

**BUSINESS ADMINISTRATION
AND
MANAGEMENT
BA**

COURSE INFORMATION



Academic year 2023/24

2017

TOMORI PÁL COLLEGE

1223 BUDAPEST, MŰVELŐDÉS UTCA 21-27.

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1. Training and Outcome Requirements ¹

1. Title of the Bachelor's degree: Business Administration and Management

2. The level of the bachelor's degree and the indication of the qualification in the diploma:

- level of qualification: bachelor (baccalaureus, bachelor; abbreviated BSc) degree
- qualification: economist with a bachelor's degree in economics and management
- title in English: Economist in Business Administration and Management

3. Field of study: economics

4. Duration in semesters: 7 semesters

5. Number of credits to be accumulated for the Bachelor's degree: 180+30 credits

- orientation of the course: practice-oriented (60-70 per cent)
- minimum number of credits of related practical training outside the institution: 30 credits, of which the number of credits for the thesis: 10 credits,
- minimum number of credits for optional subjects: 10 credits

6. Classification of fields of study according to the standard classification of fields of vocational education and training: 345/0413

7. Training objectives and professional competences of the Bachelor's degree

The aim of the training is to train economic specialists who, with their knowledge of economics, applied economics and methodology and the knowledge acquired in the framework of their specialisations, are able to understand, plan and analyse the operational processes and economic relations of business organisations and institutions. Once they have acquired practical knowledge and experience, they are able to manage and organise the activities and processes of entrepreneurs and entrepreneurs. They are prepared to continue their studies at Master's level.

7.1. The professional competences to be acquired

7.1.1.

a) knowledge

- Knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.
- You will have mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and will have mastered the basic methods of information gathering, mathematical and statistical analysis.
- You know the rules and ethical standards of working in a project, team, work organisation, project management.
- You are familiar with the principles and methods of setting up organisations and institutions, their structures and organisational behaviour and how to change them.
- Knowledge and understanding of 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.
- You will have basic management and organisational skills, as well as knowledge of preparing, launching and managing projects and small and medium-sized enterprises.

¹ The training and outcome requirements for higher education vocational, bachelor's and master's programmes and courses in the field of religion applicable from the academic year 2022/23

- You are familiar with the use of IT and office tools to support the operation of organisations and management processes.
- You have mastered written and oral forms of professional and effective communication, as well as tabular and graphical ways of presenting data.
- Possess a basic professional vocabulary of economics in your mother tongue and at least one foreign language.

b) skills

- Plan and organise economic activities, projects, small businesses and business organisations, manage and control. By applying the theories and methods learnt, you will identify facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and partly unfamiliar contexts, both national and international.
 - Tracks and interprets global economic and international business trends, changes in economic policy and related policies and legislation relevant to the field, their effects, and takes them into account in his/her analyses, proposals and decisions.
 - Ability to prepare financial, investment, financing and investment decisions, prepare and evaluate loan applications, financial plans and tenders.
 - Ability to use financial and accounting record keeping systems.
 - Prepares and analyses accounting reports and financial statements.
 - Determine tax, duty, customs, income and social security obligations and prepare the related tax returns.
 - Ability to draw up accounting policies and accounting rules.
 - It can calculate economic indicators and draw conclusions from them.
 - Ability to communicate in a foreign language.
 - Ability to work independently on literature.
-
- Plan and organise economic activities, projects, small businesses and business organisations, manage and control.
 - Using the theories and methods learnt, you will discover facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and sometimes unfamiliar contexts, both national and international.
 - Tracks and interprets global economic and international business trends, changes in economic policy and related policies and legislation relevant to the field, and their impact, and takes them into account in his/her analyses, proposals and decisions.
 - Ability to identify the complex consequences of economic processes and organisational events.
 - Apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application.
 - Ability to cooperate with representatives of other disciplines.
 - Participates in projects and group tasks, and after gaining practical knowledge and experience, leads, organises, evaluates and monitors the activities.
 - After gaining practical knowledge and experience, they are able to manage a small and medium-sized enterprise or a department in a business organisation.
 - Present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language,

according to the rules of professional communication.

- Ability to use a professional foreign language at intermediate level.

c) attitude

- In the interests of quality work, he/she is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work.
- Receptive to new information, new professional knowledge and methodologies, open to taking on new tasks and responsibilities that require autonomy and cooperation. Seeks to develop his/her knowledge and working relationships and to cooperate with colleagues in this respect.
- He/she 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.
- Responsive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects).
- Accept and recognise the importance of career planning.
- It strives for lifelong learning in and outside the world of work.

d) autonomy and responsibility

- Under general professional supervision, independently carries out and organises the tasks defined in the job description.
- It takes responsibility for its analyses, conclusions and decisions.
- Independently leads, organises and manages a department, work group, company or small business organisation, taking responsibility for the organisation and its staff.
- Organises, manages and controls economic activities in an economic organisation, in an economic job according to his/her qualifications.
- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- As a member of projects, teams and departments, he/she carries out his/her tasks independently and responsibly.
- Gives presentations and conducts debates independently. Participates independently and responsibly in the work of professional forums within and outside the organisation.

8. Characteristics of the initial training

8.1. Professional characteristics

- economics, methodology and business (mathematics, statistics, informatics, micro- and macroeconomics, international economics, finance, corporate economics, business law, marketing, accounting management, business communication, business language, environmental economics, other basic business skills) 80-90 credits;
- social sciences (EU, general and economic law, economic history, sociology, psychology, philosophy) 10-20 credits;
- Business and management professional knowledge (corporate finance, accounting analysis, human resource management, marketing management, leadership and organisation, value chain management, decision theory and methodology, controlling, business ethics, strategic planning, production management, process and quality management, human resource management, team management, public management, organisation methodology, information management, plus optional specialisations) 70-90 credits.

8.1.2 The maximum number of credits of specialised knowledge in the areas of specialisation

corresponding to the needs of the profession in the field of finance and accounting is 30 credits.

8.2. Requirements for the internship

The traineeship is one semester, with a minimum of twelve weeks of continuous practice as defined in the curriculum of the higher education institution.

2. General information

Title of the Bachelor's degree Programme:	Business Administration and Management
Responsible HEI for Programme:	Tomori Pál College
The department directly responsible for Programme:	Department of Marketing and Management
Programme leader:	Dr habil. László Suhányi, Associate Professor, PhD
Locations:	1223 Budapest, Művelődés u. 21. - head office 6000 Kecskemét, Árpád krt. 4.
Specialisations and those responsible for them:	Management of SME- Dr. habil. László Suhányi, Associate Professor, PhD Logistics - Dr. Kornél Bányai, PhD, College Professor Regional development - Dr. Ahmet Bariscil, Phd, College Associate Professor
Condition for admission:	GCSE
Level of graduation:	Bachelor's degree
Qualifications:	Bachelor (BSc) degree
The indication of the qualification in the diploma:	Economist in Business Administration and Management
Objective of the BA programme:	
<p>The objective is to train economic experts who can explore, design and analyse the operational processes of businesses and organisations, furnished with their skills in economics, applied economic sciences, methodology and those acquired in their specialisations. Students will learn how to manage and organise their own future businesses. They will be well-prepared to continue studies with a master programme as well.</p> <p>Students will acquire skills that help them achieve a general understanding of the particular field, develop problem detecting and solving abilities and adopt deep commitment to quality. Apart from qualitative methods, they will also learn how to perform quantitative analysis, acquire IT skills to help them take advantage of a broad approach to problem solving and multiple synergy effects. Through an insight into business communication and negotiation techniques, students will learn how to defend their standpoint in debates and how to consider the standpoints of their discussion partners.</p> <p>Students will have an understanding of relatively narrow professional skills in a broad social environment while being aware of reference points to other scientific fields. They will acquire the</p>	

fundamental forms and understand the importance of an interdisciplinary approach.

Students will be trained to adopt the systematic way of thinking, to develop and use a critical approach from various perspectives and acquire good argumentation skills in debates.

Specialisation of the Management of Small and Medium-sized Enterprises

The objective of the specialisation is to make students understand the national and international position of small and medium-sized businesses and the important role they play in national economies.

Students will learn about the various types of small and medium-sized businesses, the major characteristics of the different types and the skills required for managing such businesses.

Students will become familiar with the latest methods of international management, the special conditions of their introduction and the experience of using them.

Apart from applicable management methods, students will also learn about network operation forms of small and medium-sized businesses and the opportunities of cooperation and taking advantage of special potentials for them.

Furnished with the skills acquired in the specialisation, students will understand how to adapt traditional management methods to the special needs of small and medium-sized enterprises.

Specialisation of Logistics:

Students in this specialisation will first get an insight into the basic terms, processes and fields of logistics. Then at the second stage, they will develop a deep understanding of the contents and fundamental implications of a particular field in logistics.

Students will learn about the processes and methods of purchasing, production and distribution in logistics including reverse logistic processes. They will acquire an overview of the economy of logistic systems, logistic strategies, warehousing and stock management, transport processes, city logistics and all the logistic methods and processes in relation to the above fields.

To get a general understanding of logistic design processes planning, students will learn about the optimisation of various transport tasks, calculation of capacities and other calculations in relation to special logistic processes.

Operating and monitoring logistic processes requires IT-supported company management and logistic systems these days. To provide up-to-date information and skills to students, the theoretical basis of the course is completed with practical information on how to operate and use logistic information systems.

Specialisation in regional development:

Students will learn about the major results of systematic economic analysis of regional processes and get familiar with the place, role, tools and legal and institutional background of regional development. They will also get an insight into the regional policy of the EU, in addition to the sources, principles and practice of regional development and learn about the various types of regional strategies and the methods and approaches of strategic planning.

The objective of the course is to provide students with a set of tools that would help them gain an overview of the characteristics of a particular region (country, region, settlement, etc.) and be able to make comparisons and understand the reasons behind changes in a particular region in addition to getting familiar with the visual tools of depicting regional processes.

Students will learn about the complex system of regional development, the relationship between environmental protection and regional development and the fundamentals of a sustainable regional

policy. They will understand the place, the role and the tools of regional development planning with its legal and institutional background and acquire the special methods of strategic planning by adopting the different approaches to the strategy types of regional development. They will also learn how to prepare their own regional development strategy.

Students will understand the system of tourism and the touristic implications of regional development.

Internationalisation has become a key aspect at Tomori Pál College in the recent years involving a growing interest for Erasmus programs, the recruitment of international students from developing countries and teacher exchange programs.

The Business Administration and Management programme is also offered to international students in English. The number of international students enrolled in the programme is on the rise and we have seen a growing interest from the part of Hungarian students for English-language programmes as well.

The programmes in both languages include the same structure and subjects.

The design of the curriculum of the programme followed the principles and objectives above to ensure that a special emphasis is placed on practice-oriented teaching methods, developing skills of analysis and problem solving, teamwork and good communicational skills in the programme.

Graduates of the International Business Administration programme in both languages have the option of continuing studies of the master level at higher education institutions both in Hungary and abroad.

Training time:	6+1 semesters
Orientation of the profession:	Practical (60-70 per cent)

Number of credits to be earned: 180+30 credits

- **Economics, methodology and business:** 83 credits
- **Social sciences:** 12 credits
- **Business and Management with specialisation:** 75 credits
- **Credit value assigned to optional subjects:** 10 credits

Credit value of the extra-institutional related practical training: 30 credits, **of which the credit value assigned to the preparation of the thesis:** 10 credits

Professional practice:

The traineeship is a twelve-week placement (400 hours full-time).

Principles:

- 1) The traineeship must be carried out in a real-life situation, in an institution or in a semi-autonomous economic entity with actual economic activity.
- 2) It would seem optimal to build on the internship and the thesis topic, where the experience and data from the internship become the data set to be processed and evaluated in the thesis.
- 3) Organising work placements along these lines makes a significant contribution to expanding and improving the quality of the links between higher education institutions and real economic actors.

- 4) We do not exclude the possibility of offering the possibility to host students by self-employed people, which would also involve the small business sector.
- 5) Internships offer the opportunity for some of our students to find a job in a familiar place after graduation.
- 6) Direct contact with the productive sector in this way can also provide an opportunity to increase the number of our students on the correspondence course.
- 7) Feedback from students who have completed placements in institutions with external links will also help the College to develop its international relations.
- 8) As our trainees are equipped with the most up-to-date theoretical knowledge, they can transfer some of this modern knowledge and approach directly to the representatives of the production and business sectors.

Evaluating the internship:

- 1) The student's performance during the internship is evaluated by the supervisor/consultant appointed or invited at the internship site, using a rating sheet developed and systematically used by the College.
- 2) The documents received will be used to determine, under the guidance of the supervisor, the eligibility of the 30 credits allocated to the internship.

Details of the internship:

- 1) The completion of the internship is a prerequisite for the award of the diploma and is credited with 30 credits.
- 2) Duration: 12 weeks.
- 3) Students spend their work placement in a coherent way in a workplace outside the training place, based on prior agreement between the workplace and the College.
- 4) Daily working time: 8 hours (to be agreed with the trainee's supervisor).
- 5) It is the responsibility of the traineeship host institution to ensure full compliance with the rules on health and safety, labour law, insurance and social benefits.
- 6) Prior to the placement, the Rector of the College and the head of the institution where the placement will take place will conclude a written agreement setting out the requirements and criteria detailed above.

The requirements for obtaining a diploma:

- 1) 180+30 study credits
- 2) fulfil the study and examination requirements set out in the model curriculum
- 3) fulfilment of the criteria (foreign language and physical education)

Conditions for passing the final exam:

- 1) obtaining an absolutionary
- 2) completion of the credit point specified in the qualification requirements for the degree course
- 3) a thesis accepted by two referees

Thesis:

The thesis is a solution to a problem or a research project in a specific field related to the chosen specialisation, which can be completed in one semester under the guidance of internal and external consultants, based on the knowledge acquired by the student during his/her studies and by studying additional literature. The thesis will demonstrate that the candidate has acquired sufficient competence in the practical application of the knowledge acquired, is

able to carry out the tasks and is familiar with other literature beyond the course material, which he/she can apply in a value-added and independent manner.

Final exam:

The final examination is a test and assessment of the knowledge, skills and abilities required to obtain a diploma, during which the student must also demonstrate that he or she can apply the knowledge acquired.

Parts of the final exam:

- 1) A comprehensive (complex) oral examination covering the subjects of economics, management and business economics. There are 10 items in total, each containing 3 sub-questions (a; b; c) on related topics. The purpose of the questions is twofold: firstly, to demonstrate the students' professional knowledge and competence, and secondly, to assess their level of complexity, their ability to think in a systemic and interrelated way and their critical thinking. **Courses for the final examination:** marketing, human resources management, strategic management, production management, financial accounting.
- 2) An oral examination in the subjects of the specialisation, consisting of 20 items covering all the subjects of the specialisation.
- 3) Defending your thesis.

The result of the final exam:

- 1) the final mark awarded by the examination board for the thesis, taking into account the marks awarded by the examiners and the mark awarded for the defence of the thesis,
- 2) the grade of the complex professional examination and
- 3) the oral examination in the subjects of the specialisation calculated as a simple arithmetic average.

Diploma requirement:

Meeting the requirements for the final examination.

<u>Diploma grade scale:</u>	excellent	4,51-5,00
	good	3,51-4,50
	medium	2,51-3,50
	sufficient	2,00-2,50

A diploma with distinction is awarded to a candidate who has obtained a distinction in all subjects of the final examination, a final mark in his/her thesis, a 4.5 grade point average in the final examination and no grade below average throughout his/her studies.

Conditions for issuing a diploma:

The award of a diploma certifying the completion of higher education studies is conditional on passing the final examination.

Language training:	2 hours per week in semesters 1-4 4 hours per week of specialised language in 5-6 semesters
Physical education:	2 hours per week in 1-2 semesters

3. Business Administration and Management Course Guide (full-time)

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters						Credits	Method of assessment (coll./pract./etc.)
	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
Basic knowledge: Economics, Methodology and Business Basic Knowledge (80-90 credits)								
1. Basic Economics - Responsible Professor: Dr. György Lipécz - rate of theory and practice: 60/40% (credit%)								
1. Microeconomics <i>Dr György Lipécz</i>	2/30 lec 2/30 pr						2+3	coll
2. Macroeconomics <i>Dr György Lipécz</i>		2/30 lec 2/30 pr					2+3	coll
2. Mathematics - Responsible Professor: Dr. Péter Mester - rate of theory and practice: 40/60% (credit%)								
1. Economic Mathematics I and II. <i>Dr. Péter Mester</i>	2/30 lec 2/30 pr	2/30 lec 2/30 pr					4+6	coll
3. Informatics-Statistics - Responsible Professor: Dr. Péter Mester - rate of theory and practice: 20/80% (credit%)								
1. Computer Science I and II. <i>Dr. Péter Mester</i>	2/30 pr	2/30 pr					0+4	pract
2. Statistics I and II. <i>Dr. Péter Mester</i>		2/30 lec 2/30 pr	2/30 pr				2+6	pract
4. Economics - Responsible Professor: Dr. Ömür Önhon - rate of theory and practice: 60/40% (credit%)								
1. Business Economics <i>Dr Melles Hagos Tewolde</i>			2/30 lec 2/30 pr				3+2	coll
2. Environmental Economics <i>Dr Önalán, Mehmet Sercan</i>			1/15 lec 1/15 pr				1+2	pract
3. International Economics <i>Dr Ömür Önhon</i>			2/30 lec				3+0	coll
5. Regional Economics and Logistics - Responsible Professor: Dr. Önalán, Mehmet Sercan - rate of theory and practice: 50/50% (credit%)								
1. Introduction to Regional Economics <i>Dr Önalán, Mehmet Sercan</i>				2/30 pr			3	coll.
2. Introduction to Logistics <i>Dr. Kornél Bányai</i>				2/30 pr			3	pract
6. Basic Finance and Accounting - Responsible Professor: Dr. Melles Hagos Tewolde - rate of theory and practice: 60/40% (credits%)								
1. Finance I (Macro-financial processes) <i>Bélané Gyulaffy Dr.</i>			2/30 lec 2/30 pr				3+2	coll
2. Basics of Accounting <i>Dr Melles Hagos Tewolde</i>			2/30 lec 1/15 pr				3+2	coll
7. Law Knowledge - Responsible Professor: Dr. Bence Tokodi - rate of theory and practice: 90/10% (credit%)								
1. Basic of Law <i>Dr. Bence Tokodi</i>	2/30 lec						3+0	coll
2. Business Law <i>Dr. Bence Tokodi</i>		2/30 lec					3+0	coll
8. Basics of Business Communication and Marketing - Responsible Professor: dr. habil. László Suhányi - degree of theoretical or practical nature, "character of training": 10/90% (credit%)								
1. Marketing FE <i>Dr habil. László Suhányi</i>			1/15 lec 1/15 pr				1+2	pract
2. Management <i>Kálmán Eglesz</i>					2/30 pr		0+3	pract
3. Business Communication - Corporate Culture <i>Dr Ömür Önhon</i>			2/30 pr				0+3	pract
9. Professional Foreign Language - Responsible Professor: Dr. Ildikó Fata Ildikó Fata - rate of theory and practice: 45/55% (credit%)								
1. Professional Foreign Language I and II (English or German) <i>Dr. Ildikó Fata</i>					4/60 pr	4/60 pr	0+6	pract
Total I.	6/90 lec 6/90 pr	8/120 lec 8/120 pr	10/150 lec	2/30 lec 2/30 pr	0/0 lec 6/90 pr	0/0 lec 4/60 pr	33 lec 53 pr	10 coll 8 pract

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters						Credits	Method of assessment (coll./p ract./et c.)
	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
			11/165 c					
Basic knowledge: Basic Knowledge of Social Sciences (10-20 credits)								
10. Basic of Social Sciences - Responsible Professor: Dr. Zoltán Frenyó - rate of theory and practice: 100/0% (credit%)								
1. History of Economic <i>Dr. Zoltán Frenyó</i>	2/30 lec						3	coll
2. Philosophy <i>Dr. Zoltán Frenyó</i>	2/30 lec						2	coll
3. Sociology <i>Csaba Rédei</i>	2/30 lec						2	coll
4. Psychology - Economic Psychology <i>Dr György Lipécz</i>		2/30 lec					2	coll
11. EU Studies - Responsible Professor: Dr. Laura Kovács - rate of theory and practice: 100/0% (credit%)								
1. EU Studies <i>Dr. Laura Kovács</i>				2/30 lec			3+0	coll
Total II.	4/90 lec 0/0 pr	2/30 lec 0/0 pr		2/30 lec 0/0 pr			12 lec 0 pr	5 coll 0 pract
	7 credit	2 credit		3 credit			12 credits	
Professional core subjects (70-90 credits)								
12. Leadership and Management - Responsible Professor: Dr. habil. Dr. László Suhányi - rate of theory and practice: 20/80% (credit%)								
1. Leadership and Management <i>Dr habil. László Suhányi</i>				1/15 lec. 1/15 pr			1+2	pract
2. Strategic Management FE <i>Kálmán Eglesz</i>						2/30 pr	3	pract
3. Marketing Management <i>Dr habil. László Suhányi</i>						2/30 lec. 2/30 pr	1+2	pract
4. Business Ethics <i>Krisztina Holmár</i>				2/30 lec			3	pract
13. Applied Management - Responsible Professor: Dr. habil. László Suhányi - rate of theory and practice: 40/60% (credit%)								
1. Production Management FE <i>Dr habil. László Suhányi</i>					1/15 lec 1/15 pr		1+2	pract
2. Human Resources management FE <i>Dr Ömür Önhon</i>					2/30 lec		3	coll
3. Public Management <i>Dr habil. László Suhányi</i>					1/15 lec 1/15 pr		1+1	pract
4. Decision Making Theory and Method <i>Dr György Lipécz</i>				3/45 pr			4	pract
14. Accounting - in charge: Dr. Ferenc Bognár - rate of theory and practice: 40/60% (credit%)								
1. Methodology of Economic Analysis and Auditing <i>Dr. Ferenc Bognár</i>						2/30 lec 2/30 pr	2+3	pract
2. Financial Accounting FE <i>Dr habil. Mihály Hegedűs</i>				2/30 lec 2/30 pr			2+3	coll
15. Organisational and Information Management - Responsible Professor: Dr. György Lipécz - rate of theory and practice: 50/50% (credit%)								
1. Management Methodology <i>Kálmán Eglesz</i>					2/30 pr		2	pract
2. Information Management <i>Dr György Lipécz</i>				2/30 lec			2	coll
16. Corporate Finance - Responsible Professor: Béláné Gyulaffy Dr. Mária Berényi - rate of theory and practice: 40/60% (credit%)								
1. Finance II (Corporate Finance) FE <i>Gyulaffy Béláné Dr. Berényi Mária</i>				2/30 lec 2/30 pr			2+3	pract
17. Controlling - Responsible Professor: dr. habil. Hegedűs Mihály - rate of theory and practice: 40/60% (credit%)								
1. Controlling						2/30 lec	2+3	pract

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters						Credits	Method of assessment (coll./p ract./et c.)
	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
<i>Dr. Ferenc Bognár</i>						2/30 pr		
2. Management of Value Creation Process <i>Dr. Kornél Bányai</i>					1/15 lec 2/30 pr		1+3	coll
Total professional core curriculum, without specialisation				7/105 lec 12/180 pr	5/75 lec 4/60 pr	6/90 lec 8/120 pr	18/lec.+ 34/gy.=5 2	6 coll. 5 children.
Differentiated professional knowledge: Management of small and medium-sized enterprises								
18. SME management - Responsible Professor: Dr. Bariscil, Ahmet - rate of theory and practice: 50/50% (credit%)								
1. SMEs in the Economy <i>Dr Bariscil, Ahmet</i>					2/30 lec 1/15 pr		3+2	coll
2. SMEs Management <i>Dr Bariscil, Ahmet</i>					1/15 lec 2/30 pr		2+3	pract
19. Finance and Taxation of SMEs - Responsible Professor: Dr. Szilvia Tormáné Dr. Boris - rate of theory and practice: 40/60% (credit%)								
1. Financing and Tenders Training <i>Dr. Önhon, Ömür</i>					1/15 lec 2/30 pr		2+3	pract
2. Taxation <i>Dr. Szilvia Tormáné Dr. Boris</i>						1/15 lec 2/30 pr	2+3	pract
20. SME strategy - Responsible Professor: Dr. Yavuzaslan, Abdulkерim - rate of theory and practice: 30/70% (credit%)								
1. International Transactions and Strategies <i>Dr Melles Hagos Tewolde</i>						2/30 lec 1/15 pr	3+2	coll
2. Business planning for SMEs <i>Dr Yavuzaslan, Abdulkерim</i>						2/30 pr	5	pract
Total specialisation:					4/60 lec 5/75 pr	3/45 lec 5/75 pr	12/lec 18/pr	2 coll 4 cr
Differentiated professional knowledge: subjects in the specialisation Logistics								
21. Logistics Strategy - Responsible Professor: Dr. György Lipécz - rate of theory and practice: 60/40% (credit%)								
1. Logistics strategy <i>Dr. Kornél Bányai</i>					2/30 lec 1/15 pr		3+2	coll
2. Economy of Supply Chain Systems <i>Dr György Lipécz</i>					1/15 lec 2/30 pr		2+3	pract
22. Purchasing-Production-Distribution Logistics - Responsible Professor: Dr. Kornél Bányai - rate of theory and practice: 50/50% (credit%)								
1. Purchase – Distribution - production logistics <i>Dr. Kornél Bányai</i>					1/15 lec 2/30 pr		2+3	pract
2. Transport and Forwarding <i>Dr. Kornél Bányai</i>						2/30 lec 1/15 pr	3+2	coll
23. Applied logistics - Responsible Professor: Dr. Kornél Bányai - rate of theory and practice: 50/50% (credit%)								
1. Logistics Information Systems <i>Dr. Kornél Bányai</i>						1/15 lec 2/30 pr	2+3	pract
2. Case studies in Commodity Turnover and Logistics <i>Dr. Kornél Bányai</i>						2/30 lec	5	pract
Total specialisation:					4/60 lec 5/75 pr	3/45 lec 5/75 pr	12 lec 18 pr	2 coll. 4 children.
Differentiated professional knowledge: subjects of the specialisation Regional Development								
24. Regional and Settlement Development - Responsible Professor: Dr. Bariscil, Ahmed - rate of theory and practice: 40/60% (credit%)								
1. Rural Development <i>Dr Bariscil, Ahmed</i>						2/30 lec 1/15 pr	3+2	colloquium
2. Settlement Development <i>Dr Ónalan, Mehmet Sercan</i>						1/15 lec 2/30 pr	2+3	pract

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters						Credits	Method of assessment (coll./p ract./et c.)
	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
25. Regional Processes - Responsible Professor: Dr. Ónalan, Mehmet Sercan - rate of theory and practice: 40/60% (credits%)								
1. Regional Processes in Europe and Hungary <i>Dr Ónalan, Mehmet Sercan</i>					2/30 lec 1/15 pr		3+2	colloquium
2. Geography of Tourism <i>Dr Ónalan, Mehmet Sercan</i>						2/30 pr	5	pract
26. Regional development in practice - Responsible Professor: Dr. Ferenc Bognár - rate of theory and practice: 40/60% (credit%)								
1. Methodology of Regional Analysis <i>Dr. Ferenc Bognár</i>					1/15 lec 2/30 pr		2+3	pract
2. Regional Development <i>Dr Bariscil, Ahmed</i>					1/15 lec 2/30 pr		3+2	coll
Total specialisation					4/60 lec 5/75 pr	3/45 lec 5/75 pr	12 lec 18 pr	2 coll 4 cr
Total professional core including specialisation III.	2/30 lec 0/0 pr	5/75 lec 12/180 pr	9/135 lec 9/135 pr	9/135 lec 13/195 pr	7/105 lec 10/150 pr	30/ lec +52/ gy = 82	29 lec 46 pr	6 coll 15 pract
Criterion objects								
Special curriculum unit - Responsible Professor: Dr. Fata Ildikó - theoretical or practical nature, "training character": 0/100 (credit%)								
1. Physical education	2/30 y	2/30 y					0	cri
2. Foreign language	2/30 y	2/30 y	2/30 y	2/30 y			0	cri
3. Thesis consultation						1/15 y	0	cri
4. Writing a thesis	in the 7th semester						10	cri
5. Professional practice	in the 7th semester						20	cri
Total Criteria IV.	0/0 lec 4/60 pr	0/0 lec 4/60 pr	0/0 lec 2/30 pr	0/0 lec 2/30 pr		0/0 lec 1/15 pr	0 lec 30 pr	5 cri
	30 credits in semester 7						30 credits	
Optional subjects (according to the FAQ of the degree course, usually at least 5% of the total credits) choice, admission possibilities, practice in the course: e.g. free choice of subjects in the higher education institution/faculty/..., e.g. 10 credits in total								
1. Optional I.	2/30 y						3	pract
2. Optional II.		2/30 y					3	pract
3. Optional III.			2/30 y				4	pract
Total optional V.	0/0 lec 2/30 pr	0/0 lec 2/30 pr	0/0 lec 2/30 pr				0 lec 10 pr	0 coll 3 pract
	3 credit	3 credit	4 credit				10 credits	
List of optional subjects (one subject may be chosen in each semester)								
1. Production management	2/30 pr						3	pract
2. Fight against money laundering	2/30 pr						3	pract
3. Security policy	2/30 pr						4	pract
4. Corruption and its economic implication	2/30 pr						3	pract
5. Argumentation theory and technique	2/30 pr						4	pract
6. Protection of Economic	2/30 pr						3	pract
7. Career building	2/30 pr						4	pract
8. Basics of Quality Management	2/30 pr						3	pract
9. Project and team management	2/30 pr						4	pract
10. Customs knowledge	2/30 pr						3	pract
11. TDK	2/30 pr						4	pract
Internships								
The completion of the internship is a prerequisite for the award of the diploma and is worth a total of 30 credits, of which 10 credits are allocated to the thesis.								
The internship must be carried out at institutions outside the College with an actual economic activity or at their semi-autonomous management bodies. The duration of the traineeship is 12 weeks (400 hours full-time), to be completed consecutively during the seventh semester of study. Prior to the internship, the Rector of the College and the hlecd of the institution where the internship is to take place shall conclude a written agreement setting out the criteria for the completion of								

Circles of knowledge according to FAQ 8.1 and their subjects <i>Responsible Professor</i>	Semesters						Credits	Method of assessment (coll./pract./etc.)
	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
<p>the internship.</p> <p>At the respective institution, the supervisor/consultant in charge or asked to do the internship evaluates the student's performance during the internship on a rating sheet developed and systematically used by the College, which is the basis for determining the completion of the internship.</p>								

Subject type: FE - final examination subject
 cri - criteria subject

Type of lesson: lec - lecture
 pr. - exercise

Type of examination: coll - colloquium (examination mark)
 pract - Practice (mid-term grade)

4. Courses and course descriptions according to modules

<p>Scope of knowledge: Basics of Economics</p> <p>Credit range (max. 12 kr.): 10</p> <p>Subjects: 1) Microeconomics; 2) Macroeconomics</p>

1. Subject name: MICROECONOMICS	Credit: 5
Subject name in English: Microeconomics	Code(s): 02
Responsible Professor(s): Dr. György Lipécz, visiting lecturer, PhD	
Involved Professor(s): Dr. Melles Hagos Tewelde, College Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (Study and Examination Regulations) (the 2nd examination paper is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

Through basic economics, to understand the laws of the economy, real social interdependencies and interactions. To understand the drivers of economic action at international level, to help navigate through economic issues, by showing the interrelationships of microeconomics. It prepares and lays the ground for the teaching of applied economics.

