Berényi L.: Fundamentals of Quality Management, Lap Lambert, Saarbrücken, 2013. 184 p. ISBN: 3659490598, 978-3659490590. - Ross, J. E.: Total Quality Management. St. Lucie Press, Delray Beach, 1993. 325 p. ISBN: 0963403001, 978-0963403001. 	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	

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|--|
| <p>a) knowledge
- Knows the fundamentals and basics of other fields related to his/her field (technical, legal, environmental, quality assurance, etc.)</p> <p>b) abilities
- Can apply economic solving problems, problem solving methods, conditions and limitations of their application.
- Able to determine the complex consequences of economic processes and organisational events.</p> <p>c) attitude
- In the interest of quality work, he/she shows problem-sensitive, proactive behaviour, to be constructive, cooperative and proactive in projects and group assignments.</p> <p>d) autonomy and responsibility
-He/she is responsible for his/her analyses, conclusions and decisions.</p> |
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<p>Teacher responsible for the subject (name, title, degree): Mariann Somosi Veresné, full professor</p>
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<p>Teacher(s) involved in the teaching of the subject, if any (name, title, degree): András Kerchner assistant professor, PhD.</p>
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*Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.
e.g. case studies, role play, thematic presentations, etc.
e.g. continuous debriefing, mid-year report
e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.*

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: Management Control	Credits: 6...
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 35-65% (credit%)	
Type of lesson: lecture / seminar / practice course / consultation and number of hours: 2+2 in the semester Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: practical exercises, business case studies	
Type of assessment (colloquium / practice mark / other): exam Additional (specific) modes (if any) to be used in the assessment of knowledge: -	
Curricular location of the subject (semester): 6th semester	
Pre-study conditions (if any): -	
<p>Subject description: concise but informative description of the subject to be covered: The primary objective of the course is to present the evolution of the relationship among the main participants - such as owners, decision makers and controllers - within the decision-making process. Knowing costs is a priority for decision makers. Hence, the secondary objective is to understand the content and behaviour of costs. Finally, the students get familiar with the elements of the controlling system and the strategic decision support tools.</p> <p>Management and control. Introduction to Management Control Systems. Cost terms and concepts. Cost assignment, cost allocation. Allocation of support-department costs. Common costs and revenues. Joint and by-product costing. Job costing, process costing. Activity-based costing and activity-based management. Cost–volume–profit analysis. Standard costing and variance analysis. The budgeting process. Divisional financial performance measures, transfer pricing in divisionalized companies. Pricing decisions and cost management. Strategic cost management and strategic management accounting. Balanced Scorecard and and strategic profitability analysis. Excel and decision support.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory literature</p> <ul style="list-style-type: none"> - Anthony, R. N. – Govindarajan, V. (2014): Management Control Systems, McGraw Hill, - Drury, C. (2012): Management and Cost Accounting, 8th edition, Thomson Learning - Horngren et al. (2015): Cost Accounting: A Managerial Emphasis. 15th edition Prentice Hall, London <p>Recommended literature</p> <ul style="list-style-type: none"> - Blocher, E. et al. (2019): Cost Management: A Strategic Emphasis, McGraw-Hill Education, 8th edition, 	

- Kaplan, R. S. – Norton, D. P. (1996): The Balanced Scorecard: Translating Strategy into Action, Harvard Business School Press,
- Kaplan, R. S. – Norton, D. P. (2004): Strategy Maps: Converting Intangible Assets into Tangible Outcomes. Harvard Business School Press,
- Kaplan, R. S. – Norton, D. P. (2006): Alignment: Using the Balanced Scorecard to Create Corporate Synergies: How to Apply the Balanced Scorecard to Corporate Strategy. Harvard Business School Press,
- Merchant, K. – Van der Stede, W. (2017): Management Control Systems: Performance Measurement, Evaluation and Incentives, Pearson, 4th edition

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

- a) knowledge: has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions, is familiar with the use of it and office tools to support the operation of organisations and management processes , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data
- b) abilities/skills: uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , has the ability to identify the complex consequences of economic processes and organisational events, is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application, has the ability to cooperate with the representatives of other disciplines
- c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, pursues lifelong learning related to his/her job and further
- d) autonomy and responsibility: independently performs and organises the tasks defined in his/her job description under general professional supervision , takes responsibility for his/her analyses, conclusions and decisions, assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct, carries out his/her duties independently and responsibly as a member of projects, teams and departments