Learning material:

1. Consumer behaviour and demand. Horizontal summary, budget line
2. Indifference curves. Income, prices, optimization in cardinal and ordinal theory.
3. Market demand. Demand elasticities and consumer surplus
4. Enterprises, efficiency, division of labour, production. Optimization
5. Costs. Types of costs and their relationships
6. Profit maximisation and supply in perfect competition. 1. Exam test
7. The monopoly's supply behaviour
8. Oligopoly markets I. Maximising profits on independent oligopoly actions
9. Oligopoly markets II. Monopolistic competition
10. Maximising profit in collusion
11. The market for factors of production. The optimum of factors of production in perfect competition
12. Monopoly effects on the resource market
13. Optimum for resources in the presence of monopoly effects
14. Market failures and public goods. Market failures and vertical aggregation
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Samuelson, Paul Anthony - Nordhaus, William D: Economics, McGraw-Hill Education Ltd, 2009, ISBN: 0071263837

Hal R. Varian: Intermediate Microeconomics: A Modern Approach, W. W. Norton & Company, 2009, ISBN-13: 978-0393934243

Recommended literature:

Paul Krugman, Robin Wells : Microeconomics, Worth Publishers, 2012, ISBN-13: 978-1429283427

Campbell R. McConnell, Stanley L. Brue, Sean Masaki Flynn Dr. : Microeconomics: Principles, Problems, & Policies, McGraw-Hill Education, 2014, ISBN-13: 978-0077660819

N. Gregory Mankiw: Principles of Microeconomics, Cengage Learning, 2014, ISBN-13: 978-1285165905

Other teaching aids: internal college notes and example books

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) Knowledge

- students will learn about the economic theory of consumer behaviour and producer behaviour, individual and corporate decisions
- the different output and input market structures
- the concept of market failures, their economic and social welfare impact

b) skills

- ability to measure market structure
- the ability to analyse and evaluate market processes
- the ability to review and measure cost processes in the company
- to evaluate combinations of production factors

c) attitude

- open to economic models
- receptive to abstract thinking
- strive to improve their professional knowledge

d) autonomy and responsibility

- participates responsibly in processes relating to economic affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: MACROECONOMICS	Credit: 5
Subject name in English: Macroeconomics	Code(s): 08
Responsible Professor(s): Dr. György Lipécz, Visiting Lecurer, PhD	
Involved Professor(s): Dr. Melles Hagos Tewelde, College Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (the 2nd examination is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 2	
Announce of the course: annually	
Language of instruction (<i>if not Hungarian</i>):	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of macroeconomics is to introduce concepts and methodological elements that help to understand economic events and analyse the likely effects of economic policy interventions. Within this framework, the course Macroeconomics helps students to understand the system of macro processes, the drivers of macro processes and the consequences of the actions of macroeconomic agents. The subject prepares and lays the ground for the teaching of applied economics.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Basic concepts of macro- and microeconomics 2. The flow of products and income between macroeconomic sectors 3. Accounting for the activities of macroeconomic agents. SNA system 	

4. The money and financial system in the modern economy
5. The commodity market and how it works. IS system context
6. How the money market works. LM system context
7. Macroeconomic demand, IS-LM system. 1 Exam test
8. The labour market and its functioning, employment and unemployment issues
9. Macroeconomic supply and demand analysis in perfect and imperfect labour markets
10. Macroeconomic equilibrium in a perfect and imperfect labour market
11. The role of the state in managing macro processes
12. Budgetary policy, its instruments and their role in the development of work processes
13. The role of monetary policy and its relationship with inflation. Phillips curve
14. Economic growth, its instruments and their impact on growth. Cyclical fluctuations in economic activity
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Olivier Blanchard: Macroeconomics, Pearson, 2017, ISBN-13: 978-1292160504

John B. Hall, Robert E. Taylor: Macroeconomics, W.W. Norton & Company, 1997, ISBN-13: 978-0393968354

Recommended literature:

N. Gregory Mankiw: Principles of Macroeconomics, South-Western College Pub; 2006, ISBN-13: 978-0324236958

Gregory D. Hess, Eric van Wincoop: Intranational Macroeconomics, Cambridge University Press, 2012, ISBN-13: 978-1107403796

Other teaching aids: internal college notes and example books

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- students will learn about the process of generation, distribution and use of macro income
- know the tools for measuring macro income
- know the socio-economic factors that affect macro income growth
- understand the economic policy instruments of the state and their impact on macroeconomic income
- know the concept of market failures, their economic and social welfare impact

b) skills

- ability to measure market structure
- the ability to analyse and evaluate market processes
- ability to review and measure macro income

c) attitude

- open to economic models
- receptive to abstract thinking

- strive to improve their professional knowledge

d) autonomy and responsibility

- participates responsibly in processes relating to economic affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

Field of knowledge: Mathematics

Credit range (max. 12 kr.): 10

Subjects: 1) Economic Mathematics I; 2) Economic Mathematics II.

1. Subject name: ECONOMIC MATHEMATICS I.	Credit: 5
Course name in English: Economic Mathematics I.	Code(s): 01
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Dr. György Lipécz, retired college professor, guest lecturer, Árpád István Takács, guest lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Intermediate academic requirements: 3 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 3rd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

Students will acquire basic knowledge of mathematics and mathematical modelling in economics, which will contribute to the development of business competences. They will be introduced to the necessary concepts through examples to help them define and understand the problem and apply the necessary models. In addition, the course will also explore the necessary modelling capabilities using IT-supported open source cloud-based problem solving methods.

Learning material:

1. Introduction, basic concepts, characteristics of the subject.

Elements of linear algebra.

2. Matrices, vectors - and their economic interpretation.
3. Matrix arithmetic. Addition, multiplication by scalar. Scalar multiplication of vectors and matrix multiplication.
4. Economic applications and examples
5. 1. Exam test. Systems of linear equations. The Gauss-Jordan method. Solvability problems

Financial calculations

6. Rows, sequences, simple row sums.
7. The time value of money. Present value, future value, simple economic and economic calculations

Differential calculus

8. The derivative function, differential proportional functions. The notion of limit value
9. Derivative functions of important functions. Derivation rules.
10. 2. Exam test. Function analysis, search for extreme value location.
11. Economic applications, elasticity of demand function.

Integral calculus

12. Indefinite and definite integral.
13. The primitive function and the indefinite integral.
14. The illustrative content of the definite integral. Newton-Leibniz theorem.

Briefly about multivariate functions

15. The partial derivatives

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Knut Sydsaeter, Peter Hammond, Arne Strom, Andrés Carvajal: Essential Mathematics for Economic Analysis, 5/E, 2016, Pearson Education (ISBN-10: 1292074612 • ISBN-13: 9781292074610 Paper, 832 pp)

Introduction to probability, statistics and random processes By hossein Pishro-Nik ISBN-13: 978-0990637202

Recommended literature:

Elliott Mendelson: 3,000 Solved Problems in Calculus 1988, McGraw-Hill Inc

David Patrick: Introduction to Counting & Probability 2013 AoPS Inc. (Text: 256 pages. Solutions:

120 pages.)

Exercises for Introductory statistics and probability By K. M Brown

ISBN-13: 978-1500648459

Other teaching aids: Thematic exercises with solutions uploaded to Teams

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- learn how to formulate problems precisely and precisely and how to solve them using mathematical methods
- the acquisition of mathematical concepts and methods, the knowledge and application of which are indispensable for further subjects

b) skills

- the ability to think logically
- ability to identify the problem, select, apply and evaluate the appropriate mathematical tool

c) attitude

- open to abstract thinking, finding abstract mathematical tools to solve concrete problems.
- strive to improve their professional knowledge

d) autonomy and responsibility

- The ability to choose between theoretically available approaches, to justify them and to argue for them.

2. Subject name: ECONOMIC MATHEMATICS II.	Credit: 5
Course name in English: Economic Mathematics II.	Code(s): 07
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): István Árpád Takács, Visitor Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any):	
Subject description: a concise but informative description of the subject to be covered	
<p>Students will acquire basic skills in mathematics and mathematical modelling in an economic context, which will contribute to the development of business competences. Throughout the course, students will learn the necessary concepts through example systems to help them define and understand the problem and apply the necessary models. Probability theory, spreadsheet software applications, linear algebra and elements of operations research are used to develop the economic mathematics competences to be developed during the semester.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Introduction, basic concepts. 2. Combinatorics (the science of counting). Permutations, variations, combinations. 	

3. Experiment, event, counter-event. Event algebra.
4. Probability of events. Relative frequency and probability.
5. The classical probability field.
6. The geometric probability field.
7. 1st examination; Conditional probability.
8. The full probability theorem and Bayes' theorem.
9. Independence of events
10. Probability variables. Discrete and continuous probability variables.
11. Distribution function and density function. Expected value and standard deviation.
12. Important distributions. Binomial, hypergeometric distributions.
13. Poisson, exponential distribution.
14. Normal distribution. The standard normal distribution.
15. The law of large numbers.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Knut Sydsaeter, Peter Hammond, Arne Strom, Andrés Carvajal: Essential Mathematics for Economic Analysis, 5/E, 2016, Pearson Education (ISBN-10: 1292074612 • ISBN-13: 9781292074610 Paper, 832 pp)

Introduction to probability, statistics and random processes By hossein Pishro-Nik ISBN-13: 978-0990637202

Recommended literature:

Elliott Mendelson: 3,000 Solved Problems in Calculus 1988, McGraw-Hill Inc

David Patrick: Introduction to Counting & Probability 2013 AoPS Inc. (Text: 256 pages. Solutions: 120 pages.)

Exercises for Introductory statistics and probability By K. M Brown

ISBN-13: 978-1500648459

Other teaching aids: Thematic exercises with solutions uploaded to Teams

List of the *required professional competences and competence elements to which the subject typically and substantially contributes*

a) knowledge

- Know and understand the difference between everyday probability and the mathematical concept of probability.
- You know the basic concepts of probability, its applications, how to formulate problems precisely and precisely, and how to solve them using mathematical methods.
- the acquisition of mathematical concepts and methods, the knowledge and application of which are indispensable for further subjects.

b) skills

- the ability to formulate solutions to specific problems in a precise and precise manner
- ability to identify the problem, select, apply and evaluate the appropriate mathematical tool

c) attitude

- open to abstract thinking, finding the right abstract mathematical tools to solve concrete problems.
- strive to improve their professional knowledge.

d) autonomy and responsibility

- Ability to choose between theoretically available approaches, to justify them, to argue for them

The field of knowledge is: Informatics-statistics

Range of credit (max. 12 kr.): 12

Subjects: 1) Computer Science I.; 2) Computer Science II.; 3) Statistics I.; 4) Statistics II.

1. Subject name: COMPUTER SCIENCE I.	Credit: 2
Subject name in English: Computer Science I.	Code(s): 108
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Attila Szilvási, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The course will provide students with skills that can be put to good use in their studies (e.g. independent assignments, thesis) and in their current and future work (e.g. independent source and	

data collection, report writing, modelling, decision support). These tool use and analytical skills will of course also be used in later courses in computer science and data analysis. Upon completion of the course, students will be able to perform independent word processing tasks and even model and solve complex (mathematical, statistical, analytical) problems in Microsoft Excel.

Learning material:

1. Introduction of Microsoft Word processor, new features, peculiarities of the currently taught version, possible changes compared to the previous version
2. A general summary of word processing tasks and the possibilities offered by Microsoft Word
3. Save a new document and document, edit a document. Text formatting, styles, font formatting, paragraph formatting, page formatting, index, footnotes, replacement and search
4. Document, envelope and label. Work with images. Templates. Tables, tables
5. Tabs
6. Circular
7. Making a table of contents, tips and tricks to help you write your thesis
8. 1. Exam (Word)
9. Introduction to Microsoft Excel, new features, peculiarities and possible changes of the currently taught version compared to the previous version
10. Create, edit, format and print a workbook
11. Formulas, elementary functions, diagrams, functions
12. Formatting and arranging numbers. Border creation, colour settings
13. Presentation and practice of complex, nested functions
14. Solving complex mathematical, statistical and operations research problems (e.g. transport problems) using Microsoft Excel
15. 2. Exam (Excel)

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Resources, text material from Internet

Excel all in one for dummies Mar 4. 2013 By Greg Harvey, ISBN-13: 088-4288618214

Access 2016 For Dummies, Published by: John Wiley & Sons, Inc., 2016, Hoboken, New Jersey

Marjorie S. Hunt, Barbara Clemens: Illustrated Microsoft Office 365 & Office 2016: Fundamentals / Edition 1; Cengage Learning 2017

Recommended literature:

Excel formulas and functions for dummies Feb 7.2013

How to Use Windows 10. , By Avram Piltch, LAPTOP Online Editorial Director | January 22, 2018 04:30 pm, Download: <https://www.laptopmag.com/articles/how-to-use-windows-10>

Other teaching aids: tutorial slides

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- learn the basic principles of word processing and spreadsheet management

b) skills

- be able to produce any type of text document
- be able to correct or modify tables in accordance with their individual knowledge (mathematical, economic, etc.)
- a high level of proficiency in a word processing and spreadsheet program used in everyday life
- ability to carry out source analyses

c) attitude

- open to information technology
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: COMPUTER SCIENCE II.	Credit: 2
Subject name in English: Computer Science II.	Code(s): 115
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Attila Szilvási, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with basic presentation skills that they can easily use in their future studies. In addition to presentation skills, students will also acquire important knowledge in database management. Complex queries, all types and combinations of queries will be covered.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. New features, peculiarities and possible changes of the currently taught version of Microsoft Power Point compared to the previous version 2. Learning about slide types, explaining their use, text formatting 3. Table insertion and formatting. Insert and format charts 4. Options for formatting the background and general look of the slide 	

5. Add images to your presentation, special effects (sounds and background music, moving images, animations, transitions). Customise your slideshow
6. Introduction to Microsoft Power Point as a "web page builder"
7. 1. Exam (Power Point)
8. New features, peculiarities and possible changes of the current version of Microsoft Access compared to the previous version
9. Create a table, design view, table wizard, specify data types, fields. Edit records, display data, filter and sort. Key, relationship between tables
10. Query wizard, criteria, result sets, frequently used functions. Action queries (table builder, update, delete, append query)
11. Form views, creation, properties. Report structure, views. Grouping and aggregating data. Exporting and importing data
12. Getting to know the editor function, in terms of queries
13. Introduction to the functions of the editor function, Microsoft Excel parallel
14. Review Access, consolidate previous knowledge, solve sample papers together
15. 2. Exam text (Access)

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Resources, text material from Internet

Excel all in one for dummies Mar 4. 2013 By Greg Harvey, ISBN-13: 088-4288618214

Access 2016 For Dummies, Published by: John Wiley & Sons, Inc., 2016, Hoboken, New Jersey

Marjorie S. Hunt, Barbara Clemens: Illustrated Microsoft Office 365 & Office 2016: Fundamentals / Edition 1; Cengage Learning 2017

Recommended literature:

Excel formulas and functions for dummies Feb 7.2013

How to Use Windows 10. , By Avram Pitloch, LAPTOP Online Editorial Director | January 22, 2018 04:30 pm, Download: <https://www.laptopmag.com/articles/how-to-use-windows-10>

Other teaching aids: -

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- the student knows the methods and tools of informative presentation
- learn the principles of database management

b) skills

- can handle any type of database
- the ability to prepare a presentation on any topic
- can manage the elements of an integrated system office suite to a high level
- ability to carry out source analyses

c) attitude

- open to information technology

- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: STATISTICS I.	Credit: 5
Subject name in English: Statistics I.	Code(s): 910, 10
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Dr. György Lipécz, Visiting Lecturer, PhD; Attila Márton, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 assignment (computer-based)	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
Familiarisation and mastery of the main descriptive statistical methods. To master the analytical possibilities of quantitative methods.	
Learning material:	
<ol style="list-style-type: none"> 1. Introduction, basic concepts, characteristics of the subject. 2. Relationship numbers. 3. Elementary tools for information filtering: clustered manifolds, empirical distributions, frequency series 4. Computer exercises with Excel 5. Positional averages: mode, median, and other quantiles. 	

6. Calculated means: averages.
7. 1. Exam test; Dispersion indicators.
8. Concentration, Lorenz curve
9. Index calculation (Value, price and volume index)
10. Comparison of the main averages by standardisation.
11. Stochastic relationships 1. Association
12. Stochastic relationships 2. Mixed relationship
13. Stochastic relationships 3. Correlation, linear regression
14. Age ranges.
15. Computer exercises with Excel; 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran: Statistics for Business & Economics Cengage Learning, 2017 (1120 oldal Print ISBN: 9781473726567)

Recommended literature:

Trevor Hastie-Robert Tibshirani-Jerome Friedman (2001):The Elements of Statistical Learning. Data Mining, Inference, and Prediction.Springer, 2001 Available at: <https://web.stanford.edu/~hastie/Papers/ESLII.pdf>

Murray R. Spiegel: Theory and Problems of Statistics 1988. McGraw-Hill, Inc.

Other teaching aids: practice exercises, supplementary materials, guidelines uploaded to Teams

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- students should be familiar with basic statistical methods
- know the basic statistical concepts, the concepts of multiplicity, covariates and their types
- know the types of statistical rows and tables
- know the concept of a clustered set and be able to analyse them using ratios, means and variances
- know the essence of standardisation and its applications
- know the basics of index calculation for temporal and spatial comparisons, understand the concept of stochastic relationship and be able to quantify the closeness of the relationship (association, mixed and correlation)

b) skills

- the ability to think logically
- ability to identify the problem, select, apply and effectively evaluate the appropriate statistical method and tool
- the ability to analyse a grouped population using ratios, means and variances
- can interpret and apply bivariate and multivariate regression
- Ability to select and find methods suitable for analysing practical problems. Become proficient in calculations, including the use of computers

c) attitude

- open to abstract thinking
- strive to improve their professional knowledge
- open to learning the principles of information filtering

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct
- be able to consider the advantages, limitations and interpretative possibilities of the use of certain methods and indicators

4. Subject name: STATISTICS II.	Credit: 3
Course name in English: Statistics II.	Code(s): 915, 15
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Attila Márton, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay (computer-based assignment)	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of homework according to the criteria given in class, continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any):	
Subject description: a concise but informative description of the subject to be covered	
<p>The theory of sampling. Sampling procedures and some typical practical applications. Point and interval estimation of the main characteristics of the population for different sampling methods. Purpose and rationale of hypothesis testing. The main parametric and non-parametric tests. Practical application of time series analysis.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Sampling procedures, representative sample (FAE, EV) 2. Sample inference methods, errors 3. Estimates of expected value, average, amount 	

4. Standard deviation, estimation of variance
5. Estimation of abundance and frequency
6. 1. Exam test
7. Basic concepts of hypothesis testing
8. Expected value tests
9. Tests for scattering
10. Proportional tests. Non-parametric tests
11. Regression estimates, hypothesis testing
12. Analysis of time series using simpler methods
13. Moving average trend calculation
14. Analytical trend calculation. Seasonality analysis
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran: Statistics for Business & Economics Cengage Learning, 2017 (1120 oldal Print ISBN: 9781473726567)

Recommended literature:

Trevor Hastie-Robert Tibshirani-Jerome Friedman (2001):The Elements of Statistical Learning. Data Mining, Inference, and Prediction.Springer, 2001 Available at: <https://web.stanford.edu/~hastie/Papers/ESLII.pdf>

Murray R. Spiegel: Theory and Problems of Statistics 1988. McGraw-Hill, Inc.

Other teaching aids: practice exercises, supplementary materials, guidelines uploaded to Teams

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- students should know and be able to apply basic statistical methods
- know the concept of a sample, the basic characteristics of a sample
- know representative sampling procedures and their characteristics
- know the essence of statistical estimation (point, interval estimation of parameters based on EV and FAE samples), basic estimation concepts
- know the basics of hypothesis testing and be able to carry out tests (parametric and non-parametric)
- know the basics of index calculation for temporal and spatial comparisons, understand the concept of stochastic relationship and be able to quantify the closeness of the relationship (association, mixed and correlation)

b) skills

- the ability to think logically
- ability to identify the problem, select, apply and effectively evaluate the appropriate statistical method and tool

- be able to use a computer to solve statistical problems
- recognise and separately analyse the components of time series
- be able to use a computer to solve statistical problems
- can interpret and apply bivariate and multivariate regression

c) attitude

- open to abstract thinking
- strive to improve their professional knowledge
- to learn about the possibilities of inference from open patterns, to understand its principles

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct
- is able to see the advantages and limitations (e.g. costs) of the use of different sampling methods and indicators, and to consider the possibilities for inference and interpretation.

The field of knowledge: economics

Range of credit (max. 12 kr.): 11

Subjects: 1) Business Economics; 2) Environmental Economics; 3) International Economics

1. Subject name: BUSINESS ECONOMICS	Credit: 5
Subject name in English: Business Economics	Code(s): 16
Responsible Professor(s): Dr. Melles Hagos Tewelde, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 essay and its presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), assessment of homework according to the criteria given in class, continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

The main objective of the course is to provide knowledge about the nature of the company, its development, its domestic and international relations, its interaction with the environment, the process of corporate management, its main domestic and international contexts and its specificities. The course focuses on the international perspective of the company as a system embedded in its environment. Students will gain a comprehensive understanding of the nature of corporate management, and will acquire a comprehensive and solid knowledge of basic management principles on which they can build deeper professional-methodological knowledge and skills in the course of further learning.

Learning material:

1. Microeconomic summary. Business Theories
2. The company's stakeholders and objectives. Processing a case study
3. Organisational forms of enterprises
4. The market and market conditions. The economic role of the state. Other external stakeholders - the concept of responsible business
5. Socio-economic trends and business in the 21st century
6. The global company. System and strategic foundations
7. 1. Exam test
8. The company's activity system. Human resource management, environmental factors
9. EEG strategy and activities. Marketing and controlling
10. Information as a resource. The information system. Information technology
11. Material flows and stocks, the logistics system. The logistics strategy
12. Types of production and services. The production strategy. Innovation
13. Corporate finance. The duration of financial activity, corporate finance strategy. Investment and financing. Cost management
14. The strategic management process
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Griffin, Ricky W.- Ebert, Ronald J. (2013) Business Essentials. 9th edition. Pearson Prentice Hall.
Jackson, G. – Deeg, R (2008): "Institutions and International Business" In: Journal of

International Business Studies, Vol 39, No 4.

Javorcik, B (2004): "Does Foreign Direct Investment Increase the Productivity of Domestic Firms? In Search of Spillovers through Backward Linkages". The American Economic Review, Vol. 94, No. 3 (Jun., 2004), pp. 605-627.

Recommended literature:

Morrison, Janet (2009): International Business. Challenges in a Changing World. Palgrave Macmillan
Carstensen, K. – Toubal, F. (2004): "Foreign direct investment in Central and Eastern European countries: a dynamic panel analysis". Journal of Comparative Economics, 32 (2004) 3–22.
Cusamano, M.A., (2010), Staying Power: Six Enduring Principles for Managing Strategy & Innovation in an Uncertain World

Other teaching aids: slides and assignments

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student knows the types of companies and their main characteristics
- understand the main issues of the development of the company and its interaction with its environment
- knows the key factors of corporate management
- knowledge of the main company processes, functions and their operation
- know the basic methods of quantifying costs and profitability
- know the basic principles of planning and strategy making

b) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the rules of professional communication
- the ability to approach and understand business processes in a systems approach

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new ICT techniques and new programmes
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving company processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: ENVIRONMENTAL ECONOMICS	Credit: 3
Subject name in English: Environmental Economics	Code(s): 71
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Involved Professor(s): Tamás Ambrus, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The overall aim of the course is to familiarise students with the interdependent relationship between environmental protection and economics, and the crucial role of environmental resources (water, air, earth, forests, various energy sources, etc.) in economic and social processes. The student will learn about sustainable management methods and tools for environmental resources, which are becoming increasingly important. The first part of the semester will focus on macro processes in environmental economics, while the end of the semester will also cover micro issues (corporate, household).</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Global environmental problems I. 2. Global environmental problems II. 	

3. The concept of sustainable development
4. Types of environmental resources (depleting/renewable)
5. Environmental impacts of economic activity I (air pollution, soil pollution)
6. Environmental impacts of the economy II (water pollution, waste pollution)
7. The economics of pollution (environmental externalities)
8. 1. Exam test
9. Types and instruments of environmental policy (taxes, fines, fees)
10. Businesses and the environment
11. The spread of environmentally friendly technologies
12. Environmental management
13. Sustainable economic models (circular economy, consumption patterns)
14. 2. Exam test
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Sándor Kerekes - Janina Józwiak (2013): Fifty years of environmentalism In: Society and Economy 35 pp.103-109

Sándor Kerekes -Wetzker Konrad (2013): How to teach a complex discipline in a changing environment, the case of sustainability In: Journal of Environmental Sustainability pp. 17-33

Climate Change 2013: The Physical Science Basis. IPCC Working Group I Contribution to AR5. Summary for Policymakers, 28 oldal. www.climatechange2013.org/images/report/WG1AR5_SPM_FINAL.pdf

Recommended literature:

Bromley, D. W.(1991): Environment and economy: property rights and public policy. Basil Blackwell Ltd.,247.p. ISBN : 1557860874

D.H.Meadows-D.L.Meadows (1972): The limits to growth Univers Books, NewYork, 1972

Other teaching aids: -

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student should be familiar with the essence and tasks of environmental management
- gain an insight into the history of environmental protection, with a special focus on Hungary
- learn about the global problems and importance of the Earth
- find out the meaning of the Club of Rome
- get a clear understanding of environmental damage
- learn about the tools of environmental management
- monitor the appreciation of environmental factors, environmental management and their impact on the global, macro and micro environment

b) skills

- the student is able to use the knowledge acquired in this subject in other fields of knowledge

- the ability to systematise and analyse environmental problems
- monitor and interpret global, EU and domestic environmental problems, changes in related policies and legislation

c) attitude

- open to environmental problems
- seeks to protect the environment
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: INTERNATIONAL ECONOMICS		Credit: 3
Subject name in English: International Economics	Code(s): 9121, 912, 12	
Responsible Professor(s): Dr. Ömür Önhon, College Associate Professor, PhD		
Involved Professor(s): -		
Status: compulsory		
Theory and Practice in p.c.: 80/20%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)		
Planned individual student hours per week: 1		
Method of assessment: colloquium		
Mid-year study requirements: 2 written examination papers, e and presentation		
Assessment of knowledge, skills and competences: written examination papers will be assessed according to the SER (the 2nd written examination paper will be written during the exam period), the homework and the presentation will be assessed in class		
Suggested semester: 3		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		
Subject description: a concise but informative description of the subject to be covered		
<p>The student will learn the main categories of international economics and the history of the development of the world economy. A basic knowledge of the main theories of the development of the world economy. You will learn about the main factors of the international division of labour and their role in the development of international relations. You will be able to assess the role and situation of the international division of labour, the motives and development of international trade, and the evolution of international and national competitiveness. Understand and assess the nature, effects and asymmetries of international factor flows. Distinguish between countries according to the level of development of their economies and analyse the rise and fall of economies, understanding their causes and consequences. Ability to analyse the current world economic situation and to judge differences in the content of related analytical literature.</p>		

Learning material:

1. The concept and development of the world economy, its stages
2. The main theories of international economics in terms of stages of development: mercantilism, physiocratism, classical theories - absolute and comparative advantage, neoclassical theories, international implications of Keynes' theory, neoliberal theories, left-wing, "new left" theories in international economics
3. The main field of international relations: international trade, trade policy trends (free trade, protectionism) and the main instruments of trade
4. International factor flows: Foreign Direct Investment: the role of FDI in international relations. FDI - The role of foreign direct investment in the relationship between countries. Theories related to foreign direct investment
5. International financial system and its main institutions
6. International factor flows: asymmetries in international labour flows. Migration issues
7. International trade in services and its evolution
8. 1. Exam test
9. Characteristics and indicators of openness to external trade and the world economy
10. The process of globalisation and its impact on countries around the world
11. The activities of transnational companies and their role in shaping country relations
12. Economic growth and development in the world economy, characteristics of development theories. Understanding economic development. Different groups of countries with different levels of development
13. The nature of world economic crises. The state and main trends of the world economy today. National development and competitiveness
14. Hungary's place and role in the world economy
15. Presentation of presentations

The 2-5 most important compulsory and recommended literature**Compulsory literature:**

Krugman, Paul, Maurice Obstfeld and Marc J. Melitz (2018): *International Economics. Theory and Policy*, eleventh edition, Pearson

https://edisciplinas.usp.br/pluginfile.php/176676/mod_resource/content/1/KRUGMAN.pdf

Watson, Matthew (2014): "The Historical Roots of Theoretical Traditions in Global Political Economy." In *Global Political Economy*, ed. John Ravenhill. Oxford: Oxford University Press

Recommended literature:

Palánkai, T. (2014): *Economics of global and regional integration*. Akadémiai Kiadó, Bp.

Oatley, Thomas (2018): *International Political Economy*. 6th edition. Routledge, London, New York

Other teaching aids: -**List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes****a) knowledge**

- the student will learn the basic concepts, stages of development and theories of international economics

- understands the need to participate in the international division of labour
- learn about the main areas of international economic relations, in particular the trends in international trade, the most important instruments and institutions of regulation
- understand the main flows of international factors and their impact on national economies
- knowledge of the current state of the world economy and its development trends

b) skills

- be able to use the knowledge acquired in other professional fields
- be able to understand changes in international economic processes and theories
- the ability to think systematically and critically evaluate international processes

c) attitude

- open to international processes and politics
- is interested in world economic events
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for complying with professional, legal and ethical standards and rules relating to their work and conduct

Field of knowledge: Regional Economics and Logistics

Range of credit (max. 12 kr.): 6

Subjects: 1) Introduction to Regional Economics; 2) Introduction to Logistics

1. Subject name: INTRODUCTION TO REGIONAL ECONOMICS	Credit: 3
Course name in English: Introduction to Regional Economics	Code(s): 19
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Involved Professor(s): Dr. Bariscil Ahmet, Phd, College Associate Professor, Tamás Ambrus, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: 1 presentation	
Assessment of knowledge, skills and competences: oral exam during the exam period, assessment of presentation, continuous feedback on classroom activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
The aim of the course is to familiarise students with the functioning of economic processes in	

geographical space and the laws of the determining mechanisms. The course also aims to provide students with an understanding of the market decision mechanisms of economic agents in economic and social space. They will be aware of the impact of geographical space on economic processes.

Learning material:

1. The interpretative framework of regional economics
2. The concept of a region. Regionalisation, regionalism
3. The role of the regional level in economic and social processes
4. Globalisation, global world economic processes
5. Globalisation, impact of the global economy on territorial (regional) development
6. Classical site theories
7. The role of settlement factors in economic processes
8. Installation factors in the global world economy
9. Global competitiveness
10. Krugman's "new economic geography"
11. Regional competitiveness
12. New drivers of regional competitiveness
13. Regional innovation
14. Regional capital
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Peter Gajdos (2008): Regional disparities in Central Europe, UNESCO, NK-MOST Bratislava 11-24.pp. ISBN:978-80-85544-56-5

Fischer M.-Nijkamp, P. (2014): Handbook of Regional Science, Springer-Verlag, ISBN 978-3-642-23429-3

Recommended literature:

Paul Krugman (1998): What's new about the new economic geography? In: Oxford Review of Economic Policy, Volume 14, Issue 2, 1 June 1998, Pages 7–17 .

Other teaching aids: teachers' diasor, official website of the European Union: http://europa.eu/european-union/index_hu

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) your knowledge

- Understand and understand the interaction between geographical space and the economy
- Knowledge of the basic spatial concepts, facts, main features and contexts of production as a whole, relevant actors, functions and processes at national and international level.
- Knowledge of the economic and financial interrelationships and interactions of economic

processes.

- Knowledge of statistical methods for identifying problems in the economy, relevant information gathering, analysis and problem solving methods, marketing processes.
- Knowledge of the basic, broad spatial concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.

b) skills

- The student will be able to interpret economic processes in geographical and social space.
- Ability to analyse and evaluate regional economic processes.
- Ability to assess economic processes in global and regional systems.

c) attitude

- You become open to spatial economics.
- It is open to representing the role of economy-related disciplines in society.
- Proactive and receptive to innovation on issues related to economic development.
- Responsive to the opinions of others, sectoral, regional, national and European values
- It is open to the authentic communication of the fundamental findings and characteristics of the sciences to both professional and non-professional audiences.

d) autonomy and responsibility

- A sense of responsibility for professional, legal, ethical and health-related standards and rules relating to their behaviour.
- Under general professional supervision, independently carries out and organises the tasks defined in the job description.
- Take responsibility for the work of their own staff and those under their supervision.
- You accept responsibility for the consequences of your statements and opinions.
- As a member of projects, teams and departments, he/she carries out his/her tasks independently and responsibly.

2. Subject name: INTRODUCTION TO LOGISTICS	Credit: 3
Course name in English: Introduction to Logistics	Code(s): 24
Responsible for the subject: Dr. Kornél Bányai, Phd, College Professor	
Involved Professor(s): Gabriella Papp, guest lecturer	
Status: compulsory	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>Logistics deals with the practical and theoretical issues of systems thinking that help to promote economical and efficient production and service organisation by focusing practitioners' attention on the importance of the ancillary activities of production and service based on the total-cost principle. The primary objective of the course is to provide students with a unified approach (transport, means of transport, inventory management, etc.), and to introduce them to logistics methods (e.g. goods distribution planning) and logistics sub-areas such as warehousing, material handling, packaging, etc.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The concept, content and understanding of logistics 2. History and evolution of logistics 	

3. Logistics and the corporate organisation
4. The interaction of logistics and marketing functions. The logistics of customer service
5. The full cost concept
6. 1. Exam test
7. Logistics supply chain management
8. Procurement management
9. Production logistics
10. Freight transport management
11. Management of stock-keeping
12. Management of supply distribution and return logistics
13. Logistics information systems
14. E-logistics
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Martin Christopher: Logistics and Supply Chain Management (2011), 4th Edition, 276 p, Prentice Hall, ISBN: 978-0-273-73112-2

Recommended literature:

Donald J. Bowersox- David J. Closs- M. BixBy Cooper: Supply-Chain-Logistics-Management (2002); p.655 McGraw-hill, 2002, ISBN: 0-07-235-100-4

Other teaching aids: www.mle.hu, www.mlbkt.hu www.logisztika.hu www.logisztika-portal.hu

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) your knowledge

- the student will have a knowledge of the basic, comprehensive concepts, theories, facts, national economic and international contexts of logistics, relevant economic actors, functions and processes
- comprehensive knowledge of the basic facts, directions and boundaries of the subject area of logistics, the structure, operation and interrelationships of economic and specialised organisations, the behaviour of actors, the external and internal environmental, behavioural, informational and motivational factors determining it
- knowledge of the key concepts and theories related to supply chain management and the conceptual framework that underpins them
- knowledge of the concepts, tools and methodology of logistics and supply chain management
- is familiar with the role of logistics as a corporate function in the operation of the company or institution, the relationship of logistics with other processes and functions of the organisation

e) skills

- planning and organising logistics activities and projects; using the theories and methods learnt, identifying facts and basic relationships, organising and analysing, drawing independent conclusions, making critical comments, preparing proposals for decisions, making decisions in routine and partly unfamiliar - domestic and international - contexts
- carry out a basic analysis of the concepts that make up the knowledge base of logistics, synthesise the connections and carry out an appropriate evaluation

- the ability to navigate short and medium-term decision processes in logistics, to recognise and adapt to rapid market changes
- ability to work effectively in logistics projects, in business organisations
- the ability to manage logistics departments, logistics as a core business
- understand and use online and print literature in logistics and supply chain management in Hungarian and foreign languages
- is able to present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in foreign languages, according to the rules of professional communication
- can identify problems of a logistical nature, plan and implement solutions

f) attitude

- demonstrates a problem-sensitive, proactive attitude in order to achieve quality work, constructive, cooperative and proactive in projects and team work
- receptive to new information, new professional knowledge and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation
- strive to develop their knowledge and working relationships, working in cooperation with their colleagues
- strive to make self-learning a means to achieve their professional goals
- seeks to take decisions in complex or unexpected decision-making situations, taking full account of legal and ethical standards
- receptive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects)

g) autonomy and responsibility

- independently performs and organises logistics tasks under professional supervision
- takes responsibility for the planning, implementation, monitoring and development of supply chain-related processes of a logistical nature
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The scope of knowledge: Basics Financial and Accounting

Credit range (max. 12 kr.): 10

Subjects: 1) Finance I; 2) Accounting basics

1. Subject name: FINANCE I (MAKROFINANCIAL PROCESSES)	Credit: 5
Course name in English: Finance I. (Macrofinancial Processes)	Code(s): 219, 14
Responsible Professor(s): Béláné Gyulaffy, PhD visiting lecturer	
Involved Professor(s): Krisztina Holmár, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 3 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 3rd examination paper will be written during the examination period)	
Suggested semester: 3	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

The course focuses on the functioning of the financial system of the modern economy, the instruments and institutions of financial markets, and the main services provided by banks. In addition to the areas of financial policy and its interconnections, the course will cover the interrelationship between foreign exchange regimes, foreign exchange management and exchange rate policy. The system of public finance is outlined, with an explanation of the characteristics of the subsystems and their interconnections.

Learning material:

1. Functions, subsystems, main actors and instruments of the financial system
2. The evolution of money and changes in its form: from the creation of money to modern money
3. Features of modern money. The components of money supply and money demand. The causes, types, macroeconomic impact and management of inflation
4. Banking systems, banking basics I. The ways in which modern money is created and destroyed. The multiplier effect
5. Financial policy, monetary policy
6. The public finance area: public finances and its subsystems
7. 1. Exam test
8. The role of the financial system in the economy. Direct and indirect capital flows
9. Financial intermediaries in the financial system
10. Securities
11. Securities markets, stock exchange. Stock exchange transactions
12. 2. Exam test
13. Banking Basics II. Financial services, electronic money relations
14. International finance: foreign exchange management, foreign exchange regimes
15. Exchange rate policy, convertibility, the mechanism of devaluation and appreciation

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Zvi Bodie – Robert C. Merton – David L. Cleeton: Financial Economics. Pearson Prentice Hall, 2009. ISBN: 0131856154, 9780131856158, 500 pages

Meir Kohn: Money, Banking and Financial Markets. Thomson Learning, May 1991. ISBN-10: 0030333342, ISBN-13: 9780030333347, 768 pages

Jeff Madura: Financial Markets and Institutions. Cengage Learning, January 1, 2017. ISBN-10: 1337099740, ISBN-13: 9781337099745, 784 pages

Jeff Madura: Financial Markets and Institutions, 2017, south Western Educational Publishing, ISBN-13: 9781337099745

Recommended literature:

Maurice D. Levi: International Finance, 2009, Routledge, 586 pages

Peter S. Rose – Sylvia C. Hudgins: Bank Management & Financial Services, 2012, McGraw-Hill, ISBN-13: 9780078034671

Meir Kohn: Financial Institutions and Markets, 2004, Oxford University Press, ISBN: 9780195134728, 704 pages

Peter Rose: Money and Capital Markets, 2000, McGraw-Hill

John E. Anderson: Public Finance, 2011, Cengage Learning, Inc, ISBN-13: 9780538478441

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will be familiar with the main features of the financial system of the mixed economy, the history of the development of money, the banking system and the money creation mechanism of the modern economy, the activities of banks
- knowledge of the basic, broad concepts and processes of macro-financial processes
- have an overview and knowledge of the structure of the public finance system, the characteristics of the subsystems and their interconnections
- know the role of the financial system in the economy, its instruments and institutions
- understand the impact of financial, monetary, fiscal and exchange rate policies on market participants

b) skills

- the ability to cooperate with other fields of knowledge
- an understanding of the financial system of the economy and the areas and interconnections between financial policy
- be able to consider the importance of the operation of the stock exchange and the conditions which enable it to operate, the rules and conventions of the stock exchange and the main financial and stock exchange transactions
- analyse the substance and impact of foreign exchange regimes, foreign exchange management and exchange rate policy

c) attitude

- receptive to new professional knowledge and methodologies
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- participates responsibly in shaping the monetary process through the conscious management of personal finances
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: BASICS OF ACCOUNTANCY	Credit: 5
Course name in English: Basics of Accountancy	Code(s): 13
Responsible Professor(s): Dr. Melles Hagos Tewolde, College Professor, PhD	
Involved Professor(s): Zsuzsanna Battayné Németh, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to introduce the basic concepts and techniques of accounting and to provide a basic understanding of the various elements of financial statements. Students will learn about the basic features of the reporting and accounting system of enterprises, the purpose and philosophy of the Accounting Act, accounting principles, the structure of entrepreneurial assets, the impact of economic events on the financial position and income.

Learning material:

1. The evolution, role, place and function of accounting. Accounting systems
2. Accounting regulation in Hungary. Purpose and structure of the Accounting Act
3. Accounting principles. Accounting policies and related rules

4. Recognition and reporting of assets. The role of valuation, valuation procedures, valuation principles. Accounting theories
5. The concept, structure and content of the balance sheet. Classification, characteristics and grouping of assets
6. Valuation of assets and liabilities on the balance sheet. Depreciation of assets
7. 1. Exam test
8. The concept of economic operation. Classification of economic events. Content and characteristics of general ledger accounts and accounting entries in general ledger accounts
9. Accounting obligations, types of accounting. Accounting by line of accounts and time series. Aggregated statements
10. The concept of the profit and loss account, introduction of the profit and loss accounts. Methods of determining profit and loss
11. Content of the items in the profit and loss account. Income and expense recognition in the profit and loss account based on the total cost method and the cost of sales method
12. The additional annex, annual report
13. The concept, classification and role of supporting documents in the accounting of economic events.
The principle of supporting documents, retention of supporting documents
14. Disclosure and publication of the accounts
15. The Audit

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Accounting Basics Workbook, published 31.08.2013, ISBN/EAN13: 1490958339 / 9781490958330

Act C of 2000 on Accounting (Hungary)

Taxation laws and other laws (e.g. Act C of 2000 on Accounting, Act CLI of 2017 on Tax administration and the Regulation of Tax administration, Act CL of 2017 on the Rules of taxation, Act CL of 2016 on General Public Administration Procedures, Act CXXX of 2016 on the Code of Civil Procedure)

<https://doingbusinessinhungary.com/en>

European Tax Handbook 2018. IBFD Tax Knowledge Centre, ISBN: 9789087224554, 1202 pages

Michael A. Celender: Accounting Basics: Study Guide, published 22.05.2013, ISBN/EAN13: 1482324814 / 9781482324815

Recommended literature:

Keywords to the international accountancy, MKVK OK Kft, 2015

Carl S. Warren – James M. Reeve – Jonathan Duchac: Financial Accounting, 11th Edition, South-Western (Cengage Learning), ISBN-10: 0324663781 / ISBN-13: 9780324663785

Christopher Nobes – Robert Parker: Comparative International accounting, 13th Edition

Isabelle Richelle – Wolfgang Schön – Edoardo Traversa: State Aid Law and Business Taxation. Springer, 2016. ISBN: 9783662530559, 282 p.

Other teaching aids: slides and other practice materials

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- the student has a comprehensive knowledge of the concepts, tasks and areas of accounting
- know the purpose, philosophy and requirements of the Accounting Act
- have mastered the structure and scope of the Accounting Act and the accounting principles
- understand the different economic events and how to record them in the accounts and time series

b) skills

- the ability to keep accounts of economic activities and events
- identify and interpret the different results of the company
- the statement of company assets
- grouping and valuation of items in the balance sheet
- the grouping and accounting of supporting documents
- preparing and interpreting the annual report

c) attitude

- receptive to new professional knowledge and methodologies
- precise to ensure quality work
- strive to improve their professional knowledge
- tolerant of the opinions of others

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving processes related to accounting policies
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: Law

Range of credit (max. 12 kr.): 6

Subjects: 1) Basic of Law 2) Business Law

1. Subject name: BASICS OF LAW	Credit: 3
Subject name in English: Basics of Law	Code(s): 05
Responsible Professor(s): Dr. Bence Tokodi, College Associate Professor, PhD	
Involved Professor(s): dr. Dénes Fekecs, Master Lecturer; Dr. Tamás Lattmann, Associate Professor	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (the 2nd written examination paper is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

Students will examine the most basic information about the creation of the state and law and the characteristics of the different legal systems. After a brief dogmatic introduction, students will acquire a basic knowledge of administrative law, civil law and criminal law.

Learning material:

1. Legislation. Jurisprudence I.
2. Legislation. Jurisprudence II.
3. Overview of legal systems, the distinction between public and private law I.
4. Overview of legal systems, the distinction between public and private law II.
5. The separation of powers
6. Legislation - The organisation, functions and powers of Parliament
7. Administration of justice - Functioning of the courts, organisation, legal remedies, functioning and organisation of prosecution services
8. Constitutional Court
9. Implementation - The government, the administrative organisation
10. 1. Exam test
11. Criminal law and criminal procedure I.
12. Criminal law and criminal procedure II.
13. Civil Law Basics - Law of Persons, Law of Duties, Law of Obligations I.
14. Civil Law Basics - Law of Persons, Law of Duties, Law of Obligations II.
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Gary Slapper: Law: The Basics, Routledge, 2011, ISBN-13: 978-0415568067

Steve Wilson, Phillip Kenny: The Law Student's Handbook, OUP Oxford, 2010, ISBN-13: 978-0199562176

Recommended literature:

George P. Fletcher: The Basic Concepts of Legal Thought, Oxford University Press USA, 1996, ISBN 9780195083361

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student has basic knowledge of law and business law
- have a basic professional vocabulary of law
- is familiar with the specific features of the Hungarian legal system
- know the main areas of application of the law

b) skills

- be able to use the knowledge acquired in this subject in other fields of knowledge
- can find your way around legal sources
- understand the stages of legislation and law enforcement
- understand and use basic legal terminology

c) attitude

- open to law-abiding behaviour
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: BUSINESS LAW	Credit: 3
Subject name in English: Business Law	Code(s): 9221, 922, 22
Responsible Professor(s): Dr. Bence Tokodi, College Associate Professor, PhD	
Involved Professor(s): dr. Dénes Fekecs, Master Lecturer, Dr. Tamás Lattmann, Associate Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 80/20%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (the 2nd written examination paper is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-requisites (if any): basic legal knowledge	
Subject description: a concise but informative description of the subject to be covered	
Students will acquire general knowledge of economic law, and then review and analyse the basic rules that help them to solve specific issues and problems that arise in practice.	
Learning material:	
<ol style="list-style-type: none"> 1. About legal persons and companies in general 2. Overview of relevant legal sources 3. Company forms. Formation, conversion and dissolution of organisations I. 4. Company forms. Formation, conversion and dissolution of organisations II. 5. The business court procedure 	

6. Safeguards for the lawful operation of companies. Legal representatives and representation
7. 1. Exam test
8. The sales contract and its specific cases
9. The contractor's contract and its specific cases
10. Various transport (transport and forwarding) contracts
11. The licence and licence agreements
12. The franchise contract
13. Summary
14. Presentation of presentations I.
15. Presentation of presentations II.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Nicholas Grier : Commercial Law Basics, W.Green, 2010, ISBN-13: 978-0414017146

Author: Henry R. Cheeseman: Business Law, Prentice Hall, ISBN: 9780132890410

Recommended literature:

Samuel D. Brickley, Brian M. Gottesman: Business Law Basics, 2017,
<http://www.businesslawbasics.com/business-law-basics>

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will learn about the dynamics and logic of economic regulation
- know the legal characteristics of organisations, the types of contracts and their specific cases

b) skills

- students will be able to navigate in different economic and legal terminology
- recognise the different types of contracts

c) attitude

- open to legal terminology
- strive to improve their professional knowledge

d) autonomy and responsibility

- participates responsibly in processes relating to economic affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The scope of knowledge: Basics of Business Communication and Marketing

Range of credit (max. 12 kr.): 9

Subjects: 1) Marketing; 2) Management; 3) Business Communication - Corporate Culture

2. Subject name: MARKETING	Credit: 3
Subject name in English: Marketing	Code(s): 17
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): Ákos Fekete, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers - weeks 7 and 14, 1 presentation - week 15 L: 1 paper to be submitted - week 3 before the end of the term	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of homework according to the criteria given in class, continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description:

To learn basic marketing concepts and techniques for practical application. Identifying the causes of changes in the market environment and understanding the behaviour of market players in order to adapt to these changes with the most effective marketing tools.

Learning material:

1. Understanding, evolution and terminology of marketing
2. Marketing tools, marketing mix, marketing management
3. Inputs for effective marketing, interpreting and analysing the marketing environment
4. An analysis of shopping as a choice and consumer behaviour
5. Specificities of marketing information systems, marketing research, markets
6. Product and product policy, product life-cycle analysis. Product portfolio management, branding
7. 1. Exam test
8. Price, pricing policy, the process and effects of price changes
9. The purpose, task, process and channels of marketing communication
10. Actors, types of sales channels, sales route planning
11. Elements, planning and implementation of the communication mix
12. The process and tools of marketing planning. Marketing strategies, offensive and defensive strategies in the market
13. The implementation of marketing activities, the structure and tasks of the marketing organisation. Monitoring and evaluation of marketing activities
14. 2. Exam test
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature**Compulsory literature:**

Philip Kotler – Kevin Lane Keller: Marketing management, Pearson, 2015, ISBN-10: 0132102927

Jim Blythe: Essentials of marketing 3ed. 2005. ISBN 0 273 69358 1

Józsa László: Marketingstratégia - Marketing strategy. Akadémiai Kiadó, Bp. 2003. ISBN: 9630582902

Recommended literature:

Czinkota, MR et al, 2000, Marketing best practices, Dryden Press, Orlando.

Evans, D 2008, Social media marketing: An hour a day, John Wiley & Sons, Hoboken, NJ. (eBook)

Hackley. C 2009, Marketing: A critical introduction. Sage Publications Ltd. London. (eBook)

Other teaching aids: Teacher's slides**List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes****a) knowledge**

- the student has a comprehensive knowledge of the concepts, tasks and areas of marketing
- knowledge of market concepts, marketing environment analysis, market segmentation and

methods

- knows the role of marketing in the operation of the company or institution
- know the process of consumer behaviour and the factors that influence their decisions
- know the main decision areas of the marketing mix

b) skills

- can identify marketing problems and propose solutions
- the ability to navigate short-term marketing decision-making processes and to identify market changes
- monitor and interpret changes in market processes and the behaviour of market participants
- the ability to plan and implement marketing activities of an operational nature

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new ICT techniques
- strive to improve their professional knowledge
- tolerant of the opinions of others

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving marketing-related processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: MANAGEMENT	Credit: 3
Subject name in English: Management	Code(s): 91
Responsible for the subject: Kálmán Eglesz, Master Lecturer	
Involved Professor(s): Dr. Bariscil Ahment, College Associate Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers - weeks 6 and 14, 1 presentation - week 15	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>Students will gain an insight into the theory and practice of management, and learn about the managerial tasks and requirements at different levels of the organisation. By understanding the skills and requirements, students will be prepared to work as managers and decision-makers in business or any other organisation. The exercises and case studies used throughout the course will prepare students for these management roles.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Leadership presence in organisations 2. Management objectives and results 3. A complex approach to business management 	

4. Decision-making ability
5. Lifelong learning
6. Division of labour and delegation. 1. Exam test
7. Market and consumer orientation
8. The role of advertising in the life of organisations
9. Innovation and development
10. Adaptability
11. The role of IQ and EQ in business
12. Conflict management. Collaboration. Coordination
13. IT support for decision-making
14. 2. Exam test
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Dockery Doug: Modern Business Management, APress, 2018, ISBN13 (EAN): 9781484232606

Stephen P. Robbins – Mary Coulter: Management, Pearson Education, 2017, ISBN 9781292215839

Recommended literature:

Jurgen Appelo: Management 3.0, Pearson Education, 2010, ISBN: 0321712471

Other teaching aids: -

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student knows the rules and main processes of management, leadership and organisation
- knowledge of analytical methods and decision-making mechanisms related to the company's operating environment
- knows the factors of governance of organisations
- knowledge of the main management processes, functions and their operation
- know the basic principles of planning the management and operation of your company

b) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the general and business rules of communication
- the ability to approach and understand business processes and systems from a systems perspective

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new management procedures, techniques and methods
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision

- takes responsibility for improving corporate culture and management processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

4. Subject name: BUSINESS COMMUNICATION – CORPORATE CULTURE	Credit: 3
Course name in English: Business Communication - Corporate Culture	Code(s): 82
Responsible Professor(s): Dr. Ömür Önhon, College Associate Professor, PhD	
Involved Professor(s): Kálmán Eglesz, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper - 8th week of classes, case studies - 4 times during the semester, 1 presentation - 15th week of classes	
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the presentation is assessed immediately in class, continuous feedback on the class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
Learning material:	
<ol style="list-style-type: none"> 1. The basics of communication. Basic approaches and models 2. Human communication. Psychological foundations of human communication 3. The codes of communication. Types of non-verbal signals. Symbolic communication 4. Oral communication. Speaking correctly, speaking technique. Sentence and text phonetics 5. Written communication. Business card, CV, letter, official letter 6. The business meeting. The importance of negotiation. Negotiation style, strategy, tactics 7. The concept of personality, personality types. The role of self-awareness in business communication 	

8. Culture, behaviour, communication. Behaviour in business
9. The concept of personality, personality types and their role in business communication
10. The concept, role, areas and factors of corporate culture
11. Types of organisational culture and their impact on the functioning and development of the organisation
12. Success and failure in organisations
13. Characteristics of the culture of successful organisations. Aligning organisational and individual goals
14. The impact of identity, legitimacy and motivation on the life of the individual and the organisation
15. Candidate essay and presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Lillian Chaney, Jeanette Martin: Intercultural Business Communication, 6th edition, 2017. ISBN-13: 978-0132971270
 Joep P. Cornelissen: Corporate Communication: A Guide to Theory and Practice 4th Edition, SAGE Publications, 2014., SBN-13: 978-1446274958
 John V. Thill, Courtland L. Bovee: Excellence in Business Communication, Pearson, 2014, ISBN-13: 978-0133544176

Recommended literature:

Kelly M. Quintantilla, Shawn T. Wahl: Business and Professional Communication: KEYS for Workplace Excellence, SAGE Publications, 2014. 2nd Edition, SBN-13: 978- 1452217628
 Milo O. Frank: How to Run a Successful Meeting in Half the Time, 1989, Simon & Schuster, ISBN-13: 978-0671644703

Other teaching aids: Teacher's slides

List of the *required professional competences and competence elements to the development of which the subject typically and substantially contributes*

a) knowledge

- the student knows the types of corporate culture and their main characteristics
- knows the rules and main processes of business communication
- know the mechanisms of mutual communication between the company and its environment
- knows the key factors of corporate communication
- knowledge of the main business communication processes, functions and their operation
- know the basic principles of corporate communication planning

b) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the rules of business communication
- ability to process and correctly interpret professional texts
- the ability to approach and understand business processes and systems from a systems perspective

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new business communication techniques and new methods
- open to new ways of developing corporate culture
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving the corporate culture and communication processes of the organisation
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: Professional Foreign Language

Range of credit (max. 12 kr.): 6

Subjects: 1) Professional German I.; 2) Professional German II.; 3) Professional English I.; 4) Professional English II.