Teacher responsible for the subject (name, title, degree): Zoltán Musinszki, PhD, associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Adrienn Takácsné Papp, assistant lecturer, Klára Szűcsné Markovics associate professor

The name of the subject: Entrepreneurship	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 50-50%	
Type of lesson: lecture + practice course (number of hours: 2+2) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignment: Real-life entrepreneurial problem-solving in groups and oral presentation of the results. Oral exam: short answer questions regarding theoretic models + complex case-study solving.	
Curricular location of the subject (semester): 5th	
Pre-study conditions (if any): no	
Subject description: concise but informative description of the subject to be covered	
<p>The course aims to provide essential knowledge on small business management in general, contributing to the success of established and intended businesses. Students will improve their analytical, planning and decision-making abilities, such as their leadership and communication skills. Topics cover:</p> <ol style="list-style-type: none"> 1. Introduction to Entrepreneurship. Small businesses, benefits and drawbacks of entrepreneurship. Driving forces of enterprise growth and enterprise failure. Cultural diversities. 2. Macro and microenvironment of the enterprise. Analysis tools for evaluating the environment. Stakeholders and corresponding theories. 3. The entrepreneur, entrepreneurial motives. Role of the entrepreneur in business, the entrepreneurial profile. Creativity, innovation and entrepreneurship. Brainstorming, mind-mapping, Force-Field analysis, TRIZ methodology, Rapid prototyping. Protecting intellectual properties through patents, trademarks, and copyrights. 5. Idea assessment, the feasibility of entrepreneurial concepts. Feasibility analysis. Primary research techniques. Start-up businesses. 6. Developing and testing the business model. New business planning processes. The Business Model Canvas. Testing the value proposition, business prototyping. Product, customer and revenue model pivots. 7. Strategic management in small businesses 1: Goals and objectives, BHAG, key success factors. Strategy typologies. Strategy formulation, the strategic plan. Balanced Scorecard. The strategic management process. 	

8. Strategic management in small businesses 2: Collecting competitive intelligence, competitor analysis, Competitive Profile Matrix. Building a sustainable competitive advantage. Core competencies.
9. Business planning. Effective and solid business plans, the “five Cs of credit”. Presenting the business plan, and pitching techniques.
10. Finding, securing and managing financial resources. Managing fixed and variable costs. Using financial statements to guide a business.
11. Scaling the business. Managing the implication for growth. Driving forces of growth, the growth process. Crisis and crisis management. Harvesting and ending the venture.
12. Global entrepreneurship. International cultures and communication. Market entry strategies, modern marketing techniques. Legal aspects of international operations. Franchising and other networking models.
13. Business ethics in small businesses. Social and environmental sustainability of the enterprise.
14. Social entrepreneurship and social enterprises.

List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)

Compulsory literature:

1, Norman M. Scarborough:

Essentials of Entrepreneurship and Small Business Management

Pearson, 9th edition, 2018. (or Pearson, 8th edition, 2016.)

ISBN: 978-0134741086

ISBN: 978-1292094861

2, David J. Bland and Alex Osterwalder:

Testing Business Ideas: A Field Guide for Rapid Experimentation

Wiley, 2019. (The Strategyzer Series)

ISBN: 978-1119551447

Recommended literature:

1, Steve Mariotti and Caroline Glackin:

Entrepreneurship and Small Business Management

Pearson, 2015. (2nd, Global Edition)

ISBN: 978-0137612468

2, Robert D. Hisrich; Michael P. Peters and Dean A. Shepherd:

Entrepreneurship

McGraw-Hill/Irwin, 11th edition, 2020.

ISBN: 978-1260043730

3, Bruce R. Barringer, Duane Ireland: *Entrepreneurship: Successfully Launching New Ventures:*

Pearson, 2018. (6th, Global Edition)

ISBN: 978-0134729534

List of the required professional competencies and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

- knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , is familiar with the use of it and office tools to support the operation of organisations and management processes , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- abilities/skills: tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to identify the complex consequences of economic processes and organisational events, is able to apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application, has the ability to cooperate with the representatives of other disciplines , participates in projects and group work by leading, organising, evaluating and monitoring activities after acquiring practical knowledge and experience. , is able to present professional proposals and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication. , is capable of using a foreign language in business at intermediate level , is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations 1, is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations 3
- attitude: is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and

environmental, sustainability aspects). , pursues lifelong learning related to his/her job and further