1. Subject name: PROFESSIONAL LANGUAGE (GERMAN) I.	Credit: 3
Course name in English: Professional Language (German) I.	Code(s): 9SZN1, SZN1, SZN1-1
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written papers, 1 presentation	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, oral assessment of assignments, presentation, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

The aim of the course is to provide students with interdisciplinary knowledge in the field of business in German language, who are able to understand real economic and business processes and to propose solutions and solutions. Students will be prepared to use German as a working tool at an international level in different areas of the economy. **The course involves reading and interpreting professional texts.**

Learning material:

1. Higher education
2. Work life and experiences
3. Economics, basic economic and financial concepts
4. World economy, global economic problems
5. Hungary's economy
6. The economy of the target language countries. 1. Written exam
7. Business management, company organisation
8. Corporate forms: presentation of a company, organisational structure
9. Starting a business, small and medium-sized enterprises
10. Business communication - corporate culture. Presentation
11. Intercultural communication in business: verbal, non-verbal
12. Business correspondence I: CV, cover letter
13. Business correspondence II: complaints and grievance handling
14. International relations and organisations
15. Telecommunications, internet. 2. Written exam

Compulsory literature:

Bajkó István – Dobó István – Pintér Márta – Polakovits Sarolta – Tefner Zoltán: Bausteine OECONOM. Tematikus gyakorlókönyv, Lexika Kiadó, Székesfehérvár, 2015. ISBN 9786155200410

Klesics Tünde – Nyakas Judit – Pintér Márta: Wirtschaftsfaktor Deutsch. Lexika Kiadó, Székesfehérvár, 2018. ISBN 9786155200885

Recommended literature:

Kapronczai Éva (szerk.): Feladatgyűjtemény az írásbeli vizsgához. Német középfok B2 – Gazdálkodási menedzsment. Gödöllő: SZIE Zöld Út Nyelvvizsgaközpont. 2020. Elérhető: https://www.zoldut.szie.hu/sites/default/files/u38/feladatgyujtemeny_nemet_kf_G_1.pdf

Kapronczai Éva (szerk.): Kiegészítő anyagok a szóbeli témákhoz és feladatokhoz. Német középfok B2 – Gazdálkodási menedzsment. Gödöllő: SZIE Zöld Út Nyelvvizsgaközpont. 2020. Elérhető: https://www.zoldut.szie.hu/sites/default/files/u38/kiegeszito_anyagok_nemet_kf_G.pdf

Other teaching aids: -

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication

- learn the basic terminology of economic terminology and how to use it

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in German
- can initiate and participate in discussions on economic issues in German

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

2. Subject name: PROFESSIONAL LANGUAGE (GERMAN) II.		Credit: 3
Course name in English: Professional Language (German) II.	Code(s): 9SZN2, SZN2	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): -		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written examination papers, 1 presentation		
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, oral assessment of assignments, presentation, continuous feedback on class activity		
Suggested semester: semester 6		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		
Subject description: a concise but informative description of the subject to be covered		
<p>The aim of the course is to provide students with interdisciplinary knowledge in the field of business in German language, who are able to understand real economic and business processes and to propose solutions and solutions. Students will be prepared to use German as a working tool at an international level in different areas of the economy. The course involves reading and interpreting professional texts.</p>		
Learning material:		
1. Taxation systems		

2. Stock exchange, investments, financial markets
3. Statistical and chart analysis
4. Marketing: 4P, demand, supply, market research
5. Participation in exhibitions, events
6. International negotiation techniques and strategies
7. Rules of international etiquette and protocol. 1. Written exam
8. Environment on the farm
9. Rural development, economic issues of rural tourism
10. The impact of the individual on the environment, responsibility for the environment. Presentation
11. Business correspondence I: request for proposal
12. Business correspondence II: making an offer
13. Business correspondence III: order
14. The European Union and its institutions I.
15. The European Union and its institutions II. 2. Written exam

Compulsory literature:

Shannon Keenan Greene: Wirtschaftsdeutsch für Anfänger, Neuss, 2014

Recommended literature:

Margarete Rieger-Poyet, Bernard Straub, Paul Thiele, Klett (Ernst) Verlag, Stuttgart, 2000

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication
- learn the basic terminology of economic terminology and its use

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in German
- can initiate and participate in discussions on economic issues in German

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

3. Subject name: PROFESSIONAL LANGUAGE (ENGLISH) I.		Credit: 3
Course name in English: Professional Language (English) I.	Code(s): 9SZA1, SZA1	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): Csaba Rédei, Master Lecturer; Dr. Monika Pál, College Associate Professor, PhD		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written examination papers, 1 presentation		
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, oral assessment of assignments, presentation, continuous feedback on class activity		
Suggested semester: 5		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with interdisciplinary knowledge in the field of business in English, w processes and to propose solutions to them. Students will be prepared to use English as a working tool at internation

The course involves reading and interpreting professional texts.

Learning material:

1. Higher education
2. Work life and experiences
3. Economics, basic economic and financial concepts
4. World economy, global economic problems

5. Hungary's economy
6. The economy of the target language countries. 1. Written exam
7. Business management, company organisation
8. Corporate forms: presentation of a company, organisational structure
9. Starting a business, small and medium-sized enterprises
10. Business communication - corporate culture. Presentation
11. Intercultural communication in business: verbal, non-verbal
12. Business correspondence I: CV, cover letter
13. Business correspondence II: complaints and grievance handling
14. International relations and organisations
15. Telecommunications, internet. 2. Written exam

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Catherine Nickerson, Brigitte Planken: Introducing Business English (eBook)

https://www.perlego.com/book/1561284/introducing-business-english-pdf?utm_source=google&utm_medium=cpc&campaignid=17287656381&adgroupid=134138542062&gclid=CjwK...G9Be6ObAzqAl6ByY4wzJLWnYBzQIWliDcijRoCu8YQAvD_BwE

Suggested literature:

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject**

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication
- learn the basic terminology of economic terminology and its use

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in English
- the ability to initiate and participate in discussions on economic issues in English

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

4. Subject name: PROFESSIONAL LANGUAGE (ENGLISH) II.		Credit: 3
Course name in English: Professional Language (English) II.	Code(s): 9SZA2, SZA2	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): Csaba Rédei, Master Lecturer; Dr. Monika Pál, College Associate Professor, PhD		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written examination papers, 1 presentation		
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, oral assessment of assignments, presentation, continuous feedback on class activity		
Suggested semester: 6		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with interdisciplinary knowledge in the field of business in English, w processes and to propose solutions to them. Students will be prepared to use English as a working tool at internation

The course involves reading and interpreting professional texts.

Learning material:

1. Taxation systems
2. Stock exchange, investments, financial markets
3. Statistical and chart analysis
4. Marketing: 4P, demand, supply, market research

5. Participation in exhibitions, events
6. International negotiation techniques and strategies
7. Rules of international etiquette and protocol. 1.
8. Environment on the farm
9. Rural development, economic issues of rural tourism
10. The impact of the individual on the environment, responsibility for the environment. Presentation
11. Business correspondence I: request for proposal
12. Business correspondence II: making an offer
13. Business correspondence III: order
14. The European Union and its institutions I.
15. The European Union and its institutions II 2.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Catherine Nickerson, Brigitte Planken: Introducing Business English (eBook)

https://www.perlego.com/book/1561284/introducing-business-english-pdf?utm_source=google&utm_medium=cpc&campaignid=17287656381&adgroupid=134138542062&gclid=CjwK...G9Be6ObAzqAl6ByY4wzJLWnYBzQIWliDcijRoCu8YQAvD_BwE

Suggested literature:

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject**

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication
- learn the basic terminology of economic terminology and how to use it

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in English
- the ability to initiate and participate in discussions on economic issues in English

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

Field of knowledge: Basic Knowledge of Social Sciences

Range of credit (max. 12 kr.): 9

Subjects: 1) History of Economic; 2) Philosophy; 3) Sociology; 4) Psychology

1. Subject name: HISTORY OF ECONOMIC	Credit: 3
Subject name in English: History of Economic	Code(s): 04
Responsible Professor(s): Zoltán Frenyó, College Professor, CSc	
Involved Professor(s): Ákos Fekete, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: -	
Assessment of knowledge, skills and competences: oral examination during the examination period	
Suggested semester: 1st semester	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description: a concise but informative description of the subject to be covered

The economic developments of the present are fundamentally influenced by what happened in the economy of the past. Knowledge of these will help us understand the changes taking place in today's

economy.

This course introduces the main periods of universal and domestic economic history. The focus is on the major processes that continue to influence the development of the modern economy, the major processes of population growth, the transformation of agriculture, industrialisation and the development of infrastructure.

Learning material:

1. The relationship between historical and economic theory and method in economic history. Tracing European socio-economic patterns
2. Outline of the economic history of the Ancient East and Greco-Roman antiquity
3. The main factors in the economic history of feudalism in Europe
4. The development, stages and essence of Western European capitalism
5. Colonialism. Imperialism
6. The Soviet Union and the socialist economic system
7. The main lines of medieval Hungarian economic history
8. Hungarian economic history in the 18th-19th centuries. Demographic changes, changes in settlement structure, protoindustrialisation
9. The capitalization of the Hungarian economy in the 19th century: agrarian transformation, industrial revolution. The structural transformation of Hungarian society: the process of civilisation
10. Main trends from the turn of the century to the First World War. The impact of the World War on economic life. The impact of the Trianon peace treaty
11. Changes in the world economy and the situation of Hungary after World War I
12. The Hungarian economy and society in the 1920s and 1930s and during World War II
13. Hungarian economic history between 1945-1948. The period of state socialist industrialisation, communist economic policy, 1948-1956. The party-state system, 1956-1968
14. The development of the reform processes of the Hungarian economy from 1968. The problems of the 1989-1990 transition
15. History and trends in economic theories

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Larry Neal -Rondo Cameron: A Concise Economic History of the World: From Paleolithic Times to the Present, Oxford: Oxford University Press, 5th ed., 2016. ISBN -13: 978-0199989768

Balázs Szelenyi: The Failure of the Central European Bourgeoisie, New Perspectives on Hungarian History. US: Palgrave-Macmillan. 2006

Recommended literature:

Immanuel Wallerstein: The Modern World-System I: Capitalist Agriculture and the Origins of the European World-Economy in the Sixteenth Century, University of California Press, 2011, ISBN-13: 978-0520267572

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student learns about the interdisciplinary nature of economic history
- the major historical stage theories, the results and pitfalls of the historical development of economic theory and method
- the impact of lifestyle change on management, social structure, law and institutions
- the role of the geographical division of labour and the division of labour based on production differences in the development of the medieval and modern world economy
- historical changes in economic models, the interrelationships between social structure and political-power relations
- the basic economic laws and institutional framework of the Hungarian economy

b) skills

- be able to use the knowledge acquired in this subject in other fields of knowledge
- ability to carry out source analyses
- understand and use economic history literature

c) attitude

- open to the events of the past
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: PHILOSOPHY	Credit: 2
Subject name in English: Philosophy	Code(s): 751, 75
Responsible for the subject: Dr. Zoltán Frenyó, College Professor, CSc	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: -	
Assessment of knowledge, skills and competences: oral examination during the examination period	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>The course will explore the concepts, branches, trends, periods and major thinkers of philosophy. The aim of the course is to provide students with an understanding of the role of philosophy in the history of human culture and to help them to orient themselves and to lead a good life.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The concept, subject and parts of philosophy 2. Main issues in the theory of existence, epistemology and logic 3. The main doctrines of philosophy anthropology and ethics 4. Ideas of social philosophy and philosophy of history 5. The main tenets of aesthetics and philosophy of religion 6. The beginnings of Greek philosophy: pre-Socratic thought 	

7. Socrates, Plato, Aristotle
8. The philosophy of Hellenism
9. History of medieval philosophy
10. The philosophy of the Renaissance
11. The main trends and thinkers in European philosophy in the 17th and 18th centuries
12. Classical German philosophy
13. Irrationalism and positivism in the 19th century
14. Philosophical trends and major thinkers of the 20th century
15. The main figures of Hungarian philosophy

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Hans Joachim Störig (1964): A Small World History of Philosophy, Helikon, 2008, ISBN: 9789632270630

Zoltan Frenyo (2015): History of Philosophy. Tomori Pál College, Kalocsa. 2015

Recommended literature:

Arno Anzenbacher: Introduction to Philosophy. Cartaphilus Publishing, Bp., 2001. ISBN: 963-9303-27-5

Zoltán Frenyó (2016): A textbook of philosophy. Saint Stephen Society. Bp. 2016. ISBN: 9789632775951

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will become familiar with the concepts, basic questions and methods of inference related to the different philosophical disciplines
- periods and trends in the history of philosophy
- the work of thinkers from different eras

b) skills

- be able to navigate different philosophical trends
- recognise how trends have influenced different areas of society

c) attitude

- receptive to history, to the past
- open to understanding how society works
- strive to improve their professional knowledge

d) autonomy and responsibility

- participate responsibly as a citizen in processes related to social affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: SOCIOLOGY	Credit: 2
Subject name in English: Sociology	Code(s): 1061, 06, 106
Responsible for the subject: Csaba Rédei, Master Lecturer	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year academic requirements: 1 term paper and presentation	
Assessment of knowledge, skills and competences: oral exam during the exam period, oral assessment of the homework and presentation is done immediately in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn the basic concepts of sociology, the main theoretical trends, methodological features and an overview of the international context of sociology. They will be able to understand culture, individual and social interactions, power structures, social institutions and social change in the context of globalisation and the modern world.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Sociology: problems and perspectives. Methods and theories in sociology 2. The basic problems of global sociology 3. Culture and society. Socialisation and the life cycle 4. Social interaction and everyday life. Conformity and deviance. Gender and sexuality 5. Social stratification and class structure. Social mobility 	

6. Global inequalities
7. Ethnicity and race. Groups and organisations
8. Politics, government, state. War and the army
9. Kinship, marriage, family. Education
10. Religion. Communication, media
11. Work and economic life
12. The globalisation of social life. Modern urbanism
13. Population, health, ageing
14. Revolutions and social movements. Social change
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Robin Cohen and Paul Kennedy: Global sociology Washington Square, N.Y.: New York University Press, 2007, 584 o. ISBN 9780814716847

Anthony Giddens (2009): Sociology. Polity Press; 2009 6th edition ISBN-13: 978-0745643588

Bourdieu, Pierre (2005): The Social Structures of the Economy, Cambridge, UK, Polity Press.

Veblen, Thorstein (2007): The Theory of the Leisure Class, Oxford/New York, Oxford University Press.

Recommended literature:

Anthony Giddens (2016): Introduction to Sociology, W. W. Norton & Company, p.816. ISBN-13: 978-0393265163

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) your knowledge

- the student will become familiar with the basic concepts of sociology, its main theoretical trends and methodological features
- gain an overview of the international context in sociology
- knowledge of the social processes associated with globalisation
- gain insights into the main causes of changes in social processes

b) skills

- be able to understand culture, individual and social interactions, power structures, social institutions and social changes in globalisation and the modern world
- the ability to identify links between factors that influence social processes

c) attitude

- receptive to the opinions of others, regional, national and European values
- open and understanding of social problems

d) autonomy and responsibility

- takes responsibility for its opinions and decisions
- conducts the debate independently

4. Subject name: PSYCHOLOGY - ECONOMIC PSYCHOLOGY	Credit: 2
Subject name in English: Psychology - Economic Psychology	Code(s): 92, 73
Responsible Professor(s): Dr. György Lipécz, retired College Professor, PhD, Visiting lecturer	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), assessment of the presentation, continuous feedback on the class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to familiarise students with the economic effects of human behaviour (individual and group) and the mechanisms of interaction between the human psyche and economic processes. During the semester, students will become familiar with the most important concepts and areas of study in the discipline of economic psychology. Students will be able to understand and approach macro- and micro-level processes in the economy from a social psychological perspective, and to understand the close links between the economy and social interactions.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The subject, areas of study and levels of economic psychology 2. The concept and tools of psychology in economic life 	

3. Interpreting the behaviour of economic agents through psychology. Rationality/irrationality in economic life
4. Basics of consumer behaviour I.
5. Basics of consumer behaviour II.
6. The psychology of money. Economic socialization
7. 1. Exam test
8. Business communication (marketing)
9. Advertising Psychology I.
10. Advertising Psychology II.
11. Easterlin paradox
12. Well-being societies and/or happy societies. The role of social well-being, happiness in economic competitiveness
13. The Economics of Happiness I.
14. The Economics of Happiness II (film review)
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

W. Fred van Raaij Gery M. van Veldhoven Karl-Erik Wärneryd (1988): Handbook of Economic Psychology, Springer, Dordrecht, 1988, ISBN: 978-90-481-8310-4

Szirmai, Viktoria (ed.)(2015): From spatial inequalities to social well-being, Kodolanyi Janos University of Applied Sciences, Székesfehérvár, 2015 9-36.pp. ISBN:978-615-5075-29-2

Recommended literature:

Michael Como (2011): Do happier people make more money? An empirical study of the effect of a person's happiness on their income In: The Park Place Economist Vol.19.Issue 1.Available at: <http://digitalcommons.iwu.edu/parkplace/vol19/iss1/8>

Other teaching aids: -

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) knowledge

- the student will have a knowledge of the basic, comprehensive concepts, theories, facts, macro- and microeconomic contexts of economic psychology, relevant economic actors, functions and processes
- mastered the basic theories and characteristics of economic psychology
- knowledge and understanding of the importance of the interaction and interaction of social phenomena, in particular social psychological and psychological processes, with economic processes

b) skills

- be able to search for, explore and explain the links between human behaviour, psychology and macro- and micro-processes in the economy using the theories and methods studied
- can understand the complex workings of the economy through social and human behaviour and psychology

c) attitude

- receptive to new information, new professional knowledge and methodologies, open to new tasks

and responsibilities requiring autonomy and cooperation

- strive to develop their knowledge and working relationships, working in cooperation with their colleagues

d) autonomy and responsibility

- carry out independently, under general professional supervision, the tasks defined during the semester
- independently organise the analysis of economic psychological processes, the collection, systematisation and evaluation of data
- takes responsibility for its analyses, conclusions and decisions
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct during the semester

The scope: EU Studies

Credit range (max. 12 kr.): 3

Subject: 1) EU Studies

1. Subject name: EU STUDIES	Credit: 3
Subject name in English: EU Studies	Code(s): 18
Responsible Professor(s): Dr. Laura Kovács, College Associate Professor, PhD	
Involved Professor(s): Dr. Tamás Lattmann, Associate Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers will be assessed according to the SER (the 2nd written examination paper will be written during the exam period), the presentation will be assessed in class	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
The aim of the course is to familiarise students with the idea of Europe, the history of European	

integration, the stages of integration, the process of enlargement and the creation of the European Union. The course also deals with the institutional system, decision-making mechanisms and policies of the European Union, providing a general overview of the European Union as an integration organisation.

Learning material:

1. Definitions of Europe, basic concepts. Globalisation, integration, regionalisation
2. The political and economic situation after World War II, the first steps towards integration
3. The importance and functioning of the organisations created by the European Union and the Treaties of Rome
4. The stages of integration. Horizontal widening and vertical deepening of integration
5. Sources of Community law, basic treaties and their amendments, the *acquis communautaire*
6. The EU institutions: the European Council, the European Commission, the European Parliament
7. European Court of Justice, European Court of Auditors, ECB, Advisory Committees and Ombudsman
8. Decision-making in the EU: procedures and aspects of the democratic deficit
9. 1. Exam test
10. EU common policies: sectoral and horizontal policies
11. The Common Agricultural Policy (CAP)
12. Regional disparities and EU regional policy
13. Economic and Monetary Union
14. The EU's enlargement to the East before and after 2004. Hungary's preparations for EU membership. Hungary's prospects in the EU
15. The importance of the Lisbon Treaty, the Union's development

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

A. Stabb- M.Lodge- E.Thielemann: Politics and Policies of the European Union. University of London, 2011., http://www.londoninternational.ac.uk/sites/default/files/proqramme_resources/lse/lse_pdf/subject_guides/ps3088ch1-3.pdf

Mark Gilbert: European Integrations: A Concise History, Lahnam-Boulder: Rowan and Littlefield, 2013. ISBN-13: 978-0742566644

Recommended literature:

Dinan, D. Ever closer union: an introduction to European integration (London: Palgrave Macmillan, 2010) fourth edition [ISBN 9780230272613] Chapters 1-6.

S.Hix- B. Hayland: The Political System of the European Union. London: Palgrave, Macmillan, 2011. ISBN: 9780230249820

Neill Nugent: The Government and Politics of the European Union, London: Palgrave, 2010.

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will learn about the history of European integration, the founding treaties and their major amendments, which are the main milestones in the development of the Union
- the student should be familiar with the different levels and types of economic and political integration, thus understanding the functioning of the single internal market and the importance of Economic and Monetary Union
- to provide students with an insight into the EU's institutional system and decision-making mechanisms, as well as the system of Community policies, in particular the Common Agricultural Policy and the Union's regional policy

b) skills

- students will be able to apply information on the legal and institutional structure of the European Union and the evolution of integration

c) attitude

- receptive to new professional knowledge and methodologies
- open to foreign policy
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- participates responsibly as a citizen in the European Union affairs process
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The domain: Leadership and Management

Range of credit (max. 12 kr.): 12

Subject: 1) Leadership and Management 2) Strategic Management 3) Marketing Management 4) Business Ethics

1. Subject name: LEADERSHIP AND MANAGEMENT	Credit: 3
Subject name in English: Leadership and Management	Code(s): 23
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): Kálmán Eglesz, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers - weeks 8 and 15, 1 presentation - week 15	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with the knowledge that will enable them to develop their understanding of management, to manage the organisation as a system and to choose effective management methods.

Learning material:

1. The concepts of management and organisational processes
2. The basic model of the corporate structure, the organisational structure, organisational guidelines
3. Decision optimisation
4. Change management
5. Individual in the organisation, individual decision making, problem solving
6. Content and process theories of motivation
7. Groups in the organisation
8. 1. Exam test
9. Power and organisational politics, personal leadership - leadership
10. Conflicts in the organisation, modern management trends
11. Change management
12. Empowerment. Benchmarking
13. Outsourcing. Re-engineering
14. Strategic alliances, networks
15. 2. Exam test. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Peter G. Northouse: Leadership - Theory and practice, 2017. 7th edition, ISBN: 978- 1483317533
Forrest W. Parkay, Eric J. Ancil: Curriculum Leadership, 2017. 10th edition, ISBN 978- 0132852159

Neil Thomas (ed.)(2004): Handbook of leadership and management. Thorogood Ltd. ISBN: 85418
204 8 220.page. Available at:
https://zodml.org/sites/default/files/John_Adair_The_Handbook_of_Management_and_Leadership.pdf

Kevin B. Lowe, K. Galen Kroeck, Nagaraj Sivasubramaniam (1996): Effectiveness correlates of transformational and transactional leadership: A meta-analytic review of the MLQ literature. The Leadership Quarterly, 7(3), 385-415. [http://dx.doi.org/10.1016/S1048-9843\(96\)90027-2](http://dx.doi.org/10.1016/S1048-9843(96)90027-2)

Recommended literature:

Satinder Dihman: Holistic Leadership - A new paradigm for today's leaders, 2017. 1st edition, ISBN-13: 978-1137555700

Racid Benlamri, Michael Sparer: Leadership, Innovation and Entrepreneurship as Driving Forces of the Global Economy: Proceedings of the 2016 International Conference on Leadership, Innovation, 1st ed. 2017 Edition, Kindle Edition, ISBN-13: 978-3319434339

Patrick M. Lencioni (2016): The ideal team player, Jossey-Bass, p. 240 ISBN-10: 1119209595

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student is familiar with the main corporate management issues and organisational structures and trends
- understand the main issues of the development of the company and its interaction with its environment
- know the content and process theories of individual motivation
- knowledge of the main aspects of the company's organisational policy and management, conflicts and ways of resolving them
- knowledge of modern management trends and methods

b) skills

- the ability to approach and understand business processes in a systems approach
- the ability to put theoretical organisation and management methods into practice
- the ability to put different areas of knowledge into practice in the company
- the ability to present professionally formulated proposals and positions, orally and in writing, in accordance with the rules of professional communication and to promote the implementation of the company's strategy

c) attitude

- receptive to new information, new professional knowledge and methodologies and their integration into business practice
- is interested in innovation
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving management and organisational processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: STRATEGIC MANAGEMENT	Credit: 3
Subject name in English: Strategic Management	Code(s): 30
Responsible for the subject: Kálmán Eglesz, Master Lecturer	
Involved Professor(s):	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>Students will learn about strategic models, strategic planning tools and the concept of strategic management. On this basis, they will be able to apply a comprehensive approach in selecting the right objectives for the company. They will be able to evaluate the organisational structure and decide on the directions of the organisation's development. After completing the course, students will also have practical knowledge of strategic controlling, monitoring and incentive systems.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Developing strategic thinking 2. Financial planning, long-term planning 3. Stage of analysis and subject of strategic planning 4. The strategic planning model 5. The levels, phases and process of strategic planning. 1. exam 6. Advertising in strategic planning 7. Short-term vs. strategic planning. Analysis of the strategic situation 8. Establish a planning system. Further developments of the planning system 9. Corporate culture 10. Strategic management 11. Type of organisation, strategy, organisational change 12. Implementation and monitoring of strategies 13. Strategic controlling (Balanced Scorecard), monitoring and incentive systems 14. 2. Exam test 	

15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Frank T. Rothaermel: Strategic Management, ISBN-13: 978-1259913747

Porter: Competitive Strategy; Techniques for Analysing Industries and Competitors; The Free Press, New York, 1998

Recommended literature:

Mintzberg – Ahlstrand – Lampel: Strategy Safari. A Guided Tour through the Wilds of Strategic Management. The Free Press, New York, 1998

Donnelly – Gibson – Ivancevich: Fundamentals of Management; BPI Irwin, Homewood, 1987

Strategic Management in the 21st Century (Ed. by Wilkinson T. J. – Kannan V. R.) London, 2013, 3rd volume

Other teaching aids: -

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) knowledge

- the student will have a knowledge of the basic, comprehensive concepts, theories and facts of strategic planning and management in relation to relevant economic actors, functions and processes.
- knowledge and understanding of the role of strategic planning and management in relevant economic activities
- learn about strategic models and their theoretical background, the tools of strategic planning, the concept of strategic management
- have practical knowledge of strategic controlling, monitoring and incentive systems, and the development and improvement of corporate culture, which you can use successfully in your work

b) skills

- learn to think strategically, plan, and apply knowledge in practice by applying the theories and methods learned
- the ability to think systemically about the company and its environment
- can choose the right objectives and tools for the company
- assess the structure of organisations from a strategic management perspective
- the ability to define the guidelines for organisational development
- develop and maintain a systems approach to strategy implementation

c) attitude

- in order to achieve quality work, problem-sensitive, proactive behaviour in projects, constructive, cooperative and proactive in team work
- receptive to new information
- seeks to monitor and understand change

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules

relating to their work and conduct

- participates independently and responsibly in professional work within and outside the organisation

3. Subject name: MARKETING MANAGEMENT	Credit: 3
Subject name in English: Marketing Management	Code(s): 31, 931
Responsible Professor(s): Dr. Ömür Önhon, College Associate Professor, PhD	
Involved Professor(s): Kálmán Eglesz, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>Building on the basic marketing knowledge, students will learn about marketing research, marketing planning and the functioning of the marketing information system. Case studies will provide insights into the analysis of consumer behaviour. They will learn about different marketing strategies, different methods of evaluating and monitoring marketing performance, and how to evaluate and analyse specific marketing tasks.</p> <p>After completing the course, you will know how to apply the knowledge acquired in the practice of marketing. They will adopt the approach that marketing can be seen as a comprehensive management tool for business operations, including corporate strategic planning, implementation, monitoring and feedback control.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The components of a comprehensive marketing strategy. 	

2. Analysis of the impact of environmental factors (SWOT).
3. Changes in consumer behaviour and their impact on marketing activities.
4. Factors and reasons for segmentation of consumer markets. Optimal segmentation.
5. Optimal allocation of marketing resources between segments.
6. Collect, evaluate, manage and analyse data.
7. The planned use of marketing tools to achieve strategic objectives.
8. 1. written test
9. Steps to develop and evaluate the product concept. The branding tasks.
10. The relationship between market and price. The importance of price in the marketing mix.
11. The impact of marketing channel decisions on other strategic decisions.
12. The role of distribution and franchising systems.
13. The relationship between advertising, media decisions and marketing budgets.
14. Corporate marketing planning and planning models in practice.
15. 2. Exam. Presentation of the written examination paper and presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Philip Kotler – Kevin Lane Keller: Marketing Management, Prentice Hall International, 2008, ISBN: 978-0-13-135797-6

Alexander Chernev: Strategic Marketing Management, ISBN-13: 978-1936572502

Recommended literature:

László Józsa: Marketing strategy. Akadémiai Kiadó, Budapest, 2003, 350 oldal. ISBN: 9630582902.

Other teaching aids: teaching slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- After completing the course, students will be familiar with the process of marketing management and understand its interrelationship.
- Understands and applies the concept of creating customer value, is able to develop a value proposition.
- Understand the context of a business organisation's marketing decisions.
- You have mastered the basic professional vocabulary of the marketing discipline and can use it.

b) skills

- The student will be able to manage the marketing processes of an organisation and apply marketing tools in a given business situation.
- Ability to identify and analyse basic relationships, draw conclusions and make recommendations for decision making.
- Ability to cooperate with representatives of other disciplines, to participate in projects and group work.

c) attitude

- The course will help students to deal with a business problem with a positive attitude, creativity and confidence, and with the right knowledge.
- Receptive to new information, new professional skills, open to changes in the wider economic and social environment of the business.

d) autonomy and responsibility

- By providing the appropriate foundations, the course will help students to develop their skills and develop their knowledge in certain areas of marketing.
- Organises, manages and controls the marketing processes in a business organisation under professional supervision.
- Work in compliance with professional, legal and ethical standards and rules.

4. Subject name: BUSINESS ETHICS	Credit: 3
Subject name in English: Business Ethics	Code(s): 384
Responsible for the subject: Krisztina Holmár, Associate Professor	
Involved Professor(s): Béláné Gyulaffy Dr. Mária Berényi, Emerita College Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay	
Assessment of knowledge, skills, competences: assessment of written examination papers/essay according to the SER, continuous feedback on the activity in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
Students will acquire knowledge that will enable them to think more systematically and solve problems more responsibly, with increased knowledge of ethical standards.	
Learning material:	
<ol style="list-style-type: none"> 1. The concepts of morality, ethics, etiquette and law and their interrelationships 2. The concept and principles of economic/business ethics 3. Ethical relations in work processes, ethical aspects of human resource management 4. Ethical norms, moral values in the business process, ethical relations in organisational behaviour 5. Advocacy in the business process 6. The concept of company morale, its characteristics, the code of ethics and other regulations 7. 1. Exam test 8. Business and consumer protection issues in the light of domestic, EU and international 	

conditions

9. Advertising ethics and issues (impact and therefore importance)
10. Ecological concept and its implementation
11. Sub-fields of professional ethics: banking ethics, stock market ethics, insurance ethics, tax ethics, auditing ethics
12. Money laundering and its legal and ethical issues
13. Other areas of professional ethics - professional ethics: management ethics, engineering ethics, medical ethics, e-ethics, press ethics and lawyer ethics
14. The concept, characteristics, activities and role of ethical investments and ethical banks
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Andrew Crane, Dirk Matten: Business Ethics, OUP Oxford, 2003, ISBN-13: 978-0199255153

Recommended literature:

Linda K. Trevino, Katherine A. Nelson: Managing Business Ethics: Straight Talk about How to Do It Right, Wiley, 2013, ISBN-13: 978-1118582671

D. Boykin, "Ethics in the Balance ", Professional Engineer Magazine , pp. 21-23, 2010.

Werhane, PH, Freeman, ER: The Blackwell encyclopedic dictionary of business ethics, Blackwell Business, 1997, ISBN 1557869241

Other teaching aids: -

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- learn about the concepts of morality, ethics and etiquette
- is familiar with the legal issues involved and the importance of their emergence in many areas of economic life and in people-to-people interaction
- learn about the role, activities and characteristics of the ethical bank
- learn about the economic and ethical issues and responsibilities related to money laundering

b) skills

- be able to interpret legal, economic and moral rules and norms together
- be able to define the interests and boundaries between them
- the student will be able to interpret aspects of business not only in economic and legal terms, but also in an ethical approach (human, environmental impact, relationship changes, conflict management)

c) attitude

- strive to make decisions in full respect of ethical standards
- receptive to the problems of others
- strive for self-development

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules

relating to their work and conduct

The field of knowledge: Applied Management

Range of credit (max. 12 kr.): 12

Subject: 1) Production Management 2) Human Resource Management 3) Public Management 4. Decision Making Theory and Method

1. Subject name: PRODUCTION MANAGEMENT	Credit: 3
Subject name in English: Production Management	Code(s): 26
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): Ákos Fekete, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/15 and 1/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 essay to be submitted (summary situation analysis using the learning material in a chosen medium)	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of the paper to be submitted, continuous feedback on the activity in class	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

During the course, students will acquire knowledge of the basic understanding and coherent process systems of production/service. The students will review the main issues of production and production management. They will be able to distinguish between types of production structures and their characteristics. They will understand and appreciate the relationship between inventory management and production management, be able to handle the JIT system and understand the principles and processes of TQM and LEAN.

Learning material:

1. Key concepts in production and service management, production systems
2. Productivity and competitiveness
3. Product life cycle, entry and exit strategies
4. Product design, manufacturing process design and the relationship between production system elements
5. Capacity planning and measurement, ways to improve capacity
6. Installation and capacity planning, installation planning
7. Quality characteristics of capacities, products and processes
8. 1. written test
9. Process management, quality measurement, process quality capability and process quality improvement
10. Key concepts and policies for inventory management
11. Key concepts, planning and implementation of the schedule
12. Just In Time and Just In Case systems; TQM and LEAN
13. Complex production project management, policies for evaluating and reviewing projects (Deadline for submission of term papers)
14. Queue characteristics, typing, properties and management
15. 2. written test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Jay Heizer - Barry Render - Chuck Munson: Operations Management: Sustainability and Supply Chain Management, Pearson Published 2017, ISBN13: 9780134130422

Yacob Kohajtesh: Production Management: Advanced Models, Tools, and Applications for Pull Systems, CRC Press, ISBN-13: 978-1138032217

Recommended literature:

Gideon Halevi: Handbook of Production Management Methods, Butterworth-Heinemann Press, 2001. ISBN: 9780750650885

Other teaching aids: Teacher's slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- Understand the concepts of production and quality management.
- Apply a systems approach and strategic thinking.
- You know how teams work, the principles of their management and how they operate.

b) skills

- Your theoretical and practical knowledge is organised into a system.
- Ability to manage system elements individually and as a whole.
- Ability to outline the scope of management Ability to implement the MSZ EN ISO 9001 family of standards.
- Ability to control basic processes.
- Understand the elements of a quality management documentation system.
- Ability to manage change Ability to understand the relevant literature Ability to use the terminology of the field in a professional manner.

c) attitude

- Open to new developments and innovations in the field.
- Pursuing continuous self-education
- Open to professional collaboration with professionals in other fields related to their profession.

d) autonomy and responsibility

- Take responsibility for your own development.
- He cooperates with others, looking for ways to solve problems.
- Feel responsible for the development of their working environment.
- Participate responsibly in the development and justification of professional views.

2. Subject name: HUMAN RESOURCE MANAGEMENT	Credit: 3
Subject name in English: Human Resource Management	Code(s): 27
Responsible Professor(s): Dr. Ömür Önhon, College Associate Professor, PhD	
Involved Professor(s): Kálmán Eglesz, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation from the 9th class onwards	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>Students will be able to identify and understand the social and economic conditions and models of human resource management. They will gain insight into the essence and methods of human resource planning, evaluation, development and benchmarking. With an understanding of the functions and relationships of human resource management, students will be able to consider the key decision factors in a decision involving multiple human functions and formulate the methods and process for preparing the decision. Students will be able to understand and evaluate change management issues.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The concept, philosophy and functions of human resource management 	

2. Theoretical background to human resource development
3. Developing staff management and the human resources management model
4. Human capital - social aspects and forms of human resources
5. Labour market, employment, unemployment. Planning and providing human resources.
 1. Exam
6. Advertising in human resource management
7. Managing incentives. Wage policy, workplace incentives
8. Collective bargaining (on wages)
9. Labour relations system
10. Working conditions, local partnership and direct involvement in the EU
11. Human resource development - life long learning (LLL)
12. Change management
13. Corporate culture and human resource management: building and transmitting corporate culture
14. Measuring performance. Evaluating leadership. HR case study
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

R. Wayne Dean Mondy - Joseph J. Martocchio: Human Resource Management, ISBN-13: 978-0133848809

Recommended literature:

Raymond Andrew Noe - John R. Hollenbeck - Barry Gerhart - Patrick M. Wright: Fundamentals of Human Resource Management, McGraw Hill, ISBN-13: 978-1259686702

Other teaching aids: -

A list of the *required professional competences and competence elements to the development of which the subject typically and substantially contributes*

e) knowledge

- the student knows the rules and main processes of human resource management
- knowledge of human resource management mechanisms in the context of the company's environment
- knowledge of the key factors in organisational human resource management
- knowledge of the main HR processes, functions and their operation
- know the basic principles of HRM planning in an organisation

f) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the general and business rules of communication
- the ability to approach and understand business processes and systems from a systems perspective

g) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new human resource management techniques and new methods

- strive to improve their professional knowledge

h) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving the corporate culture and communication processes of the organisation
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: PUBLIC MANAGEMENT	Credit: 2
Subject name in English: Public Management	Code(s): 95
Responsible for the course: dr. habil. László Suhányi, Associate Professor	
Involved Professor(s): Ákos Fekete, guest lecturer	
Status: compulsory	
Theory and Practice in p.c.: 50/50%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/15 and 1/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of the paper to be submitted, continuous feedback on the activity in class	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The main objective of the course is to introduce the basic theories and methods of public administration and to examine how business management methods, models and processes can be integrated in the field of public administration. The subject focuses on the main theories of public administration, introducing different types of management models and methods, and the possibilities and process of implementation.</p> <p>During the course, students will learn about the planning, delivery and management of socially organised public services.</p>	
Learning material:	
1. Basic theories and models of public administration - theoretical framework	

2. Definition and history of public administration
3. Basic concepts - public goods, public utilities, public services, etc.
4. Public services, new public administration (definition, theories, history)
5. Models of public administration - English, French and German models
6. The public services environment, the public services system - examples from the EU and Hungary
7. 1. written test
8. Regulation of public services
9. Administration of human resources services - health and education
10. Management of public utilities and infrastructure services - utilities, characteristics of utilities
11. Public activities
12. Financial management of public services
13. Benchmarking and performance assessment in the public sector
14. Summary
15. 2. written test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Ewan Ferlie: The Oxford Handbook of Public Management. Eds. by L.E. Lynn Jr. and C. Pollitt. Oxford University Press, 2007.

Recommended literature:

Meyer, C.K., Zagoren, A.J., Noe, L.J., Geerts, J.A., Frank, G.L.: Solving Public-Management Problems: A Case Study Approach, Millennium HRM Press, LLC, Des Moines, Iowa, 2015

Managing the new public services. Ed. by David Farnham and Sylvia Horton. Macmillan. 1996

Other teaching aids: teaching notes

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Knowledge of the basic, broad facts, directions and limits of the subject area of Public Management.
- Knowledge of the key contexts and theories of the field and the terminology that underpins them.
- Knowledge of basic knowledge acquisition and problem solving methods related to Public Management processes.

e) skills

- Ability to perform the tasks assigned to him/her without direction or control.
- The ability to plan, schedule and carry out tasks within the scope of his/her responsibilities.
- Within his or her remit, he or she makes the necessary proposals, decisions and measures for the effective solution of the task.
- Ability to apply and benefit from managerial roles and managerial competences.

- Ability to formulate and express/debate an opinion independently.

f) attitude

- He is open to authentically communicate the overall thinking and essential features of his profession.
- The need for continuous self-training in public management

g) autonomy and responsibility

- Independently thinks through broad, underpinning professional issues and reflects on them in the light of the resources available.
- Collaboration and responsibility with qualified professionals in the field.

4. Subject name: DECISION MAKING THEORY AND METHOD	Credit: 4
Subject name in English: Decision Making theory and method	Code(s): 99; 999
Responsible Professor(s): Dr. György Lipécz, retired College Professor, Visiting Lecturer, PhD	
Involved Professor(s): Péter Borbola, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/3 and 0/45 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of the paper to be submitted, continuous feedback on the activity in class	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>During the course, students will acquire knowledge of the basic features of decision-making and related disciplines. The course prepares students to recognize business decision situations and leads to the development of procedurally sound managerial decisions and situations through practical lessons.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Economic decisions, trends in decision theory. 2. Economic rationality. The theory of bounded rationality 	

3. Elementary decision methods. A simple example of a multi-criteria decision.
4. Decisions under uncertainty.
5. Elements of game theory. (a) Zero-sum, two-player games with a clean winning point.
6. Elements of game theory. (b) Mixed strategies.
7. 1. Written exam; Decisions in favour of risk. I. Decisions based on expected monetary value.
8. Decisions not to take risks. II. Decision in favour of the expected monetary value with additional information.
9. Decisions not to take risks. III. Limitations of deciding on the basis of expected monetary value.
10. Decisions not to take risks. IV. Decisions based on expected utility. Neumann-Morgenstern utility functions.
11. Multi-option decisions. Weighting methods. AHP method, pairwise comparison
12. Page Rank method
13. Some problems with group decisions.
14. Decisions in networks. (a) Delivery task.
15. Decisions in networks. (b) Basics of the critical path method. 2. exam

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Dan Ariely – Predictably Irrational - Harper Perennial; 1 Exp Rev edition (April 27, 2010)

Recommended literature:

Daniel Kahneman – Thinking Fast and Slow, Farrar, Straus and Giroux; Reprint edition (April 2, 2013)

Other teaching aids: teaching notes

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

b) knowledge

- You know the methods and procedures needed to solve mathematical problems in the field of information technology. Possess the knowledge and understanding of the mathematical and functional literacy required for the field of specialisation. The aim of the module is to provide a complex approach to decision problems involving complex systems. The scientific basis for the choice between decision alternatives, the solution of extreme value computation problems using the tools of operations research, the application of optimisation methods. Mastering some techniques of linear programming. Determination and optimisation of lead times using the mesh design method. Cost and capacity planning. Integer programming tasks.

h) skills

- Ability to apply the mathematical knowledge and activities learned. Ability to apply the

problem-solving methods and procedures learned. Ability to develop and defend their own solution plans in discussions (argumentative debating skills) in relation to the mathematical concepts learnt. Ability to organise his/her own learning process effectively, to find and use a wide variety of learning resources (print, electronic).

i) attitude

- Open to learning about and embracing mathematical developments and innovations related to their qualifications and areas of expertise. Interested in new methods and tools related to the field.

j) autonomy and responsibility

- Take responsibility for the results of their own work and that of their colleagues (working together on a project).

Field of knowledge: Accounting

Credit range (max. 12 kr.): 10

Subject: 1) Economic analysis, control and methodology 2) Financial accounting

1. Subject name: METHODOLOGY OF ECONOMIC ANALYSIS AND AUDITING	Credit: 5
Course name in English: Methodology of Economic Analysis and Auditing	Code(s): 281, 28
Responsible Professor(s): Dr. Ferenc Bognár, Associate Professor, PhD	
Involved Professor(s): Tamás Ambrus, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, online test, project assignment and presentation	
Assessment of knowledge, skills and competences: written examination papers, test assessment according to the SER, assessment of project and presentation in class, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Financial accounting	
Subject description:	

Students will learn and apply the analytical and control methods that help to make economic decisions at the level of the enterprise, monitor their implementation and evaluate their effectiveness, as well as the system of controls in Hungary, its development and current structure and operation.

Learning material:

1. General aspects of economic analysis, statistical foundations
2. Production preparation analysis, market activity analysis, optimal product structure
3. Technical development, innovation analysis
4. Analysing production and sales, using value, price and volume indices. Analysis of production composition, quality analysis, scrap analysis
5. Analysis of resources: analysis of the workforce. Labour productivity analysis
6. 1. Exam test
7. Analysis of fixed asset management, capacity analysis
8. Analysis of inventory management. Analysis of material use and stock trends
9. Analysis of the efficiency of entrepreneurship. Examining efficiency with indicators
10. Balance sheet analysis. Asset, financial and profitability indicators. Cash flow. Ex post profit and loss analysis
11. The basic concept of control. The internal control system. Audit methodology
12. Checking the order of documents and documentary discipline. Control of cash movements
13. Examining the organisation of the accounts. Audit of the annual accounts
14. The control system in Hungary. View an audit task
15. 2. Exam test. Project assignments

The 2-5 most important compulsory and recommended literature

Compulsory literature:

S. Pleeter: Economic Impact Analysis: Methodology and Applications (Studies in Applied Regional Science), Springer, 2012, 224p., ISBN-13: 978-9401174077

John B. Davis et al (ed.): The Handbook of Economic Methodology, Edward Elgar Publishing, 1998, 592 p., ISBN: 978 1 85278 795 0

Recommended literature:

Donald M. Atwater: Macroeconomic Analysis Methodology Series (6 books), Hillside-CYW Publishers, 2013, 45 p.

Other teaching aids: instructor's slides and other practice materials, tests

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will acquire the basics of financial and accounting thinking and analysis
- understand the need for economic analysis, the concept, purpose, uses, methods and steps of analysis
- recognise the importance of analysing pre-production activities
- understand and apply in context the practical methods of production and sales analysis

- master the methodology of complex analysis of a company
- learn about the concept, purpose, uses, methods and steps of audit, the concept of the principle of evidence and discipline, its control, the control of annual accounts, the control of accounting policy, the basics of the domestic audit system

b) skills

- the student will be able to analyse the preparation, production and sales structure/process
- to solve a company's resource analysis tasks
- calculate economic indicators and draw conclusions from them
- to carry out a comprehensive complex analysis of a company
- to carry out a check

c) attitude

- receptive to new professional knowledge and methodologies
- precise to ensure quality work
- constructive, cooperative and proactive when working in groups

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- participates responsibly in the analysis and evaluation of the enterprise's management processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: FINANCIAL ACCOUNTING	Credit: 5
Subject name in English: Financial Accounting	Code(s): 20
Responsible for the course: dr. habil. Mihály Hegedűs, College Professor, PhD	
Involved Professor(s): Zsuzsanna Battayné Németh, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Accounting basics	

Subject description: a concise but informative description of the subject to be covered

The objective of the course is to familiarise the student with the rules of accounting under the Accounting Act, the recording of assets and liabilities, the accounting of decreases in assets and liabilities, the valuation of assets and liabilities at the end of the year and the preparation of the financial statements.

Learning material:

1. Characterisation, valuation and general ledger accounting of intangible assets
2. Characterisation, valuation and accounting of tangible fixed assets
3. Characterisation, valuation and accounting of financial fixed assets

4. Stock characterisation, valuation, inventory
5. General ledger accounting for purchased stocks
6. General ledger accounting for stocks of own production
7. Characterisation, valuation and general ledger accounting of receivables
8. Characterisation, valuation and general ledger accounting of securities
9. Characterisation, valuation, recording and general ledger accounting of financial assets
10. 1. Exam test
11. Characterisation of equity, general ledger accounting. Characterisation and accounting of provisions
12. Characterisation of liabilities, general ledger accounting
13. Characterisation of accruals, general ledger accounting
14. Annual closure, compilation of the annual report
15. Similarities and differences between financial and management accounting

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Taxation laws and other laws (e.g. Act C of 2000 on Accounting, Act CLI of 2017 on Tax administration and the Regulation of Tax administration, Act CL of 2017 on the Rules of taxation, Act CL of 2016 on General Public Administration Procedures, Act CXXX of 2016 on the Code of Civil Procedure)

<https://doingbusinessinhungary.com/en>

Craig Deegan: Financial Accounting Theory, McGraw-Hill Education, 2013, 640 p., ISBN13 9780071013147

Alan Sangster, Frank Wood: Frank Wood's Business Accounting, 14th New edition, Pearson Education Limited, 2018., 820 p., ISBN13 9781292208626

European Tax Handbook 2018. IBFD Tax Knowledge Centre, ISBN: 9789087224554, 1202 pages

Recommended literature:

Isabelle Richelle – Wolfgang Schön – Edoardo Traversa: State Aid Law and Business Taxation. Springer, 2016. ISBN: 9783662530559, 282 p.

B Graham, S Meredith: The Interpretation of Financial Strategies, HarperCollins Publishers Inc, 2011, 144 p., ISBN13 9780887309137

Other teaching aids: instructor's slides and other practice materials, case studies

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- asset items: knowledge of the concept, composition, classification, accounting treatment and valuation of fixed and current assets
- the resource items: knowledge of the concept and classification of liabilities, the economic events affecting their composition, the accounting treatment and valuation methods, the concept and elements of equity and provisions, the economic events affecting the composition of each group and the accounting treatment and valuation methods

- knowledge of the principle of accrual, the concepts of accruals and deferrals, their categories and their accounting
- knowledge of the phases and levels of accounting work, preparation of closing tasks
- knowledge of the preparation of the annual accounts

b) skills

- understanding and applying accounting rules
- accounting for economic events, keeping records
- the ability to close the accounts and prepare the annual accounts

c) attitude

- the student produces and uses financial and accounting records with knowledge of the accounting context
- accurate and problem-sensitive to ensure quality work
- committed to solving financial-accounting phenomena and problems
- receptive to new professional knowledge and methodologies

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for carrying out tasks related to the implementation of accounting policies
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: organisation methodology

Range of credit (max. 12 kr.): 4

Subject: 1) Management Methodology 2) Information Management

1. Subject name: MANAGEMENT METHODOLOGY	Credit: 2
Subject name in English: Management Methodology	Code(s): 96
Responsible for the subject: Kálmán Eglesz, Master Lecturer	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers - weeks 7 and 15, 1 presentation - from lesson 9 onwards	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The course will give students an insight into the context of leadership and management.	

Organisation as an activity and process will be defined throughout the course, building on basic concepts. Students will master the main professional issues of organisation and management and will be able to practice the acquired knowledge in project tasks.

Learning material:

1. Presentation of the organisational methodology
2. The star model
3. Unified business strategy and cross-functional organisation
4. Designing a branched organisation
5. Types of entrepreneurial strategy
6. The reconfigurable functional organisation
7. Written exam 1; Designing a network organisation
8. Social entrepreneurship strategy and organisation
9. The mixed model
10. Adding value
11. The value-adding conglomerates
12. Synergy portfolio strategy
13. Organisational design challenges
14. Opportunities from big data applications
15. 2. written test

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Jay R. Galbright: Designing Organizations: Strategy, Structure, and Process at the Business Unit and Enterprise Levels, Jossey-Bass Press, 2014, ISBN-13: 978-1118409954

Recommended literature:

Ron Ashkenas - Dave Ulrich - Todd Jick - Steve Kerr: The Boundaryless Organization: Breaking the Chains of Organization Structure, Revised and Updated, Jossey-Bass Press, 2002, ISBN-13: 978-0787959432

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student knows the rules and main processes of management, leadership and organisation
- knowledge of analytical methods and decision-making mechanisms related to the company's operating environment
- knows the factors of governance of organisations
- knowledge of the main organisational processes, functions and their operation
- know the basic principles of planning the management and operation of your company

b) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the general and business rules of communication

- the ability to approach and understand business processes and systems from a systems perspective

c) attitude

- receptive to new professional knowledge and methodologies
- open to new organisational procedures and techniques
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving company operations and management processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: INFORMATION MANAGEMENT	Credit: 2
Subject name in English: Information Management	Code(s): 94
Responsible Professor(s): Dr. György Lipécz, retired College Professor, guest lecturer	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The students will learn about information management and one of the internal systems that enhance organisational effectiveness, including support for management and coordination of executive level activities. They will learn about the essence, purpose, content, requirements, principles and methods of design and operation of information management. In the light of the knowledge acquired, they will learn to distinguish between information management activities and activities supporting information management. Students will know and understand the need for information management and will be able to manage and lead the development and operation of an information management system at organisational level. They will be able to define a set of principles and methods for the organisation and will be able to make the necessary adaptations.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Basic concepts of information management; 	

2. The principles of modern information management;
3. Understanding the principles of information management;
4. Information needs and how to meet them;
5. The information management system;
6. Requirements for the information management system;
7. Aligning the requirements of the organisation and information management;
8. 1. written test
9. Optimisation of principles and systems, standards in information management;
10. Systems supporting information management;
11. Bottlenecks in information management;
12. Information management risks;
13. Principles of protection against the unauthorised acquisition of information;
14. Means and methods of protection against unauthorised acquisition of information;
15. Case studies.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Keri E. Pearlson – Carol S. Saunders – Dennis F. Galetta: *Managing and Using Information Systems*, Wiley Press, 2015, ISBN-13: 978-1119244288

Recommended literature:

R. Kelly Rainer - Brad Prince - Hugh J. Watson: *Management Information Systems*, Wiley Press, 2015, ISBN-13: 9781118895382

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the course participant knows information management and its main characteristics
- know the rules and main processes related to information management processes
- knowledge of the company's information management systems
- knows the key factors in the organisation that affect information management
- are aware of the importance and usefulness of information management

b) skills

- the student collaborates with other knowledge areas and corporate functions
- the ability to present both oral and professionally prepared proposals and to present them in accordance with information management criteria
- can understand and interpret professional texts in the context of information management
- the ability to approach and understand business processes and systems in a systematic way

c) attitude

- the student is open to new professional knowledge and methodology
- open to new methods in the process of developing information management
- open to new ways of developing information management
- also seeks to develop professional skills in areas that affect information management

d) autonomy and responsibility

- - work independently and under professional supervision and organise tasks
- - to participate responsibly in improving the development of organisations, taking into account the information management perspective
- take responsibility for maintaining professional, legal and ethical standards in their work and conduct

The field of knowledge: corporate Finance II.

Credit range (max. 12 kr.): 5

Subjects: 1) Finance II (Corporate Finance);

1. Subject name: FINANCE II (FINANCIAL FINANCE)	Credit: 5
Course name in English: Finance II (Corporate Finance)	Code(s): 220, 21
Responsible for the subject: BÉLÁNÉ Gyulaffy, PhD, Emerita College Professor, Visiting Lecturer	
Involved Professor(s): Krisztina Holmár, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Intermediate academic requirements: 3 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The aim of the course is to provide the student with an understanding of the financial objectives and instruments of enterprises. To learn the methods of evaluation necessary for the preparation and	

making of financial decisions in companies - investment, financing and dividend policy. Understand the processes and main theories that underpin the valuation of different assets and liabilities in financial markets and apply them in corporate practice.

Learning material:

1. The place and role of financial decisions in corporate management. Basic calculations: the time value of money
2. Special cash flow calculations (present value and future value)
3. 1. Exam test
4. Financial investment calculations. Valuation of bonds
5. Valuation of shares
6. The basic context of return and risk
7. The capital market exchange rate model
8. 2. Exam test
9. Characteristics and classification of investments.
10. Investment calculations I.
11. Investment calculations II.
12. Financing decisions, financing strategies. Funding sources
13. Measuring the cost of capital and leverage
14. Dividend policy
15. 3. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Brealey, Richard A. – Myers, Stewart C. – Allen, F.: Principles of Corporate Finance. 10th Edition, McGraw&Hill, 2010. ISBN: 9780077404895, 875 pages

Damodaran, A.: Corporate Finance: Theory and Practice. 2nd Edition, John Wiley&Sons, Inc. 2001. ISBN: 0471283320

Nádasdy Bence – Horváth S. Attila – Koltai József: Strukturált finanszírozás Magyarországon. Alinea Kiadó, Bp., 2011. ISBN: 9789639659612, 562 p.