- autonomy and responsibility independently performs and organises the tasks defined in his/her job description under general professional supervision , takes responsibility for his/her analyses, conclusions and decisions, organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications. , assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct

Teacher responsible for the subject (name, title, degree): Ágnes HORVÁTH, PhD, associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Ádám Bereczk, assistant lecturer

The name of the subject: Business Planning	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: 20%-80% (credit%)	
Type of lesson: practice course (number of hours: 0+2 in the semester) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): practice mark Additional (specific) modes (if any) to be used in the assessment of knowledge: Preparation of a business plan (30 pages) in a team of 2 students, presentation (2*15 minutes), and discussion (10 minutes) in the practical course. Practical mark: 60% written business plan, 40% presentation (20% the level of presentation, 20% involvement of the other students, and the discussion)	
Curricular location of the subject (semester): 5th	
Pre-study conditions (if any): -	
Subject description: concise but informative description of the subject to be covered	
<p>The aim of the course: To get acquainted with the process, purpose, functions and sub-plans of the business plan, to review the planning methods that can be used during the compilation of each sub-plan. Students will be able to design the processes of business organizations and institutions. During the semester, each student will prepare a business plan for a specific or fictitious enterprise, they will present and discuss it with the other students in the practice course, thus enabling them to use negotiation and presentation techniques for convincing professional discussion.</p> <p>Course structure:</p> <ul style="list-style-type: none"> – Introduction: what is a business plan, and why write one; Looking forward: the business plan as a planning document; – Who reads the business plan: what are they looking for? How do they make funding decisions? – The Business' Legal Form: major variables: liability, control, taxes; Sole Proprietorships (EV), General Partnerships (kkt.), Limited Partnership (Bt.), Limited Liability Company (Kft.), Company Limited by Shares (Rt.); – Contents: the sub-plans of the business plan and the logical connections between them; – Executive Summary: the company, market potential, major milestones, distinctive competence, financial summary; – General Company Description: business objectives; Is the company a manufacturer, retailer or service business? What customers is it attempting to serve? What is it providing its customer base and how? Where is it located? Where will it do business (locally, nationally, internationally)? – Products and Services: Physical Description; Use and appeal; Stage of development; Research and development effort; – Industry Analysis: Future outlook and trends; Analysis of competitors; Market segmentation; Industry and market forecasts; 	

- **Marketing Plan:** Market definition and opportunity; Competition and other influences; Marketing strategy; Market research; Sales forecasts; Support material;
- **Production and Operations Plan:** Manufacturing process; Machinery and equipment; Names of suppliers of raw materials; Description of company's operation; Flow of orders for goods and/or services; Technology utilization; Product development;
- **Management and Organizational Plan:** Form of ownership; Management team, principals; Organizational chart; Policy and strategy;
- **Financial Plan:** Assumptions; Pro forma income statement (predicted 3 years); Cash flow projections (predicted 1 year); Pro forma balance sheet (predicted 3 years); Break-even analysis; Sources and applications of funds;
- **Assessment of risk:** Identifies potential hazards and alternative strategies to meet business plan goals and objectives. SWOT analysis;
- **Attachments to the Business Plan:** Letters; Market research data; Leases or contracts; Price lists from suppliers;

List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)

- [Barrow Colin](#), Barrow Paul, Brown Robert: The business plan workbook A Step-By-Step Guide to Creating and Developing a Successful Business ISBN: 978 1 78966 738 7 Kogan Page Ltd. 2021 p. 320,
- [Brian R Ford](#), Jay M. Bornstein, Patrick T. Pruitt: Ernst & Young Business Plan Guide ISBN: 0470112697 [John Wiley&Sons](#), 2007 p. 256
- [Stephen R. Lawrence](#): ELEMENTS OF A COMPLETE BUSINESS PLAN College of Business and Administration, University of Colorado, 1997, 1999
- Edward Blackwell: How to Prepare a Business Plan Kogan Page, London, Philadelphia, New Delphi, 2011
- Hisrich-Peters-Shepherd: Entrepreneurship (ISBN 978-0-07-353032-1) 8th ed. McGraw-Hill, New York, 2010

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

e.g.:

- a) knowledge: is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has the knowledge and understanding of the principles and methods of managing, organising and operating management processes, the methodology of analysing management processes, the methodological basis for preparing and supporting decisions, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data
- b) abilities: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations , uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , has the ability to identify the complex consequences of economic processes and organisational events, is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience, is able to present professional proposals

and opinions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication.

c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and teamwork in order to achieve quality, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes

d) autonomy and responsibility: takes responsibility for his/her analyses, conclusions and decisions, independently leads, organises and manages a department, a team, a company or a small enterprise in a business organisation, taking responsibility for the organisation and the staff, carries out his/her duties independently and responsibly as a member of projects, teams and departments, gives presentations and leads discussions independently, participate autonomously and responsibly in professional forums within and outside the organisation.

Teacher responsible for the subject (name, title, degree): Ágnes Tokár-Szadai, Associate Professor, Dr., PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree):

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: International Business	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 50-50%	
Type of lesson: lecture + practice course: number of hours: 2+2 Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignment: Oral presentation on a current topic in marketing. Written exam: a test with essay questions, true/false, multiple choice and short answer questions.	
Curricular location of the subject (semester): 6 th	
Pre-study conditions (if any): n.a.	
Subject description: concise but informative description of the subject to be covered	
<p>Introduction to International Business</p> <p>Theoretical Overview</p> <p>Trends and Key Players</p> <p>The Political, Legal, Economic, Technological and Sociocultural Environment</p> <p>Trade processes, Rules, Trade political instruments, Customs, EU Statistics</p> <p>Globalization, Regionalisation: BRICS</p> <p>Global Market Places in the World I.: North and South America, Middle East, Africa</p> <p>Global Market Places in the World II.: Eastern, Western and Central Europe, Asia</p> <p>Top Trading Countries – USA (NAFTA), Current issues: Trade War with China</p> <p>Top Trading Countries – CHINA, Case study: Alibaba</p> <p>Top Trading Countries – EUROPE, BREXIT</p> <p>International marketing</p> <p>Vultural differences</p> <p>Ethics and Social Responsibility in International Business, Fair Trade</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Giffin, R. W. – Pustay, M. (2020): International Business: A Managerial Perspective. Pearson</p> <p>Daniels, J. D. – Radebaugh, L. H. – Sullivan, D. P. – Click, R. W. (2022): International Business, Pearson</p> <p>Hill, C. (2021): ISE International Business: Competing in the Global Marketplace. McGraw-Hill</p> <p>Wild, J. J. – Wild, K. L. (2022): International Business: The Challenges of Globalization (What's New in Management). Pearson</p> <p>Verbeke, A. – Lee, I. H. I. (2021): International Business Strategy: Rethinking the Foundations of Global Corporate Success. Cambridge University Press.</p>	

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , is familiar with the use of it and office tools to support the operation of organisations and management processes , possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language

b) abilities/skills: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations , has the ability to identify the complex consequences of economic processes and organisational events, is able to manage a small and medium-sized enterprise or a department in a business organisation after gaining practical knowledge and experience, is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations 3

c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects). , pursues lifelong learning related to his/her job and further

d) autonomy and responsibility: independently performs and organises the tasks defined in his/her job description under general professional supervision , takes responsibility for his/her analyses, conclusions and decisions, assumes responsibility for compliance with professional, legal and ethical standards and rules relating to his/her work and conduct

Teacher responsible for the subject (name, title, degree): Noémi Hajdú, Associate Professor, Dr., PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: e Marketing and Commerce	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 20-80%	
Type of lesson: practice course: number of hours: 0+2 Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): practice mark Additional (specific) modes (if any) to be used in the assessment of knowledge: Active participation in classes will be evaluated and contributes to the final grade. Mid-term assignment: Oral presentation on a current topic in marketing. Online exam: Google Digital.	
Curricular location of the subject (semester): 5 th	
Pre-study conditions (if any): n.a.	
Subject description: concise but informative description of the subject to be covered	
<p>Marketing 4.0</p> <p>Digital Trends in Consumer Behaviour</p> <p>E-commerce in Hungary</p> <p>E-business model</p> <p>Digital marketing strategy</p> <p>Homepage structures and color marketing</p> <p>Content marketing</p> <p>Conversion funnel,</p> <p>Lead magnet</p> <p>Online communication, social media</p> <p>Google analytics,</p> <p>SEO</p> <p>KPI: Key Performance Indicator – Conversion Rate</p> <p>Optimization opportunities of Conversion Rate</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Hanlon, A. – Tuten, T. L. (2022): The SAGE Handbook of Digital Marketing. SAGE Publications Ltd</p> <p>Chaffey, D. – Ellis-Chadwick, F. (2022): Digital Marketing. Strategy, Implementation and Practice. Pearson</p> <p>Kingsnorth, S. (2022): Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page</p> <p>Hartman, K. (2020): Digital Marketing Analytics: In Theory And In Practice. Ostmen Bennettsbridge Publishing Services</p> <p>Rana, N. P. – Slade, E. L. – Sahu, G. P. – Kizgin, H. – Singh, N. – Dey, B. – Gutierrez, A. – Dwivedi, Y. K. (2020): Digital and Social Media Marketing Emerging Applications and Theoretical Development. Springer</p>	