Recommended literature:

Bodie – Kane – Marcus: Investments. McGraw-Hill Education, 10th Edition, 2013. ISBN: 9780077861674, 1080 pages

Damodaran, A.: Investment valuation. Wiley, 3rd Edition, 2012. ISBN: 9781118011522, 992 pages

Benjamin C. Esty: Modern Project Finance: A Casebook. John Wiley & Sons, 2003. ISBN-13: 9780471434252, 576 pages

John D. Finnerty: Project Financing: Asset-Based Financial Engineering. Wiley, 2013. ISBN: 9781118394106, 560 pages

Nicolaj Højer Nielsen: Startup Funding. NHN Ventures Aps, 2017. ISBN-13: 9788799990207 (262 pages)

Richard A. Brealey – Stewart C. Myers – Franklin Allen: Principles of Corporate Finance 2017, McGraw-Hill, 12th Edition

Aswath Damodaran: Corporate Finance: Theory and Practice, ISBN-13: 978-0471283324, 2nd

Edition

Other teaching aids: case studies

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will have a knowledge of the basic, overarching concepts, processes and theories of corporate finance processes and calculation methods
- understand the place and role of finance in corporate management, the importance and role of financial processes in the overall operation of the company
- understand the concept, meaning and calculation formulae of the time value of money
- understand the concept of risk, how to measure it and how to reduce it
- understands the risk-return relationship, the theory and validity of the capital market price model
- learn about the most important forms of financing, the structure of capital, the cost of capital and the impact of leverage on the wealth of the company's owners and the value of the company

b) skills

- be able to perform calculations on specific cash flows and securities and to evaluate the results obtained, in particular with regard to bonds and shares
- be able to perform static and dynamic investment-economy calculations and, in particular, to compare them with the net present value method
- assess the context of investment and financing decisions

c) attitude

- receptive to new professional knowledge and methodologies
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for shaping and improving the financial processes of the company
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: Controlling

Credit range (max. 12 kr.): 10

Courses: 1) Controlling; 2) Management of Value Creating Process

1. Subject name: CONTROLLING	Credit: 5
Subject name in English: Controlling	Code(s): 32
Responsible Professor(s): Dr. Ferenc Bognár, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Accounting specialisation)	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
The aim of the course is to make the student aware of the essence of the controlling function and its role within the company. To know and be able to apply the tools of controlling, to know the	

subsystems of controlling. To be able to systematically evaluate and form an independent opinion on the plans and reports of a company. A further objective is to assist the operation of the business through the monitoring subsystem. Students will also be introduced to the structure and operation of the Management Information System.

Learning material:

1. The concept, task and tools of controlling. The role of controlling in the division of labour in the enterprise. Coordination and management activities of the controller and the manager
2. Controlling and management accounting. Full costing scheme
3. Break-even costing scheme and the relationship between break-even point analysis
4. Possibilities for the use of controlling in public services, the emergence of public controllers. Reforming today's public service management (new public management)
5. The time horizons of controlling: strategic and operational dimensions of controlling in business and public service applications
6. The controlling planning system: strategic planning
7. Investment-efficiency calculations
8. 1. Exam test. The controlling planning system: business and operational planning
9. Financial controlling I. The reporting system (monthly-quarterly reporting systems link)
10. Financial controlling II. The Balanced Scorecard (BSC)
11. Demonstration of the relationship between the controlling control loop and the BSC through the SIKER model
12. The use of management indicators and key performance indicators in controlling evaluation
13. Economic Value Added (EVA) as a performance measurement tool
14. IT support for controlling. The structure of the Management Information System (MIS)
15. 2. Exam test. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

André Iland : Controlling Basics in Business Management, CreateSpace Independent Publishing Platform, 2013, 128 p., ISBN-13: 978-1484938904

Recommended literature:

Thomas Reichmann: Controlling: Concepts of Management Control, Controllership, and Ratios, Springer Berlin Heidelberg, 1997, 338 p., ISBN 9783540627227

Eric Flamholtz: Effective Management Control: Theory and Practice, Springer Science & Business Media, 1996., 174 p., ISBN 9780792396994

Other teaching aids: tutorial slides

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- students will learn to apply the contexts and methods of financial accounting, management accounting and corporate finance to corporate management
- linking context and learned procedures to practice

- carrying out operational management tasks to implement financial and other plans
- an assessment of the financial performance of the company

b) skills

- a realistic assessment of the company's financial situation
- solving financial problems
- understanding the interrelationships and interactions between different professional areas/processes
- operating a strategy-oriented management toolbox that effectively communicates the financial requirements of strategic objectives to employees through the company's organisation

c) attitude

- receptive to new professional knowledge and methodologies
- precise to ensure quality work
- strive to improve their professional knowledge
- tolerant of the opinions of others

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for managing and improving the company's financial and accounting processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: MANAGEMENT OF VALUE CREATING PROCESS	Credit: 4
Course name in English: Management of Value Creating Process	Code(s): 97
Responsible Professor(s): Dr. Kornél Bányai, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: N: 2 written examination papers L: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity.	
Suggested semester: 5th semester	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>Students are expected to be able to plan, organise, manage and control a complex business system. To do this, they must be able to use their professional knowledge to provide a strategic and managerial overview of the value-creating functions of the company (production, service, logistics, marketing, sales). During the course, students will be able to interpret and address challenges by focusing on value creation processes in addition to solving everyday management tasks.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Basic concepts of value creation and envelope equations 2. The weighted average cost of capital 	

3. Introduction of evaluation models
4. ROCE and cash flow analysis
5. Strategies and best practices for managing ROCE and cash flow
6. Productivity and operating margin
7. The cost-cover ratio. 1. written test
8. Debt and leverage
9. Understanding the financial statements
10. Present value models
11. Business valuation models
12. Growth models
13. General equation for estimation
14. R&D growth and investment equality
15. Stock criteria and EOQ model. 2. written test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Lawrence C. Karlson: Corporate Value Creation, Wiley Press, 2015, ISBN-13: 978-1118997529

Recommended text:

Don Tapping – Tom Luyster – Tom Shuker: Value Stream Management, Productivity Press, 2002. ISBN-13: 978-1563272455

Other teaching aids: tutorial slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

e) knowledge

- Knowledge of the basic, broad facts, directions and boundaries of the subject area of Value Creation Process Management.
- Knowledge of the key contexts and theories of the field and the terminology that underpins them.
- Knowledge of basic knowledge acquisition and problem solving methods related to Value Creation processes.

f) skills

- Ability to perform the tasks assigned to him/her without direction or control. Ability to plan, schedule and carry out tasks within own area of responsibility.
- Within his or her remit, he or she makes the necessary proposals, decisions and measures for the effective solution of the task.
- Ability to apply and benefit from managerial roles and managerial competences.
- Ability to formulate and express/debate an opinion independently.

g) attitude

- He is open to authentically communicate the overall thinking and essential features of his profession.
- The need for continuous self-training in the EU

h) autonomy and responsibility

- Independently thinks through broad, underpinning technical issues and reflects on them in the light of the resources available.

- Collaboration and responsibility with qualified professionals in the field.

The field of knowledge: SME management

Credit range (max. 12 kr.): 10

Subjects: 1) SMEs in the Economy; 2) SME Management

1. Subject name: SMES IN THE ECONOMY	Credit: 5
Subject name in English: SMEs in the Economy	Code(s): 40
Responsible Professor(s): Dr. Bariscil, Ahmet, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (specialisation in management of small and medium-sized enterprises)	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation from week 9 onwards	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
Through the course and direct research assignments, students will gain knowledge about the	

characteristics and aspects of entrepreneurial thinking, about entrepreneurship in general, its social embeddedness, its economic importance in Hungary, the EU and the world. Students will understand the requirements and tasks of entrepreneur-friendly economic policy from both a historical and macroeconomic perspective. They will also gain knowledge about the entrepreneurship policies of EU Member States and the challenges that the SME sector faces due to EU integration and globalisation.

Learning material:

1. The history of Hungarian business I. The prehistoric period up to 1945.
2. The History of Hungarian Business II. The post-war era from the entrepreneur's point of view.
3. Enterprise and entrepreneur (types and strategies), micro and small enterprises.
4. Business philosophies. A new paradigm for business support and development.
5. The missing link - medium-sized companies.
6. 1. Exam. Workshop paper; Structural analysis of the Hungarian economy, economic policy and privatisation.
7. Starting a business I.: Steps, legal and organisational tasks of starting a business.
8. Starting a business II: Decisions on financing your business.
9. Entrepreneurial roles.
10. Entrepreneurial groups. Regional, subcultural and industrial classification.
11. Women entrepreneurs - family businesses.
12. Small businesses and business policy in the EU.
13. The National Development Plan and support for businesses.
14. Entrepreneurs' organisations and advocacy in the EU and Hungary.
15. 2. exam; Perspectives of SMEs in Hungary, Europe and the global world.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Farhad Analoui, Azhdar Karami: Strategic Management: In Small and Medium Enterprises, Cengage Learning EMEA, 2003, 320 p., ISBN-13: 978-1861529626

Gerald I. Susman (Ed.): Small and Medium-Sized Enterprises and the Global Economy , Edward Elgar Pub, 2007, 345 p., ISBN-13: 978-1845425951

Recommended literature:

Zoltan J. Acs (Ed.), Bo Carlsson (Ed.), Charlie Karlsson (Ed.): Entrepreneurship, Small and Medium-Sized Enterprises and the Macroeconomy, Cambridge University Press, 1998., 416 p., ISBN-13: 978-0521621052

Other teaching aids: teaching materials

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- know the characteristics of entrepreneurial thinking and the entrepreneurial approach;
- is familiar with enterprises in general, their social embeddedness and their economic

importance in Hungary and the EU;

- know the requirements and tasks of pro-business economic policy in a historical and macroeconomic perspective;
- is familiar with the enterprise policies of the EU and its member states, and the challenges that EU integration poses for the Hungarian SME sector.

b) skills

- understand the context of SME management
- can place the business in the economic system
- the ability to approach and understand business processes and systems from a systems perspective

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new procedures and techniques related to farming
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving the operation and processes of the business
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: SMES MANAGEMENT	Credit: 5
Subject name in English: SME Management	Code(s): 41
Responsible Professor(s): Dr. Bariscil, Ahmet, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (specialisation in management of small and medium-sized enterprises)	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation from week 9 onwards	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity.	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>During the course, students will gain knowledge about the market mechanisms that SMEs face, the strategic responses of enterprises and their main processes, the role and importance of different economic actors in the life of enterprises. Students will gain knowledge about the characteristics of operational management of enterprises, the actual structure of enterprises, the analysis of their strengths and weaknesses, and the methods of measuring the performance of organisations. Students will understand the role and practice of e-business, the main features and laws of innovation theories and the practical implications of their implementation.</p>	
Learning material:	

1. The SME environment.
2. Analysis of the main economic parameters (revenue, value added, wages, employment)
3. Different market types. Business and consumer markets. Costs, prices, profitability, actual size of the business
4. Analysis of competitiveness, customer and supplier relations.
5. SME strategies. Identifying areas for strategic action.
6. Planning, goals and tools to achieve them. R&D and training.
7. Partners and actors. Customers, distribution networks, suppliers, internal actors.
8. Written exam 1; Building the image of SMEs. Coherence of internal and external image. Media selection factors.
9. Operational management in industry and services.
10. Yield management for SMEs
11. The set-up and management structure of SMEs.
12. The basics of e-business. Using the Internet.
13. The place and role of innovation in business development.
14. New ways to disseminate knowledge-based innovations. Innovation workshops and knowledge brokers.
15. 2. Exam test; Business performance and benchmarking.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Justin G. Longenecker, J. William Petty, Leslie E. Palich: Small Business Management, Publisher: Cengage Learning, 2017., ISBN13: 9781305405745

Recommended literature:

Meir Liraz: Small Business Management: Essential Ingredients for Success, Liraz Publishing, 2013., 142 p.,

Robert Ashton: Instant Entrepreneur: The faster way to start-up success, Pearson Education Canada, 2009., 216 p., ISBN-13: 978-0273720614

Other teaching aids: teaching materials

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- understand the market mechanisms to which SMEs are exposed;
- know the strategic choices and main procedures of businesses;
- know the role and importance of the different economic actors in the life of the business;
- know the characteristics of operational corporate governance;
- know the current structure of the business, taking stock of its strengths and weaknesses;
- know the methods of measuring the performance of the business;
- know the role and potential of e-business;
- know the main features and laws of innovation theory;
- knows the practical aspects of implementation.

b) skills

- understand the context of small business management
- be able to analyse the operation of the business and make recommendations for change
- the ability to approach and understand the processes and systems of entrepreneurial innovation in a systems approach

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new procedures and techniques in the management of the business
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving the operation and processes of the business
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The scope of knowledge: Finance and Taxation of SMEs

Credit range (max. 12 kr.): 10

Subjects covered: 1) Financing and tender training; 2) Taxation

1. Subject name: FINANCING AND TENDERS TRAINING	Credit: 5
Course name in English: Financing and Tenders Training	Code(s): 2111, 211
Subject Responsible Professor(s): Ömür Önhon, College Associate Professor, PhD	
Involved Professor(s): Béláné Gyulaffy Dr. Mária Berényi, Emerita College Professor, PhD, Visiting Lecturer	
Status: compulsory (specialisation in management of small and medium-sized enterprises)	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, assignment to be submitted	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of assignments to be submitted, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Finance II (Corporate Finance)	
Subject description:	
During the course, students will learn about the place and role of financing decisions in financial	

decisions in corporate management, and the cornerstones of tender writing. Through the main features of the corporate capital structure, the capital financing power and the basic methods of corporate financing, the course will act as a link between theoretical and practical knowledge of financing and fundraising. The aim is to equip students with the knowledge to understand the financing alternatives available to the business and to be able to make consistent financing decisions based on a complex set of criteria, as well as to develop detailed proposals and liaise with external partners (tenderers, banks, guarantee institutions, etc.).

Learning material:

1. The place and role of financial decisions and financing decisions in corporate management
2. Funding strategies. Under-financing, over-financing, determining the financial needs of the business
3. Enumeration and grouping of possible financing alternatives. The difference between equity and debt financing. Types of internal financing (self-financing, financing from depreciation, capacity expansion effect, asset transfers, company pension funds)
4. External equity financing. Issuance of shares on the stock exchange. Raising of risk capital
5. A theoretical approach to dividend policy. Dividend strategies with examples
6. External non-institutional debt financing (advances to customers, supplier credits, issuance of bills and bonds)
7. External debt institutional forms of financing. Factors influencing lending decisions. Comparing the parameters of credit structures. The role of leasing and factoring in financing
8. The operation of guarantee institutions (Garantiqa Hitelgarancia Zrt., Agrár-Vállalkozási Hitelgarancia Alapítvány). 1. exam
9. The cost of each source of funding. Calculating the cost of capital. Calculation of the average cost of capital for a company
10. Theoretical approaches to corporate capital structure. Modigliani and Miller's theorems. Optimal capital structure. Practical exercises
11. Measuring operating, financial and combined leverage through examples. Short-term funds management
12. Tenderers and tender writers. Preparing to write a proposal
13. Application writing I.
14. Application writing II.
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Munro, D.: A Guide to SME Financing, Palgrave Macmillan US, 2013., ISBN 978-1-137-37575-9, DOI 10.1057/9781137373786

Eva Kaili, Dimitrios Psarrakis, Raz van Hoinaru (Ed.): New Models of Financing and Financial Reporting for European SMEs, A Practitioner's View, Springer, 2019., ISBN 978-3-030-02830-5

Recommended literature:

OECD: Financing SMEs and Entrepreneurs 2018, https://www.oecd-ilibrary.org/industry-and-services/financing-smes-and-entrepreneurs_23065265

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- students will learn about the main features of corporate financing decisions, the different financing strategies
- equity and debt financing alternatives
- internal and external forms of financing
- the expectations and decision-making mechanisms of the funding institutions
- the characteristics of the functioning of the guarantee institutions
- cost of capital, capital structure and leverage calculations

b) skills

- students will be able to make financing decisions in a professional manner (as future financial managers of a company) after completing the course
- will be able to raise finance for their company
- be able to write a proposal, develop it in detail
- be able to coordinate the investment and financing decisions of the company

c) attitude

- students will be more open to different ways of raising capital
- be more receptive to the expectations of funding institutions and their changes
- they have an effective relationship with external partners

d) autonomy and responsibility

- independently performs and organises its financial tasks
- makes funding decisions independently, with numerical accuracy
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: TAXATION	Credit: 5
Subject name in English: Taxation	Code(s): 44
Responsible Professor(s): Dr. Szilvia Tormáné Dr. Boris, Visiting Lecturer, PhD	
Involved Professor(s): -	
Status: compulsory (specialisation in management of small and medium-sized enterprises)	
Theory and Practice in p.c.: 50/50%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 3 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Financial Economics I (Macro Financial Processes)	
Subject description:	
<p>Students will learn the basic concepts of taxation, gain an insight into the world of tax law, get an overview of the main taxes and the characteristics of tax systems, and the taxation system in Hungary. They will learn the most important information on the most important revenue-generating taxes through examples.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. General features of taxation, tax system and tax policy. Principles of taxation, tax classification, tax concepts. Basics of tax law 2. Introduction to the domestic tax system, tax revenues and subsidies 3. The taxation system in Hungary. Tax administration procedure, control 	

4. Elements of tax liability. Legal consequences
5. 1. Exam test
6. Excise duties: general rules on VAT and its recovery
7. Accounting for VAT. Practical tasks
8. Special accounting methods. Compensation surcharge system
9. 2. Exam test
10. General rules on income tax, tax on the consolidated tax base. Practical tasks
11. Tax advance calculation. Separate taxable income. Practical exercises
12. Taxation of sole proprietors. Flat-rate taxation. Practical exercises
13. Corporation tax. Tax base adjustment items. Practical exercises
14. Itemised tax for small taxable enterprises. Small business tax. Practical exercises
15. 3. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

IBFD Tax Knowledge Centre (Ed.): European Tax Handbook 2018, ISBN 978-90-8722-455-4

Literature and tasks given during the lesson

Recommended literature:

Boria, Pietro: Taxation in European Union, Springer International Publishing, 2017., 208 p., ISBN 978-3-319-53918-8

Other teaching aids: teaching aids and exercises

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will become familiar with the main principles of tax policy and the social and economic context of taxation
- have an overview of the domestic public finance and taxation system
- learn about the tax system in Hungary: the tax administration procedures and the elements of tax liability
- get an idea of the rules on tax audits
- gain an insight into the main rules for the most important tax categories that generate budget revenue

b) skills

- recognising and using the basic tax institutions
- interpretation and processing of tax legislation
- recognising tax theoretical relationships
- ability to overview and organise, to think in a systemic way
- a realistic and informed picture of your own and your company's tax problems
- independent tax planning for complex cases involving more than one tax
- good professional communication
- decision-making

c) attitude

- use the practical tax law knowledge acquired in everyday life
- situational awareness and insight in identifying and addressing tax problems
- accuracy, timeliness and reliability of content
- the need and ability to keep track of changing knowledge independently

d) autonomy and responsibility

- setting up internal control points in the tax process, using self-auditing, based on knowledge of external controls
- taking responsibility for complying with professional, legal and ethical standards and rules relating to their work and conduct

The scope: SME strategy

Credit range (max. 12 kr.): 10

Topics: 1) International Transactions and Strategies; 2) Business Planning for SMEs

1. Subject name: INTERNATIONAL TRANSACTIONS AND STRATEGIES	Credit: 5
Subject name in English: International Transactions and Strategies	Code(s): 43
Responsible Professor(s): Dr. Melles Hagos Tewolde, College Professor, PhD	
Involved Professor(s): Ákos Fekete, guest lecturer	
Status: compulsory (specialisation in management of small and medium-sized enterprises)	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation from 9th class onwards	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
During the course, students will learn about the opportunities and characteristics, requirements,	

motivations, advantages and disadvantages of SMEs investing in foreign markets. Students will gain an understanding of the difficulties of entering foreign markets and the ways in which state support can be provided. They will learn about the professional characteristics and methods of making informed decisions on foreign markets (e.g. pricing, financing, communication strategies, etc.).

Learning material:

1. SMEs entering the international market. Theories of internationalisation.
2. The advantages and disadvantages of entering international markets.
3. International market research for SMEs.
4. Motives for international market entry.
5. Barriers to international market entry: early stage and persistent problems.
6. Government support for SMEs entering international markets.
7. 1st - Written exam; Selection of market entry strategies and sales channels for SMEs.
8. Implementation chain theories. Extraordinary / network perspectives.
9. Product strategies for SMEs. A debate on standardisation/adaptation.
10. Internationalisation of services: opportunities for SMEs.
11. Differences in the international marketing of products and services.
12. International communication strategies for SMEs. Standardisation / localisation.
13. New communication trends. Intercultural communication.
14. International pricing policies in the activities of SMEs.
15. 2. exam; International case studies of SMEs.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Klaus North, Gregorio Varvakis: Competitive Strategies for Small and Medium Enterprises, Springer International Publishing, 2016., 281 p., ISBN 978-3-319-27301-3

Jimmy Nicholas: Small Business Marketing - Your Ultimate Guide..., Small Business Marketing, 2013., 116 p., ISBN-13: 978-0615798004

Recommended literature:

Dee Blick: The Ultimate Small Business Marketing Book, Filament Publishing, 2011., 394 p., ISBN-13: 978-1905493777

Anholt, Simon: Competitive Identity, The New Brand Management for Nations, Cities and Regions, Palgrave Macmillan UK, 2007., 147 p., ISBN 978-0-230-50028-0

Other teaching aids: teaching materials

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- has a good understanding of the issues affecting SMEs' access to international markets;
- know how to acquire the professional skills and methods needed to make the right decisions.
- knowledge of the product strategies of SMEs in international markets
- knowledge of international communication strategies for SMEs
- knowledge of international pricing strategies for SMEs

b) skills

- recognition and use of basic international strategies
- interpretation and processing of international market characteristics
- recognising transnational market linkages
- ability to overview and organise, to think in a systemic way

c) attitude

- use of the practical international marketing knowledge acquired in everyday life in an SME environment
- situational awareness and insight in identifying and managing international strategies
- accuracy, timeliness and reliability of content
- the need and ability to keep track of changing knowledge independently

d) autonomy and responsibility

- independently supervises and organises the planning and implementation of international strategies for SMEs
- takes responsibility for running the business in international markets, planning processes

2. Subject name: BUSINESS PLANNING FOR SMES	Credit: 5
Course name in English: Business Planning for SMEs	Code(s): 45, 451
Responsible Professor(s): Dr. Yavuzaslan, Abdulkерim, Associate Professor, PhD	
Involved Professor(s): Kálmán Eglesz, Master Lecturer	
Status: compulsory (specialisation in management of small and medium-sized enterprises)	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper, 1 homework (analysis and presentation of a business plan) and its presentation	
Assessment of knowledge, skills and competences: assessment of the final examination based on the SER, oral assessment of the homework and presentation, continuous feedback on the class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any):	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim is to provide students with an insight into the characteristics of the domestic business environment and a realistic picture of the planning tasks involved in setting up a new business.</p> <p>In addition, students will have the opportunity to practice knowledge-based learning and develop their own business ideas as a feasibility study.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Entrepreneurial competences 2. The external environment of the start-up 	

3. The environment of industrial competition
4. Main options for setting up a business, legal criteria
5. Start-up financing, franchising in practice
6. Presentation of individual business ideas
7. Main parts of the business plan
8. Exam test; The marketing plan for a start-up
9. Planned processes for the new business (branch)
10. Organisational and financial planning for start-ups
11. Business growth
12. Succession strategies I.
13. Succession strategies II.
14. Presentation of homework
15. End of semester, evaluation

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Gary May: Strategic Planning: Fundamentals for Small Business, Business Expert Press, 2010., 79 p., ISBN-13: 978-1606490860

Recommended literature:

Michael E. Gerber: The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It, HarperCollins, 1995., 268 p., ISBN-13: 978-0887307287

Other teaching aids: tutorial slides and case studies

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- know the specificities of the domestic business environment;
- the student will learn about the structure of a business plan and the business planning process;
- know the objectives and methods of business planning
- develop a realistic picture of the feasibility of establishing a new business in your home country,;
- can apply the knowledge they have learned in a practical way, by developing their own business ideas into a feasibility study.

b) skills

- the ability to understand and interpret business processes
- the ability to actively participate in the running of a business
- can prepare a business plan for a company

c) attitude

- receptive to new salami knowledge and methodologies
- open to new processes and techniques for doing business

- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under supervision
- takes responsibility for running the business and improving processes
- takes responsibility for compliance with professional, legal and ethical standards and rules in the workplace

The domain: logistics strategy

Credit range (max. 12 kr.): 10

Subjects: 1) Logistics Strategy; 2) Economics of Supply Chain Systems

1. Subject name: LOGISTICS STRATEGY	Credit: 5
Subject name in English: Logistic Strategy	Code(s): 61
Responsible Professor(s): Dr. Kornél Bányai, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Logistics specialisation)	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences, timetable: assessment of written examination papers according to the SER	
Suggested semester: 5th semester	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Logistics	
Subject description: a concise but informative description of the subject to be covered	
The main requirement for logistics experts is to be able to prepare a complex plan of the whole logistics system and to be able to manage and lead it. This requires them to be competent to review the logistics function from a holistic perspective, based on their professional knowledge. During the	

course, students will acquire knowledge that will enable them to solve daily operational logistics tasks and to manage and evaluate long-term logistics challenges. Without these skills, the long-term success of the company cannot be ensured.

Learning material:

1. Logistics strategy in corporate strategy.
2. The logistical components of a competitive strategy in the market.
3. Logistical aspects of maintaining market competitiveness.
4. Success factors in logistics strategy, trends in logistics.
5. The problems of developing logistics services.
6. Issues related to the outsourcing of logistics services.
7. SCM and the virtual enterprise.
 1. written test
8. Time and cost factors in logistics strategy.
9. The supply chain development matrix.
10. Strategic aspects of logistics in business process re-engineering (BPR).
11. Issues of procurement strategy.
12. Challenges and trends in inventory and storage management.
13. Customer service strategies, cost and quality dilemmas.
14. The strategic challenges of the e-economy and e-logistics, the global challenges of logistics.
15. Social phenomena and the role of the human factor in logistics processes.
2. written test

The 2-5 most important compulsory and recommended literature

Compulsory literature:

David Grant et al.: Fundamentals of Logistics Management, McGraw Hill Higher Education, 2005., 512 p., ISBN-13: 978-0077108946

Recommended literature:

Douglas Lambert: Fundamentals of Logistics Management , McGraw-Hill Education, 1998., 626 p., ISBN-13: 978-0071157520

Edmund Prater: An Introduction to Supply Chain Management: A Global Supply Chain Support Perspective, Business Expert Press, 2013., 200 p., ISBN-13: 978-1606493755

Other teaching aids: tutorial diasor, www.mle.hu, www.mlbkt.hu www.logisztika.hu
www.logisztika-portal.hu

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- Understand the concepts of corporate strategy and sub-strategies.
- You know the strategic approach and the steps of strategic thinking.
- Identify and manage long-term corporate objectives of strategic importance.

b) skills

- Ability to independently interpret the strategic logistical elements of the corporate strategy
- Sets the company's strategic logistical objectives and the path to achieve them.
- Independently establish and manage processes and steps to achieve strategic objectives
- Ability to evaluate the implementation of the logistics strategy and to modify and correct strategic elements in the light of the corporate strategy.

c) attitude

- He is open-minded and constantly looking for new results and innovations in his field.
- Pursuing continuous self-education and development
- He/she is open to cooperation with people from other functional areas of the company and adapts them to his/her own work area.

d) autonomy and responsibility

- Take responsibility for your own development based on company objectives
- Collaborates with others, looking for ways to solve problems for mutual benefit.
- Participate responsibly in the development and justification of professional views.

3. Subject name: ECONOMY OF SUPPLY CHAIN SYSTEMS	Credit: 5
Subject name in English: Economy of Supply Chain Systems	Code(s): 62
Responsible Professor(s): Dr. György Lipécz, retired professor, visiting lecturer, PhD	
Involved Professor(s): -	
Status: compulsory (Logistics specialisation)	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Logistics	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn the most important economic concepts and relationships of the distribution processes of complex logistics systems, taking into account general and applied economics. An essential part of the student's training is to become familiar with the economic rules that characterise complex systems and the basic methodological skills needed to deal with them.</p> <p>In order to improve the performance and methodological efficiency of complex logistics services, distribution processes need to be explored and interpreted to create opportunities to improve the performance of transport, warehousing, material handling, packaging and unloading, while taking into account limited resources and economic rationality.</p>	
Learning material:	

1. Distribution system interpretation.
2. Understanding the economic objectives of logistics systems.
3. Objective functions and their interpretation in distribution systems.
4. Distribution systems at macro- and microeconomic level.
5. Economic analysis of logistics centres.
6. Economic analysis of material flow processes in distribution systems.
 1. written test
7. An analysis of packaging costs.
8. Analysis of warehousing and inventory management.
9. Taking economic and other considerations into account in the optimisation of warehouse layout.
10. Economic analysis of unit load management.
11. Economic analysis of loading activities.
12. Economic analysis of transport technologies.
13. Analysis of rail, air or waterborne transport in distribution systems.
14. The economic importance of combined transport modes and special analysis methods.
15. Economic regulators affecting the efficiency of distribution systems.
2. written test

The 2-5 most important compulsory and recommended literature

Compulsory literature:

Edmund Prater: An Introduction to Supply Chain Management: A Global Supply Chain Support Perspective, Business Expert Press, 2013., 200 p., ISBN-13: 978-1606493755

Javier Faulin et al. (Ed.): Sustainable Transportation and Smart Logistics: Decision-Making Models and Solutions, Elsevier, 2018., 534 p., ISBN-13: 978-0128142424

Recommended literature:

Stephen M. Rutner, Jr C. John Langley: Logistics Value: Definition, Process and Measurement, The International Journal of Logistics Management, 11(2):73-82 July 2000, DOI: 10.1108/09574090010806173

Gwynne Richards: Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse, Kogan Page, 2014., 448 p., ISBN-13: 978-0749469344

Other teaching aids: tutorial diasor, www.mle.hu, www.mlbkt.hu www.logisztika.hu
www.logisztika-portal.hu

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Understand the economic and management background and interrelationships of the logistics system
- Ability to understand the role and functioning of logistics processes in a complex way in the company's operations

b) skills

- Ability to independently interpret the economic context in which logistics activities are carried out
- Evaluates logistics processes from an economic perspective, able to develop action plans and measures to increase efficiency and/or reduce costs
- Independently recognise and judge the logistical aspects of company operations

c) attitude

- Continuously assess and improve the functioning of the area of competence
- Research and identify operational problems critical to efficiency
- He/she is open to cooperation with people from other functional areas of the business and adapts them to his/her own area of expertise.

d) autonomy and responsibility

- Take responsibility for the achievement of company objectives.
- Cooperates with others, looking for ways to solve problems based on mutual benefit.
- It also organises its work by delegation within its own sphere of competence.

The domain: Purchase-Production-Distribution Logistics

Credit range (max. 12 kr.): 10

Subjects: 1) Purchase – Distribution - Production Logistics; 2) Transport and freight forwarding

3. Subject name: PURCHASE – DISTRIBUTION - PRODUCTION LOGISTICS	Credit: 5
Subject name in English: Purchase – Distribution - Production Logistics	Code(s): 63
Responsible Professor(s): Dr. Kornál Bányai, professor, PhD	
Involved Professor(s): -	
Status: compulsory (Logistics specialisation)	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences, method and timetable: assessment of written examination papers according to the SER.	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Logistics	
Subject description: a concise but informative description of the subject to be covered	

In this course, students will gain an understanding of the logistics management of inputs and outputs generated by supply chains between economic entities, a key element of a company's logistics system. Knowledge of these is essential for a comprehensive understanding of logistics.

The aim of the course is to provide students with a professional knowledge of the structured areas of logistics, including the basic processes, the functions of supply-production-distribution logistics, the links between logistics and production, marketing and sales, and the planning, organisation and management of the related logistics processes.

Learning material:

1. Components of logistics, logistics systems.
2. Supply tasks. Trends in shopping. Supply management.
3. Up-to-date supply solutions (JIT, Kanban, MRP, Cross-Docking, continuous replenishment).
4. Procurement processes and how they fit into corporate management
5. Supply and distribution systems. Conventional and integrated distribution systems.
6. The city-logistics
7. Management, monitoring and analysis of distribution systems
8. Logistics services and service providers in distribution systems.
 1. written test
9. Product and technology design. Capacity and capacity utilisation.
10. Installation of production equipment. Basics of ergonomics.
11. Production logistics in the service sector. Material demand and supply planning.
12. Stocking models. MRP I and II, JIT, Kanban. Network Planning, PERT, CPM.
13. Project management, operational management CAD / CAM. Quality assurance: TQM, ISO, GMP
14. Implementing the concept of logistics in the field of human resources.
15. IT support for supply, distribution and production systems.
 2. written test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Pierre A. David: International Logistics: The Management of International Trade Operations, Cicero Books LLC, 2013., 721 p., ISBN-13: 978-0989490603

Alan Rushton, Phil Croucher, Dr Peter Baker: The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page, 2014., 720 p., ISBN-13: 978-0749466275

Recommended literature:

Edmund Prater: An Introduction to Supply Chain Management: A Global Supply Chain Support Perspective, Business Expert Press, 2013., 200 p., ISBN-13: 978-1606493755

Other teaching aids: tutorial diasor, www.mle.hu, www.mlbt.hu www.logisztika.hu
www.logisztika-portal.hu www.logisztikusok.hu

List of the **required professional competences and competence elements to the development of**

which the subject typically and substantially contributes

a) knowledge

- Knowledge and understanding of the concepts, processes and key elements of supply-production and distribution logistics.
- The ability to define and interpret the logistical elements of supply-production-distribution and the methods and solutions for their management.

b) skills

- Ability to manage supply chain supply-production-distribution systems in a complex way, both conceptually and in terms of practical steps
- Ability to identify and manage problems in different elements of the supply chain

c) attitude

- He is open-minded and constantly looking for new results and innovations in his field.
- Pursuing continuous self-education and development
- He/she is open to cooperation with people from other functional areas of the company and adapts them to his/her own work area.

d) autonomy and responsibility

- Take responsibility for your own development based on company objectives
- Cooperate with others, looking for ways to solve problems based on mutual benefit.
- It also takes responsibility for the development of and changes to professional views.

4. Subject name: TRANSPORT AND FORWARDING	Credit: 5
Subject name in English: Transport and Forwarding	Code(s): 64
Responsible Professor(s): Dr. Kornél Bányai, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Logistics specialisation)	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-year study requirements: 2 written papers	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER, the 2nd examination paper is written during the examination period	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Logistics	
Subject description:	
<p>Transport, like organisation, is a problem-oriented and goal-oriented function, and high quality practice requires an integrated knowledge of other areas of logistics science (freight transport, the theory of tariff reduction, customs law, transport operations, transport economics, etc.). It is important for students not only to acquire abstract knowledge, but also to learn about good practices and integration opportunities.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The concept and legal environment of freight transport, freight forwarding and haulage. The division of labour and cooperation in transport. Transport chain concepts and types. 2. Presentation and characterisation of passenger and goods transport modes. 	

3. The main characteristics of freight transport tasks, the aspects related to the choice of freight transport, the possible objective functions of the choice of freight transport. Planning tasks related to freight transport.
4. Characteristics, advantages, disadvantages and means of road freight transport.
Characteristics, advantages, disadvantages and means of rail freight transport.
5. Characteristics, advantages, disadvantages and means of transport of goods by sea and river.
6. Characteristics, advantages, disadvantages and means of transporting goods by pipeline.
7. Characteristics, advantages, disadvantages and means of air freight transport.
8. Types, characteristics, advantages, disadvantages and means of combined transport 1.
9. Presentation of the types, characteristics and typical applications of transport vehicles.
10. The main groups of combined transport systems and their characterisation.
11. Presentation of the documents used for each mode of transport.
12. Incoterm clause system.
13. Cost accounting principles. Transport activity indicators.
14. Types of transport packaging.
15. Ways of organising and managing urban freight.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Rex W. Faulks: International Transport: An Introduction to Current Practices and Future Trends, CRC Press, 1999., 288 p., ISBN-13: 978-0849340833

Michael B. Stroh: Practical Guide to Transportation and Logistics, 3RD edition, Logistics Network Inc, 2006., ISBN13: 9780970811516

Recommended literature:

Alan Rushton, Phil Croucher, Dr Peter Baker: The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Kogan Page, 2014., 720 p., ISBN-13: 978-0749466275

Other teaching aids: tutorial diasor, www.mle.hu, www.mlbkt.hu www.logisztika.hu
www.logisztika-portal.hu www.logisztikusok.hu

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

Knowledge: knows the logistical processes, the ways of their management and the technical possibilities. Knowledge of the operation and maintenance systems of vehicles and mobile machinery used in logistics processes. Knowledge of the basics, limits and requirements of logistics, management, environmental protection, quality assurance, information technology, legal and economic disciplines which are integrally related to the field of transport and traffic.

Ability to interpret and characterise the elements of logistics processes, their interrelationships, their role and their importance in the overall process. Ability to identify the transport, transportation and material handling processes in industrial production and

economic systems, and the equipment required to implement the logistics system. Ability to organise, manage and control the operation of logistics systems. Ability to apply integrated knowledge in the fields of transport, mobile machinery, process theory, industrial production processes, electronics and information technology. Ability to use knowledge in a creative way to manage effectively the resources of the workplace. Ability to make decisions in complex and unexpected decision-making situations, taking full account of legal and ethical standards.

Attitude: Keeps abreast of legislative, technical, technological and administrative changes in logistics. Open to learning about, adopting and authentically communicating professional, technological developments and innovations in logistics. He/she strives to solve problems and make management decisions by listening to the opinions of the people he/she manages, preferably in cooperation.

Autonomy and responsibility: in the performance of his/her professional duties, he/she will also cooperate responsibly with qualified professionals in other fields (primarily economic and legal). They are aware of the legal, economic, safety, social, health and environmental implications of their work and decisions. Under the guidance of his/her line manager, he/she manages the work of the staff assigned to him/her and supervises the operation of processes and vehicles.

The field of knowledge: Applied Logistics

Credit range (max. 12 kr.): 10

Subjects: 1) Logistics Information Systems; 2) Case studies in Commodity Turnover and Logistics

5. Subject name: LOGISTICS INFORMATION SYSTEMS	Credit: 5
Course name in English: Logistics Information Systems	Code(s): 65
Responsible Professor(s): Dr. Kornél Bányai, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Logistics specialisation)	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 1 written examination paper, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Logistics	
Subject description: a concise but informative description of the subject to be covered	
The aim of the course is to learn how to use modern IT systems for efficient logistics activities,	

building on the student's basic IT skills. This will include knowledge of modern enterprise management systems, logistics support modules and specialised systems for logistics.

Learning material:

1. Information in the company management and in the logistics IT system.
2. The tasks of logistics management, the role and structure of IT systems.
3. Enterprise Resource Planning (ERP), logistics data management.
4. The most common ERP systems (BaaN, BPCS, IFS, Oracle, Scala, SUN, SAP).
5. Product and cargo identification systems, vehicle tracking systems, transport planning.
6. IT support for production planning.
7. Warehouse IT support, WHM systems.
8. IT support for management, data management, decision support systems.
9. IT functions related to sales.
10. IT functions related to procurement.
11. EDI, e-commerce.
12. Logistics modules of the SAP/R3 system (MM, PP, SD).
13. Design and management of IT projects (CPM, PERT, BPR).
14. Using simulation in the analysis and design of logistics systems.
15. Lessons learned on the implementation of logistics IT systems; Presentation of a presentation

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Thomas F. Wallace, Michael H. Kremzar: ERP: Making It Happen: The Implementers' Guide to Success with Enterprise Resource Planning, Wiley, 2001., 384 p., ISBN: 978-0-471-39201-9

Pierre A. David: International Logistics: The Management of International Trade Operations, Cicero Books LLC, 2013., 721 p., ISBN-13: 978-0989490603

Recommended literature:

Edmund Prater: An Introduction to Supply Chain Management: A Global Supply Chain Support Perspective, Business Expert Press, 2013., 200 p., ISBN-13: 978-1606493755

Other teaching aids: tutorial diasor, www.mle.hu, www.mlbkt.hu www.logisztika.hu
www.logisztika-portal.hu

List of the *required professional competences* and *competence elements* to which the subject typically and substantially contributes

a) knowledge

- Knowledge and understanding of the principles of corporate management systems, including information systems and target systems supporting logistics activities
- Knowledge of the concepts, processes and key elements of logistics information systems.
- Ability to identify and interpret the needs and requirements of logistics IT support and provide timely and up-to-date responses

b) skills

- Ability to manage supply chain IT support systems in a conceptually and practically complex way
- Ability to identify and manage IT-related problems in different elements of the supply chain

c) attitude

- He is open-minded and constantly looking for new results and innovations in his field.
- Pursuing continuous self-education and development
- He/she is open to cooperation with people from other functional areas of the company and adapts them to his/her own work area.

d) autonomy and responsibility

- Take responsibility for your own development based on company objectives
 - Cooperate with others, looking for ways to solve problems based on mutual benefit.
- It also takes responsibility for the development of and changes to professional views.

6. Subject name: CASE STUDIES IN COMMODITY TURNOVER AND LOGISTICS	Credit: 5
Course name in English: Case studies in Commodity Turnover and Logistics	Code(s): 661
Responsible Professor(s): Dr. Kornél Bányai, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Logistics specialisation)	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-year study requirements: 2 essays	
Assessment of knowledge, skills and competences: assessment of homework according to the SER, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Logistics	
Subject description: a concise but informative description of the subject to be covered	
<p>The course provides students with practical examples of the application of theoretical logistics knowledge. They gain insight into the concrete implementation of logistics processes in enterprises. The case studies will present practical examples from companies that will enable students to see and evaluate logistical problems at company level in a self-contained and complex way.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Setting up a logistics organisation 2. The SmithKline Beecham case study 3. Glaxo Wellcome case study 4. Warehouse design - project 	

5. The RAMIR warehouse management system of Centrum Coop Rt.
6. Optimising stock management
 1. Submission of homework
7. Case study of TVK Rt.
8. Optimising the transport system - case study
9. Case study of Doplphinet Ltd.
10. Lay's Hungary case study
11. Improving the functionality of the shopping system
12. The TELEKOM case study
13. Measuring logistics performance
14. 5 Introducing S into the practice of a service micro-enterprise.
 2. Submission of homework

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Harald Gleißner, Klaus Möller: Case Studies in Logistics, Gabler Verlag, 2011. 236p., ISBN-13: 978-3834927446

Matthew j. Drake: Global transportation & logistics case studies, Pearson, 2016., ISBN-13: 978-1-323-44884-7

Recommended literature:

María Carmen Carnero: Optimum Decision Making in Asset Management (Advances in Logistics, Operations, and Management Science), IGI Global, 2016., 523 p., ISBN-13: 978-1522506515

Other teaching aids: tutorial diasor, www.mle.hu, www.mlbkt.hu www.logisztika.hu
www.logisztika-portal.hu

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Students will learn the methodology, tools and processes of solving logistics problems in practice
- You will learn about the possibilities and ways of applying relevant theoretical knowledge in practice and about alternatives.

b) skills

- Ability to understand and manage complex, comprehensive business problems of a logistical nature
- Be able to work independently on complex professional problems, develop an action plan

c) attitude

- He is open-minded and constantly looking for new results and innovations in his field.
- Pursuing continuous self-education and development
- He/she is open to cooperation with people from other functional areas of the company and adapts them to his/her own work area.

d) autonomy and responsibility

- Take responsibility for your own development based on company objectives
 - Cooperates with others, looking for ways to solve problems based on mutual benefit.
- It also takes responsibility for the development of and changes to professional views.

The field of knowledge: Regional and Settlement Development

Credit range (max. 12 kr.): 10

Subjects: 1) Rural Development; 2) Settlement Development

1. Subject name: RURAL DEVELOPMENT	Credit: 5
Subject name in English: Rural Development	Code(s): 399
Responsible Professor(s): Dr. Bariscil, Ahmet, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Specialisation in Regional Development)	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 1 written examination paper, 1 presentation	
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the written examination paper is written during the exam period, the oral assessment of the presentation is done immediately in class, continuous feedback on the class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Regional Economics	
Subject description:	

The basic aim of the subject is to teach students the characteristics and functions of rural areas and how to define them. Subsequently, they will learn about the theoretical and practical aspects of rural development, the different planning methods and the conditions for accessing development resources. Case studies will be used to illustrate the practical implementation of regional innovation and to provide an evaluative analysis of development documentation at different levels. Important chapters provide information on community development, environmental management, rural tourism and the marketing of agricultural products.

Learning material:

1. Regional disparities, the relationship between regional policy and regional development.
2. Recent developments in regional policies.
3. Changes in the spatial structure in Hungary after the regime change.
4. Characteristics of rural areas.
5. The functions of rural areas.
6. Defining rural areas at local and regional level.
7. The differences between rural development and territorial development.
8. Opportunities for rural development, access to development funds.
9. Case studies from abroad.
10. Domestic case studies, with a focus on marketing opportunities for agricultural products.
11. Domestic case studies
12. Community development and preservation of traditions in rural areas.
13. The link between rural development and environmental management.
14. Rural tourism as a break-out point.
15. Presentations.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Roberta Capello, Peter Nijkamp (Ed.): Handbook of Regional Growth and Development Theories, Edward Elgar Pub, 2009., 529 p., ISBN-13: 978-1847205063

Tózsza István, Enyedi György: The Region - Regional Development, Policy, Administration and E-Government, Akadémiai Kiadó, 2010, 480 p., ISBN: 9789630580373

Recommended literature:

Fischer M.-Nijkamp, P. (2014): Handbook of Regional Science, Springer-Verlag, ISBN 978-3-642-23429-3

Andy Pike et al: Local and Regional Development, Routledge, 2006., 328 p., ISBN-13: 978-

0415357180

Paul Krugman (1998): What's new about the new economic geography? In: Oxford Review of Economic Policy, Volume 14, Issue 2, 1 June 1998, Pages 7–17 .

Regional development statistics by the OECD and WorldBank Database – sheared during the lessons

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- Knowledge of rural development, its broad concepts, theories, facts, national economic and international contexts, relevant economic actors, functions and processes.
- Knowledge of the rules of cooperation in a project, team or work organisation related to rural development
- Knowledge and understanding of the principles and methods of management, organisation and operation of farming processes in rural areas, the methodology of analysis of farming processes, the methodological basis of decision preparation and decision support.
- Knowledge of the basics of other fields related to rural development (technical, legal, environmental, quality, etc.).
- You have mastered written and oral forms of professional and effective communication, as well as tabular and graphical ways of presenting data.

b) skills

- Ability to identify economic activities in rural areas and to plan projects related to them.
- By applying theories and methods related to rural development, you will identify facts and basic relationships, organise and analyse them, draw independent conclusions, make critical comments and prepare proposals for decision-making, both in a national and international context.
- It follows and interprets processes, changes in legislation and their effects related to rural development, and takes them into account in its analyses, proposals and decisions.
- Ability to cooperate with representatives of other disciplines.
- Present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, according to the rules of professional communication.

c) attitude

- In relation to the development of rural areas, he/she is receptive to new information, new professional skills and methodologies, and is open to taking on new tasks and responsibilities that require autonomy and cooperation.
- Strive to develop their knowledge and working relationships, and to work in cooperation with their colleagues.
- It is open to changes in the wider economic and social environment of the countryside, and seeks to follow and understand these changes.

d) autonomy and responsibility

- Under general professional supervision, independently carries out and organises the tasks defined in the job description.
- It takes responsibility for its analyses, conclusions and decisions.
- Assume responsibility for compliance with professional, legal and ethical standards and rules

relating to work and conduct.

- As a member of projects, teams and departments related to rural development, he/she carries out his/her tasks independently and responsibly.

2. Subject name: SETTLEMENT DEVELOPMENT	Credit: 5
Subject name in English: Settlement Development	Code(s): 381
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Specialisation in Regional Development)	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Regional Economics	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will gain a comprehensive knowledge of the evolution of the settlement system, its organic (or artificial) development and its historical processes. The semester will provide knowledge of the factors influencing the development of settlements (according to their size and functional structures). In the second part of the semester, students will learn about the concept of local government and the instruments (financial, legal, planning) for its development. Emphasis will be placed on the analysis of the relationship between urban development and spatial development.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The settlement and man. The historical process of organic development of the settlement system 	

2. Factors affecting the development of settlements (local and local energies)
3. Structural characteristics of the urban network
4. Functions of the settlements
5. Urban-village dichotomies
6. Society of settlements
7. Characteristics of urban societies
8. Characteristics of rural societies. 1.
9. The settlement, settlement affairs and settlement development
10. The key players in urban development
11. The relationship between urban and regional development
12. Financial instruments for urban development, municipal management
13. Key documents for urban development (planning for urban development)
14. Case studies and presentations
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Gary Hack, et al. (Ed.): Local Planning: Contemporary Principles and Practice, ICMA Press, 2009., 496 p., ISBN-13: 978-0873261487

Recommended literature:

Maciocco, Giovanni: Fundamental Trends in City Development, Springer-Verlag Berlin Heidelberg, 2008., 220 p., ISBN 978-3-540-74178-7

Kevin Lynch: The Image of the City, MIT Press, 1960., 194 p., ISBN 9780262620017

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will acquire knowledge of the historical development of the settlement system
- learn about the factors that influence the development of settlements, know what the presence or absence of local and regional energies means for the development of a settlement
- know and understand the most important elements of urban development and management
- is aware of the social and economic actors that play a key role in the development of the municipality
- knowledge of the legal and regulatory background of urban development (content of the most important laws)

b) skills

- the student will be able to understand settlements as a complex system, living and interacting organically with their environment
- be able to understand the development issues of the municipalities
- can identify the most important documents for urban development
- can provide knowledge on the legal-regulatory background of urban development

c) attitude

- the student is open and interested in urban development
- - Responsive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects).

d) autonomy and responsibility

- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to the work and conduct of the Integrated Urban Development.
- As a member of projects, teams and departments related to urban development, he/she carries out his/her tasks independently and responsibly.

The scope: Regional Processes

Credit range (max. 12 kr.): 10

Subjects: 1) Regional Processes in the Europe and Hungary; 2) Geography of Tourism

1. Subject name: REGIONAL PROCESSES IN EUROPE AND HUNGARY	Credit: 5
Course name in English: Regional Processes in Europe and Hungary	Code(s): 816, 8161
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Lecturer(s) involved in the teaching of this subject: Dr. Bariscil, Ahmet, College Associate Professor, PhD	
Status: compulsory (Specialisation in Regional Development)	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 1 written examination	
Assessment of knowledge, skills and competences: assessment of the examination paper according to the SER, writing of the examination paper during the examination period, continuous feedback on the class activity.	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Regional Economics	
Subject description: a concise but informative description of the subject to be covered	

During the semester, students will acquire a complex knowledge of the historical background, specificities and significance of regional processes. Special emphasis will be placed on the regional policy of the European Union. An important element of the course will be the exploration of the links between the level of economic development and the quality of life in each region. Emphasis will also be placed on identifying the availability of development funds and evaluating the relationship between regional policy and the use of funding. Case studies will be used to illustrate the practice in different countries.

Learning material:

1. Regions in geographical space.
2. Forms of regionalisation
3. Modes of interregional contact
4. The history of regional policy in the European Union
5. Impact of the enlargements
6. The objectives of EU regional policy
7. Basic principles of EU regional policy
8. Resources related to EU regional policy
9. The specific features of the development of European regions
10. Comparison of indicators of Hungarian planning-statistical regions
11. Developing border regions, local economies and local communities.
12. European case studies
13. Hungarian case studies I.
14. Hungarian case studies II.
15. Summary, future opportunities for the development of the regions

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Andrew Evans: EU Regional Policy, Oxford University Press, 2006., 344 p., ISBN-13: 978-1904501442

Roberta Capello, Peter Nijkamp (Ed.): Handbook of Regional Growth and Development Theories, Edward Elgar Pub, 2009., 529 p., ISBN-13: 978-1847205063

Recommended literature:

Tózsza István, Enyedi György: The Region - Regional Development, Policy, Administration and E-Government, Akadémiai Kiadó, 2010, 480 p., ISBN: 9789630580373

EUROSTAT statistics – shared during the classes

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- Knowledge of the basic, overarching concepts, theories, facts, national economic and international contexts, relevant economic actors, functions and processes involved in the

development and functioning of regions.

- He/she knows and understands the principles and methods of managing, organising and operating regional management processes, the methodology of analysing management processes, the methodological basis of decision preparation and decision support.
- You have mastered written and oral forms of professional and effective communication, as well as tabular and graphical ways of presenting data.

b) skills

- By applying the theories and methods learnt, you will discover facts and basic relationships about regions, organise and analyse them, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and partly unfamiliar contexts, both national and international.
- Tracks and interprets regional developments in the global economy and international business, changes in economic policy and related policies and legislation relevant to the field, and their effects, and takes them into account in its analyses, proposals and decisions.
- Ability to identify the complex consequences of regional economic processes and organisational events.

c) attitude

- Receptive to new information, new professional knowledge and methodologies, open to taking on new tasks and responsibilities that require autonomy and cooperation. Seeks to develop his/her knowledge and working relationships and to cooperate with colleagues in this respect.
- It is open to changes in the wider economic and social environment of the regions, and seeks to monitor and understand these changes.
- Responsive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects).

d) autonomy and responsibility

- It takes responsibility for its analyses, conclusions and decisions.
- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- As a member of projects, teams and departments, he/she carries out his/her tasks independently and responsibly.

2. Subject name: GEOGRAPHY OF TOURISM	Credit: 5
Subject name in English: Geography of Tourism	Code(s): 390, 3901
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Specialisation in Regional Development)	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 project	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Regional Economics	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn about the system of tourism and tourism and its aspects related to territorial development. Building on his/her previous studies, he/she will understand the causal link between global economic processes and global phenomena and tourism trends. Recognise the links between socio-economic phenomena and tourism and apply area-specific characteristics to the practice of regional and territorial development. In addition to the theoretical foundations, case studies will help you to discover the regional development of regions, metropolitan areas and landscapes in Hungary its exploitable cultural, natural and social assets.</p>	
Learning material:	
1. Spatial aspects of tourism/tourism development.	

2. The concept, system and environment of tourism.
3. The tourism sectors. Life cycle curve of a tourist destination (TDM).
4. Practical exercises and review of topographic data.
5. Global trends in tourism. Tourism marketing.
6. Tourism Geography of Europe I. (Northern, Western and Central Europe). 1.
7. Tourism Geography of Europe II (Southern Europe, Balkan Peninsula, Eastern European countries in transition)
8. Tourism geography of the Americas (regional differences in North, Central and South America).
9. Africa's tourism geography (opportunities and new challenges).
10. Tourism geography of Asia and Oceania (host and sending countries).
11. Geography of tourism in Hungary I. (our major cities, national parks, protected monuments).
12. Tourism Geography of Hungary II (regional differences in tourist arrivals).
13. The relationship between tourism and regional development. 2.
14. Social, economic and environmental impacts of tourism.
15. Presentation of student project work.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Stephen Williams, Alan A. Lew: Tourism Geography: Critical Understandings of Place, Space and Experience, Routledge, 2014., 346 p., ISBN-13: 978-0415854443

Recommended literature:

Alan A. Lew (2018) Tourism spaces, Tourism Geographies, 20:5, 769-769, DOI: 10.1080/14616688.2018.1527861

Materials shared during the lessons

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Know the specific place of tourism geography in the system of sciences
- Knowledge of the general and specific features of the subject, its internal laws, its limits, its main developmental directions and its links with related disciplines.

b) skills

- Using the theories and methods learnt, you will discover facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and sometimes unfamiliar contexts, both national and international.
- Tracks and interprets the changes in relevant policies and legislation in the field, their effects, and takes them into account in his/her analyses, proposals and decisions.
- Ability to cooperate with representatives of other disciplines.

c) attitude

- In the interests of quality work, he/she is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work.
- Receptive to new information, new professional knowledge and methodologies, open to taking on new tasks and responsibilities that require autonomy and cooperation.
- Strive to develop their knowledge and working relationships, and to work in cooperation with their colleagues.

d) autonomy and responsibility

- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- As a member of projects, teams and departments related to the field, he/she carries out his/her tasks independently and responsibly.