a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, knows the rules and ethical standards of working in a project, team, work organisation, project management, is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has the basic knowledge of management and organisation, preparation, start-up and management of projects and small and medium-sized enterprises. , is familiar with the use of it and office tools to support the operation of organisations and management processes , has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data

b) abilities: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects). , pursues lifelong learning related to his/her job and further

c) attitude: is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work in order to achieve quality, is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects). , accepts and recognises the importance of career planning.

d) autonomy and responsibility: independently performs and organises the tasks defined in his/her job description under general professional supervision , takes responsibility for his/her analyses, conclusions and decisions

Teacher responsible for the subject (name, title, degree): Noémi Hajdú, Associate Professor, Dr., PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: International Finance	Credits: 6
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character " ¹² : 50-50 %	
Type of lesson: lecture + practice course (number of hours: 2+2) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge: -	
Type of assessment (colloquium / practice mark / other): colloquium Additional (specific) modes (if any) to be used in the assessment of knowledge: Written exam: a test with essay questions, true/false, multiple choice, and short answer questions.	
Curricular location of the subject (semester): 6th	
Pre-study conditions (if any): -	
Subject description: concise but informative description of the subject to be covered	
The main objectives of the course are to: <ul style="list-style-type: none"> • Develop a deep understanding of the international finance system • Provide a historical overview of international monetary systems and global capital and money markets development. • Examine exchange rate behaviour. • Give an introduction to global payments and the fintech ecosystem. • Introduce the concepts of blockchain and decentralised finance (DeFi). 	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Paul R. Krugman - Maurice Obstfeld -Marc Melitz: International Finance – Theory and Policy, Pearson; 11th edition (February 2, 2018), ISBN 978-1292238739</p> <p>Carol Coye Benson: Global Payments – And the Fintech Innovations Changing the Industry, Glenbrook Partners (November 3, 2020), ISBN 978-0982789766</p> <p>Jeff Madura: International Financial Management, Cengage Learning; 12th edition (January 1, 2014), ISBN 978-1133947837</p> <p>Niall Ferguson: The Ascent of Money – A Financial History of the World, Penguin Books (October 27, 2009), ISBN 978-0143116172</p>	
List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes	
<i>e.g.:</i>	

a) knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and has mastered the basic methods of information gathering, mathematical and statistical analysis, is familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions, has mastered the written and oral forms of professional and effective communication, tabular and graphical ways of presenting data

b) abilities / skills: uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions. , has the ability to identify the complex consequences of economic processes and organisational events, has the ability to cooperate with the representatives of other disciplines

c) attitude: is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, is open to changes in the wider economic and social environment of his/her job, work organisation or company, and seek to follow and understand these changes, is receptive to the views of others and to sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).

d) autonomy and responsibility: takes responsibility for his/her analyses, conclusions and decisions, organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications. , carries out his/her duties independently and responsibly as a member of projects, teams and departments

Teacher responsible for the subject (name, title, degree): Zsolt Pál, PhD

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): Levente Kovács, PhD

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment

The name of the subject: International accounting	Credits: 3
Subject classification: compulsory	
Degree of theoretical or practical nature of the subject, "training character "12: ... (credit%): 50-50%	
Type of lesson: lecture + practice course (number of hours: 0+2) Additional (specific) modes, features (if any) to be used in the delivery of the given knowledge:	
Type of assessment (colloquium / practice mark / other): practice mark Additional (specific) modes (if any) to be used in the assessment of knowledge: case study, thematic presentation. Minimum requirement: to achieve 50% of the total score.	
Curricular location of the subject (semester): 6 th	
Pre-study conditions (if any): Accounting exam	
<p>The aim of the course is to acquaint students with the concept, content elements and peculiarities of the most important international accounting systems, including the IAS_IFRS system, with the previously acquired knowledge of domestic accounting. Based on the comparison with the Hungarian regulations, the students will be able to systematize the Hungarian and international methods and procedures, as well as to compare the most important regulatory elements, thus establishing the practical application of the international accounting procedures.</p> <p>The place and role: evolution and development of national and international accounting standard systems in the theory and practice of accounting. Development of accounting. Continental and Anglo-Saxon accounting philosophy. Basic characteristics of the operation of accounting systems: European directives, US GAAP, IAS-IFRS. The concept of international accounting standards, evolution and development, legal and financial contexts. The relationship between accounting and taxation. Peculiarities of European accounting, accounting directives in the European Union, regulatory levels. IAS / IFRS - standard setting, framework, principles, application of IAS / IFRS in the EU Harmonization of international accounting standards. Convergence of IAS and US-GAAP. IAS 1 Form and Content of Financial Statements. Comparison of the most important regulatory elements with the Hungarian regulation.</p>	
List of the 2 to 5 most important compulsory or recommended literature (notes, textbooks) with bibliographical references (author, title, publication details, (possibly pages), ISBN)	
<p>Compulsory</p> <ul style="list-style-type: none"> • Slides (https://elearning.uni-miskolc.hu/) and the following references • IFRS in your pocket 2021: file:///C:/Users/ASUS/Downloads/IFRS%20in%20your%20pocket%202021%20(1).pdf • Lakatos László Péter - Kovács Dániel Máté - Madarasiné Dr. Szirmai Andrea - Mohl Gergely - Rózsa Ildikó: Nemzetközi Pénzügyi Beszámolási Standardok elmélete és gyakorlata – 2018 MKVK Budapest 2018. • L. Lesser - G.S. Lesser: Basic Accounting Simplified, GSL Galactic Publishing 2011 ISBN: 978-0-578-07632-4 	

Recommended

- Clare Finch: A Student's Guide to IFRS Third Edition, Kaplan Publishing, 2011
- International Accounting Standards: <https://www.iasplus.com/en/standards/ias>
- www.ifac.org

List of the required professional competences and elements of competence (knowledge, skills, etc., FAQ point 7) to which the subject typically and substantially contributes

Competences to be developed:

- knowledge: possesses the knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, has the knowledge of the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to his/her field of specialisation, possesses the basic vocabulary of economics/business in his/her mother tongue and at least one foreign language
- abilities/skills: is able to plan, organise, manage and control economic and business activities, projects, small businesses and business organisations, uses the theories and methods learnt, identifies facts and basic relationships, organises and analyses, draws conclusions, makes critical comments, makes proposals for decisions, and makes decisions in familiar and partly unfamiliar environment, both in national and international contexts/environment. , tracks and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, their impact, and takes them into account in the analyses, proposals and decisions.
- attitude: is receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. seeks to develop his/her knowledge and working relationships, in cooperation with colleagues, pursues lifelong learning related to his/her job and further
- autonomy and responsibility: takes responsibility for his/her analyses, conclusions and decisions, organises, manages and controls economic activities in a business organisation, in a business related job, in accordance with his/her qualifications.

Teacher responsible for the subject (name, title, degree): Judit Füredi-Fülöp Ph.D, associate professor

Teacher(s) involved in the teaching of the subject, if any (name, title, degree): -

Article 108, Section 37 of the National Curriculum Act (Nftv.) 37. class: a session (lecture, seminar, practice course, consultation) requiring the personal involvement of the instructor for the fulfilment of the academic requirements specified in the curriculum, the duration of which is at least forty-five minutes, but not more than sixty minutes.

e.g. case studies, role play, thematic presentations, etc.

e.g. continuous debriefing, mid-year report

e.g. request for case studies, thematic papers, essays, business, organisational plans, etc.

12 Determination of the training character, expressed as a percentage of credits: by comparing the content of the learning content, the nature of the competences to be achieved (see subject description), the way in which the knowledge is transferred and the way in which it is assessed, and by making a combined, complex assessment