The field of knowledge: Regional Development in Practice

Credit range (max. 12 kr.): 10

Subjects: 1) Methodology of Regional Analysis; 2) Regional Development

1. Subject name: METHODOLOGY OF REGIONAL ANALYSIS	Credit: 5
Course name in English: Methodology of Regional Analysis	Code(s): 36
Responsible Professor(s): Dr. Ferenc Bognár, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Specialisation in Regional Development)	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Regional Economics	
Subject description: a concise but informative description of the subject to be covered	
The aim of the course is to introduce the basics, tools and methods of spatial analysis. Within the	

framework of specific topics, the areas of application and the aims of the given procedures are presented. The main objective is to enable students to understand the conditions for using the methods taught and to be able to use them in their thesis work and in their everyday work.

Learning material:

1. The justification for economic analysis.
2. A historical overview of regional analyses.
3. Secondary data collection methods.
4. Primary data collection methods.
5. International information systems.
6. Domestic information systems.
7. Understanding different types of data and indicators.
8. 1. Exam test
9. Definition of territorial indicators.
10. Using Excel and SPSS.
11. Geographic information systems.
12. Factor and cluster analysis.
13. Implementing complex spatial analysis.
14. 2. Exam test.
15. Presentations.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Earl R. Babbie: The Practice of Social Research, Wadsworth Publishing; 13th edition, 2012., 584 p., ISBN-13: 978-1133049791

Recommended literature:

Walter Isard: Methods of Regional Analysis: An Introduction to Regional Science, The MIT Press, 1960., 784 p., ISBN-13: 978-0262090032

Materials shared during the lessons

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- Knowledge of basic spatial concepts, facts, main features and interrelationships of the economy as a whole
- Knowledge of the economic and financial interrelationships and interactions of economic processes.
- Knowledge of statistical methods for identifying economic problems, relevant information gathering, analysis and problem solving methods, marketing processes.

b) skills

- Using the theories and methods learnt, you will discover facts and basic relationships,

organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and sometimes unfamiliar contexts, both national and international.

- Ability to identify the complex consequences of economic processes and organisational events.
- Apply economic problem-solving techniques and problem-solving methods, taking into account the conditions and limitations of their application.

c) attitude

- Receptive to new information, new professional knowledge and methodologies related to the application of these methods, open to new tasks and responsibilities requiring autonomy and cooperation. Seeks to develop his/her knowledge and working relationships, in cooperation with colleagues.
- He/she 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.
- Responsive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects).

d) autonomy and responsibility

- It takes responsibility for its analyses, conclusions and decisions.
- As a member of projects, teams and departments, he/she carries out his/her tasks independently and responsibly.

2. Subject name: REGIONAL DEVELOPMENT	Credit: 5
Subject name in English: Regional Development	Code(s): 35
Responsible Professor(s): Dr. Ahmet Bariscil, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory (Specialisation in Regional Development)	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 5th semester	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Introduction to Regional Economics	
Subject description:	
<p>The aim of the subject is to familiarise students with the history and importance of spatial development. An important part of the curriculum is the introduction to the factors that determine regional disparities, the knowledge of which will also lead to the exploration of how to reduce them. After having mastered the topics of the subject, students will acquire a comprehensive knowledge of the specificities of European and national territorial development and policy, the practice of territorial policy in the European Union and in Hungary, and will become aware of the importance of integrated territorial development. During the semester, in addition to theory, students will also gain insights into the practical side of territorial policy through case studies and company visits.</p>	

Learning material:

1. The aims, tasks and place of territorial development in sectoral policies
2. Specificities of territorial (regional) development (causes of territorial disparities)
3. The emergence of territorial development as a policy (Integrated territorial development)
4. The institutional framework for spatial development (legal framework)
5. Tools for spatial development (concepts, strategies, planning documents)
6. Actors in territorial development (public and private)
7. Territorial policy in the European Union. 1. Exam test
8. The practice of spatial development in Hungary until 1990
9. The practice of spatial development in Hungary after 1990
10. The institutional system of spatial development in Hungary
11. Financing issues for territorial development
12. Spatial development in practice (visit to PESTTERV Terület-település tervítő Kft.)
13. Presentation of case studies
14. Presentation of case studies
15. Summary

The 2-5 most important compulsory and recommended literature**Compulsory literature:**

Gary Paul Green: Handbook of Rural Development, Edward Elgar Pub, 2014.,384 p., ISBN-13: 978-1781006702

Materials shared during the lessons

Recommended literature:

Ed Thorpe; Tim Hudson: The European Agricultural Fund for Rural Development RURAL DEVELOPMENT PRIORITIES 2014-2020, ISBN 978-92-79-47132-2 - doi:10.2762/5584, <https://enrd.ec.europa.eu/sites/enrd/files/uploaded-files/publi-enrd-brochure01-2015.pdf>

Other teaching aids: regional development documents, plans, concepts

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- You have mastered the written and oral forms of professional and effective communication related to spatial development, as well as the tabular and graphical ways of presenting data.
- He has the basic technical vocabulary of spatial development.
- Knowledge of the basics of other disciplines related to land use planning (technical, legal, environmental, quality, etc.).

b) skills

- The student will be able to navigate the process of spatial planning and development.
- Using the theories and methods learnt, you will discover facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and sometimes unfamiliar contexts,

both national and international.

- It follows and interprets changes in policies and legislation related to spatial development, their effects, and takes them into account in its analyses, proposals and decisions.

c) attitude

- The student becomes sensitive and open to territorial social inequalities.
- Receptive to new information, new professional knowledge and methodologies, open to taking on new tasks and responsibilities that require autonomy and cooperation. Seeks to develop his/her knowledge and working relationships and to cooperate with colleagues in this respect.
- Responsive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects).

d) autonomy and responsibility

- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- As a member of projects, teams and departments, he/she carries out his/her tasks independently and responsibly.
- Under general professional supervision, independently carries out and organises the tasks defined in the job description.

The field of study: optional subjects

Range of credit: min. 10 credits

Subjects:

- 1) **Fight against money laundering**
- 2) **Security policy**
- 3) **Corruption and its economic implications**
- 4) **Argumentation theory and technique**
- 5) **Protection of Economic**
- 6) **Career development**
- 7) **Basics of quality management**
- 8) **Project and team management**
- 9) **Customs knowledge**
- 10) **TDK**

1. Subject name: SECURITY POLICY	Credit: 4
Subject name in English: Security Policy	Code(s): 3801, 380
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	

Pre-study obligations (if any): -

Subject description:

The student will learn about the different interpretations of the concept of security, its components, dimensions and the scope of security policy. The student will learn in detail about the EU's common security and defence policy, the practice of justice and home affairs cooperation and the changes in Hungary's defence policy. It is able to interpret the typology of security challenges, threats and the resulting conflicts, and the fight against wars. Can form an independent opinion on the issues of asymmetric warfare, terrorism and the activities, objectives and perspectives of international civil (intergovernmental) and military organisations and alliances working against them.

Learning material:

1. The concept, complexity and components of security. Dimensions of security. Definition and content of security policy
2. Typology of security challenges
3. International overview of wars and conflicts
4. Crises, crisis strategies, crisis management and humanitarian intervention to date
5. Safety and security organisations, institutions
6. Security risks of new social phenomena. The increased role of economic security. Efforts by the major powers to reduce and resolve conflicts and guarantee security.
7. Conflict phenomena arising from cultural differences
8. Security aspects of migration
9. Hungary's internal and external positions, geopolitical environment, trends in defence policy.
10. Today's crisis areas: the Middle East, Africa
11. The identity and vision of the EU and NATO
12. The implementation of Hungarian security policy through the fulfilment of international commitments
13. Summary and consultation
14. 2. Exam test
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Council of the European Union (n.d.), *Provisions on a Common Foreign and Security Policy*. Available:

at: <http://www.consilium.europa.eu/uedocs/cmsUpload/Treaty%20on%20European%20Union%20-%20Title%20V.pdf>

Fukuyama, Francis: *The End of History and the Last Man*; Free Press, 1992

Huntington, Samuel P.: *The Clash of Civilizations?* Foreign Affairs, 1996

<http://www.nato.int/cps/en/natohq/publications.htm>

http://europa.eu/european-union/documents-publications_en

A Chronology of European Security & Defence 1945-2005 (Ed. by Lindley-French, Julian – Flückiger, Katja), Geneva Centre for Security Policy, Geneva, 2005

Recommended literature:

Davies, Norman: Europe: A History; Pimlico, 1994

Huntington, Samuel P.: The Soldier and the State; The Theory and Politics of Civil-Military Relations; Harvard University Press, London, 1998

Imperial Hubris by Anonymous; Brassey's Inc. 2004

Other teaching aids: -

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- the student will be familiar with the different interpretations of the concept of security, its components, dimensions and the scope of security policy
- detailed knowledge of the EU's common security and defence policy and of the practice of cooperation in justice and home affairs
- is familiar with Hungary's defence policy

b) skills

- the student is able to interpret the typology of security challenges, threats and the resulting conflicts, and the action against wars

c) attitude

- the student will strive to continuously develop his/her complex knowledge of security policy and to keep abreast of changes in the field of security policy
- receptive to new information, professional knowledge and methodologies
- strive to develop their knowledge and working relationships
- seeks to take security policy aspects into account in its decisions in a responsible manner

d) autonomy and responsibility

- can form an independent opinion on the issues of asymmetric warfare, terrorism and the activities, aims and perspectives of international civil (intergovernmental) and military organisations and alliances working against them
- independently monitor changes in the socio-economic and legal environment affecting their field of expertise
- the ability to behave responsibly and ethically towards cultural values and to form creative opinions

2. Subject name: CORRUPTION AND ITS ECONOMIC IMPLICATION	Credit: 3
Course name in English: Corruption and Its Economic Implications	Code(s): 643
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper, 1 presentation	
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, assessment of the presentation, continuous feedback on the class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with an understanding of the links between corruption and the economy and its harmful effects. The course will provide a comprehensive knowledge of the essential issues of corruption: definition, causes, types of corruption, the fight against corruption at national and international level. The student will be able to understand the essence of corruption and its destructive effects, and to act and consciously fight against it according to his/her possibilities. You will gain a broad knowledge of national and international policies, tools and methods to prevent corruption.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Why is corruption oppressive? The concept of corruption, its different forms and its qualitative and quantitative categorisation 2. The causes, roots, social and economic context of corruption 3. The main characteristics of corruption. Characteristics of the scope and structure of fraud 4. Fighting corruption at international level. Conventions of international organisations 5. UN Convention against Corruption (2004). UN Convention against transnational organised 	

- crime [U.N. Convention against transnational organised crime (2003)]
6. OECD Anti-bribery Convention (1997)
 7. International regional conventions: Africa, Latin America, Asia
 8. Taking action against corruption in Europe. Council of Europe Criminal Law Convention against Corruption. EU legislation: the "Convention on the protection of the European Communities' financial interests" (2002)
 9. Action against corruption in the USA
 10. Corruption and the fight against fraud in different countries
 11. The economic impact of corruption: especially in the areas of investment and trade
 12. Transparency International reports and analysis. Understanding the content of the "corruption index"
 13. Corruption in Hungary
 14. Case studies
 15. Candidate essay

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

IMF (2016): Costs and mitigating strategies. Staff Discussion Notes (SDN), May 2016/

<http://www.imf.org/Publications/SPROLLs/Staff-Discussion-Notes?page=2>

Transparency International (2018): Corruption perception Index, 2017.

https://www.transparency.org/news/feature/corruption_perceptions_index_2017

Ayhan Kuloglu and Oana-Ramona Lobont and Mert Topcu (2012): A question of causality between political corruption, economic freedom and economic growth in Europe. www.eco.u-szeged.hu/download.php?docID=40615; MPRA Paper No. 40365, posted 6. August 2012, <https://mpra.ub.uni-muenchen.de/40365/>

Recommended literature:

OECD (2011): Convention on Combat Bribery of Foreign Public Officials in International Business Transaction and Related Documents.

http://www.oecd.org/daf/anti-bribery/ConvCombatBribery_ENG.pdf

OECD (2012): Issues Paper on Corruption and Economic Growth <https://www.oecd.org/g20/topics/anti-corruption/Issue-Paper-Corruption-and-Economic-Growth.pdf>

<https://www.weforum.org/agenda/2017/12/four-myths-about-corruption/>

UN (2004): U.N. Convention against Corruption. https://www.unodc.org/documents/brussels/UN_Convention_Against_Corruption.pdf

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will have a comprehensive knowledge of corruption, its general

characteristics, with particular reference to its economic nature

- knowledge of the links between corruption and the economy, its harmful effects and the economic and social mechanisms of corruption at both international and national levels
- will be aware of the importance of international cooperation against corruption and its legal framework, and will be familiar with the main conventions
- understands the destructive effects of corruption and the national and international procedures and legal instruments to prevent and eliminate it

b) skills

- the student will be able to use his/her complex knowledge to influence his/her environment: to highlight the harmful effects of corruption and to convince his/her community not to be indifferent to corruption

c) attitude

- students show greater sensitivity to corruption
- are critical of any form of corruption or abuse

d) autonomy and responsibility

- act responsibly and honestly in their own sphere of competence and promote fair business relationships

3. Subject name: THEORY AND TECHNIQUES OF ARGUMENTATION	Credit: 4
Course name in English: Argumentation Theory and Techniques	Code(s): 681, 68
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper, presentation of short and longer public speeches, participation in group discussions	
Assessment of knowledge, skills and competences: assessment of the written examination paper based on the SER, oral assessment of the tasks, continuous feedback on the activity in class	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn the main nodes of logical thought, the most important elements of Aristotelian logic of form, and the "ligic" way of thinking in everyday life. The knowledge acquired will enable him/her to apply argumentative discourse in the light of models of social behaviour.</p> <p>Learning material:</p> <ol style="list-style-type: none"> 1. The theory of reasonableness 2. Theory of speech acts 3. Judgement and the value of justice, the concept of the calculus of judgement 4. The argumentation theorem 5. The concept of meta-language, elementary and compound statements 6. The definition 7. Deductive validity and inductive power 8. The rebuttal 	

9. Reasoning errors
10. The proof
11. Techniques of reasoning, arguments, logical correctness
12. Dialectical and metaphysical reasoning
13. The causality principle. The explanation
14. Persuasion and influence, the question of manipulation
15. Candidate essay

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Goodwin, J.: "Designing Issues". In F. H. van Eemeren & P. Houtlosser (Eds.), *Dialectic and Rhetoric: The Warp and Woof of Argumentation Analysis*. Dordrecht: Kluwer. 2002. pp. 81-96.

O'Keefe, D. J. (1982). "The Concepts of Argument and Arguing". In J. R. Cox & C. A. Willard (Eds.), *Advances in Argumentation Theory and Research* Carbondale: Southern Illinois University Press., pp 3-23.

Paul Teller: *A Modern Formal Logic Primer*, US: Prentice Hall, 1989.

<http://tellerprimer.ucdavis.edu/> ISBN 978-0139031700

Recommended literature:

Ceccarelli, L. (2008). *Manufactroversy: The Art of Creating Controversy Where None Existed*. <http://www.scienceprogress.org/2008/04/manufactroversy/>.

Stephen Edelston Toulmin, *The Uses of Argument*, updated edition. Cambridge:

Cambridge University Press, 2003., Chapter III ("The Layout of Arguments"), pp. 87-109.

Other teaching aids: notes, slides, speech patterns

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- is familiar with the main nodes of logical thought, the most important elements of Aristotelian logic of form, and the "logic" way of thinking in everyday life
- have a knowledge of the basic, comprehensive concepts, theories, facts and contexts of argumentation theory

b) skills

- can apply argumentative discourse in the light of models of social behaviour
- is able to present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in foreign languages, according to the rules of professional communication and the theory of argumentation

c) attitude

- strive to develop working relationships and cooperation with colleagues

d) autonomy and responsibility

- give presentations, lead discussions independently

4. Subject name: PROTECTION OF ECONOMIC	Credit: 3
Subject name in English: Protection of Economy	Code(s): 79
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will acquire a comprehensive knowledge of the nature of crime, its causal mechanisms, tools and methods of prevention through the acquisition of a criminological approach. They will learn about the types of offences against the economic order, the criminological characteristics of economic crime and the legal and control instruments and methods of preventing economic abuse.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. The relationship between farming and economic crime, and its development 2. The role of criminology in preventing economic abuse 3. Theoretical issues in criminology 4. Theories on crime 5. Types and characteristics of irregularities in farming 6. Types and characteristics of offences against the good housekeeping 7. 1. Exam test 8. Nature and main characteristics of economic crime 9. Criminological characteristics of economic crime 	

10. Characteristics of the black and grey economy, how to recognise and reduce them
11. Characteristics of money laundering
12. Legal possibilities for the prevention and suppression of acts that violate the order of management
13. Non-legislative instruments to deter acts of mismanagement
14. Basics of security organisation
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Ekaterina Grigoreva-LiliyaGarifova (2015): The Economic Security of the State: The Institutional Aspect In: Procedia Economics and Finance Volume 24, 2015, Pages 266-273

M.Khaler (2004): Economic security in an era of globalization: definition and provision In: The Pacific Review 2004, Issue 4 pp.485-502.

Joseph T. Wells : Corporate Fraud Handbook: Prevention and Detection, Wiley, 2013, ISBN-13: 978-1118728574

Recommended literature:

Pinar Akman : The Concept of Abuse in EU Competition Law: Law and Economic Approaches (Hart Studies in Competition Law), Hart Publishing, 2015, ISBN-13: 978-1849469722

Michael J Betts, David Clark: Investigation of Fraud and Economic Crime, Oxford University Press, 2017, ISBN-13: 978-0198799016

Nils Gilman: Deviant Globalization: Black Market Economy in the 21st Century, Continuum, 2011, ISBN-13: 978-1441178107

Paul Jackson, Danielle Beswick: Conflict, Security and Development: An Introduction, Routledge, 2018, ISBN-13: 978-1138578579

Barry Buzan (1983): People, States, and Fear. The National SecurityProblem in International Relations,. Wheatshef books Ltd. 1983 ISBN: 0-7108-0101-7 128-149.pp.

Other teaching aids: -

List of the *required professional competences and competence elements to which the subject typically and substantially contributes*

a) knowledge

- the student has a basic conceptual and theoretical knowledge of economic defence
- mastered the key features of economic abuse
- is aware of the legal means to tackle economic abuse
- understand the nature of crime, its causal mechanisms, tools and methods of prevention through a criminological approach
- know the types of offences against the economic order, the criminological characteristics of economic crime
- knowledge of legal and control instruments and methods for preventing economic abuse

b) skills

- with the help of the theories learnt, the student is able to understand and comprehend the main characteristics and causes of economic abuses and crimes and the means to curb them
- on the basis of the knowledge acquired, be able to plan and implement a strategy to prevent economic abuse
- the ability to design and implement a strategy to prevent economic abuse

c) attitude

- demonstrate a problem-sensitive, proactive attitude
- be critical of their own knowledge, work and behaviour and that of their subordinates
- is ready to correct mistakes and helps its staff to do so
- strive to take the opinions of others into account when making decisions
- receptive to understanding and absorbing new information and theories
- strive to increase their knowledge

d) autonomy and responsibility

- organise independently the analysis of economic processes, the collection, organisation and evaluation of data
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct
- carry out independently, under general professional supervision, the tasks defined during the semester

5. Subject name: CAREER BUILDING	Credit: 4
Subject name in English: Carrier Building	Code(s): 800, 80
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, case studies	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity, success of the situational exercises	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn about the path to success, opportunities and the marketing approach to job hunting. They will be able to assess and apply the right combination of skills, personality traits and professional knowledge. You will be able to prepare a successful CV and interview. This will enable you to explore hidden job opportunities as a fundamental basis for career development.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Basic labour market concepts 2. Career concepts, processes, theories and perceptions 3. The role of self-awareness in individual careers. Abilities, personality traits. Skills 4. A successful CV and cover letter 5. 1. Exam test 6. Job search techniques I. 7. The most common elements of the interview 8. Selection procedures, scientific methods 	

9. The job offer and the salary offer
10. Situational exercises
11. Headhunters, recruitment consultants, employment agencies. Job search techniques II.
12. Job retention, career progression. Competency-based career management
13. Knowledge of labour law
14. Employment contracts and management/manager contracts
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Jeffrey G. Allen: The Complete Q&A Job Interview. US: Wiley Publishers, 2004. ISBN: 978-0471651253

Katie Weiser: Answers to the Top 20 Interview Questions: Conquering the Job Interview Process US. CreateSpace Independent, 2017. ISBN: 978-1544166506

Recommended literature:

Career Building: Your Total Handbook for Finding a Job and Making It Work.
New York::Harper, 2009. ISBN-10: 0061579106

Other teaching aids: tutorial slides

List of the *required professional competences and competence elements to the development of which the subject typically and substantially contributes*

a) knowledge

- the student has a knowledge of the basic, broad concepts, theories, facts and contexts of career development
- knowledge of current labour market trends and the mechanisms that determine them
- knows the path to success, opportunities and the marketing approach to job hunting
- know the rules and ethical standards of cooperation within the work organisation
- mastered the written and oral forms of professional and effective communication
- be aware of the specificities of working in an international, multicultural environment

b) skills

- by applying the theories and methods learnt, the student will be able to apply successful career building methods in practice
- assess and apply the right combination of skills, personality traits and professional knowledge
- master the skills needed to write a successful CV and prepare for a successful interview
- can explore hidden job opportunities as an essential basis for career development

c) attitude

- demonstrate a problem-sensitive, proactive attitude in order to deliver quality work
- strive to improve their knowledge of labour market trends and the rapidly changing economic environment, particularly as regards career development

d) autonomy and responsibility

- under general professional supervision, independently carries out and organises the tasks defined
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

6. Subject name: BASICS OF QUALITY MANAGEMENT	Credit: 3
Course name in English: Basics of Quality Management	Code(s): 25
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with the methods, approaches and techniques that companies and organisations can use to become the best in their category. Students will learn to analyse and evaluate the key success factors and key areas of business today in a usable way. Students will learn about the structure and operation of modern quality systems, the approach to corporate quality management, and basic quality methods.</p> <p>Learning material:</p> <ol style="list-style-type: none"> 1. The quality system 2. Factors determining the quality of goods 3. The ISO 9001 group of standards. Cost of quality. The market value of quality 4. A marketing approach to quality 5. Quality characteristics 6. Quality control and insurance. Quality assessment 7. 1. Exam test 8. The quality approach to value analysis 9. Product responsibility in our country and in the EU. Product Liability Act. Risk mitigation options 	

10. Standardisation and standards
11. EU standard documents
12. Quality certification schemes
13. Forms of consumer price information. Warranty and guarantee.
14. Protection of goods
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Evans, James R. James W. Dean: Total Quality Management, South-Western, 2002, ISBN-13: 978-0324178715

Recommended literature:

David L. Goetsch, Stanley Davis: Quality Management: Introduction to Total Quality Management for Production, Processing, and Services, Pearson Prentice Hall, 2006, ISBN 9780131189294

Kaoru Ishikawa: Introduction to quality Control, Productivity Press, 1990, ISBN-13: 978-4906224616

Other teaching aids: tutorial slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will be familiar with the methods, approaches and techniques used by companies and organisations to become the best in their category
- is familiar with the structure and operation of modern quality assurance systems, the approach to quality management in companies and basic quality methods

b) skills

- be able to analyse and evaluate the key success factors and key areas of today's business in a usable way
- ability to organise, manage and control economic activities and projects

c) attitude

- demonstrates a proactive attitude to quality work
- be critical of their own knowledge, work and behaviour and that of their subordinates
- is ready to correct mistakes and helps its staff to do so
- pursue lifelong learning

d) autonomy and responsibility

- carry out and organise their tasks independently
- analyses and takes responsibility for its conclusions

7. Subject name: PROJECT AND TEAM MANAGEMENT	Credit: 4
Subject name in English: Project and Team Management	Code(s): 771, 77
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay and its presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of homework and presentation, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The basic objective of the course is to familiarise students with the general theoretical foundations, methods and practical applications of project management (PM).	
Learning material:	
<ol style="list-style-type: none"> 1. Fundamentals, theoretical framework, history of project management, project interpretation, principles, project phases, project cycle models 2. The main steps of the logical framework methodology for project design and implementation, problem analysis, stakeholder analysis, project objectives, strategy and alternatives analysis, strategy selection, activity, time and cost planning, control and monitoring 3. Main project planning techniques and tools, problem tree and goal tree, task breakdown techniques, time scheduling, time planning and network planning techniques, critical path (CPM), resources 4. The project staff background. The external and internal environment of the project, traditional and project organisations, methods of organisation analysis 	

5. The structure of project management, the qualities of a good project manager. The roles and responsibilities of management
6. Project management, project hierarchy, roles, tasks and responsibilities, project manager competences, responsibilities
7. 1. Exam test
8. Implementation of the project. Implementation phases, technical documents used during project implementation (project plan and feasibility case study)
9. Team management during implementation
10. Project management, project control. Project monitoring and controlling, purpose, influencing factors, controlling tools, milestones, types of indicators (SMART, QQTTP)
11. Financial planning of the project. Financial management during implementation. Procurement. Staff costs of the project
12. Project marketing and communication. The purpose, process and tools of project marketing. Project communication, types of communication tools, documents governing communication. Internal project communication, communication within the project team
13. Public procurement and tenders
14. IT and software solutions to support project and team management (MS Project, Mindmapping, time planning software)
15. 2. Exam test. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Project Management in Practice, Samuel J. Mantel, International Student Version, 4th Edition, John Wiley & Sons, Inc. 2011.

EC PCM Training Handbook: http://www.cfcu.gov.tr/SPOs/TOOLS/PCM_Training_Handbook.pdf

Recommended literature:

PCM guidelines:

http://ec.europa.eu/europeaid/multimedia/publications/documents/tools/europeaid_admin_pcm_guidelines_2004_en.pdf

Guide to the PM Body of Knowledge: PMBOK Guide: ISBN-10: 1935589679; ISBN-13: 978-1935589679, Project Management Institute, 2013

Paul Roberts: Guide to Project Management: Getting it right and achieving lasting benefit, The Economist Newspaper Ltd., 2013., ISBN-10: 1118383702

Other teaching aids: teaching slides and other project documents

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student knows the rules, the process and the ethical norms of cooperation in projects, teams, work organisations, project management

- knowledge of the basic methods used in project planning and team management
- have a basic vocabulary for project management

b) skills

- the ability to plan, implement and manage a complex project
- the ability to apply project planning and management and team management methods
- the ability to think in systems terms and to review project processes at system level

c) attitude

- constructive, cooperative and proactive in project and team work
- problem solver, able to make decisions and compromise in decision-making situations
- empathetic, receptive to the opinions of others

d) autonomy and responsibility

- independently plan, manage and implement the project under general professional supervision
- plan the composition of the project team on the basis of professional guidance and involve the members in the work
- takes responsibility for the implementation of the project

3. Subject name: CUSTOMS UNION AND CUSTOMS POLICY	Credit: 3
Subject name in English: Customs Union and Customs Policy	Code(s): 2351
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The basic aim of the training is to introduce the EU as a customs union: the EU is a customs territory within which the freedom of goods and services (internal market) is guaranteed and it applies a common customs policy towards countries outside the EU. Students will learn about the objectives, main instruments and institutions of the common customs policy. Students will become familiar with existing EU and related national customs legislation and its application.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The EU as a customs union, the objectives, instruments and main institutions of the common customs policy. The relationship between EU and national legislation in the implementation of customs policy 2. Basic concepts and knowledge of customs law, Glossary of customs law 3. Union Customs Code: Regulation (EU) No 952/2013 of the European Parliament and of the Council of 9 October 2013. Domestic legislation related to the implementation of the EU Regulation: Act CLII of 2017 on the implementation of EU customs law 4. Customs-approved treatment or use of goods, customs procedure, presentation, release, right of representation, customs status, customs territory, customs frontier, customs route, customs 	

- duty, distinction between goods and goods
5. Rules of origin of goods, basic features of the tariff
 6. EUR1, EUR2, EUR-MED, and other documents, the function of the invoice declaration, their relation to the obligation to pay customs duties
 7. Determination of the customs value
 8. Separating commercial and non-commercial traffic, ensuring customs duties 1.
 9. Customs administrative procedures
 10. Regulation of tasks to be carried out at the border, knowledge of goods declaration
 11. Forms of customs procedures, decisions
 12. Customs procedures retaining the character of goods (transit, storage, inward processing, temporary admission)
 13. Continuation of customs procedures, customs procedure discharging the customs status of goods (customs clearance for domestic traffic)
 14. The customs export procedure (export control, temporary export, outward processing)
 15. Payment obligations and tariff reductions. Modification of decisions of customs procedures, appeals. 2.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

European Commission (2014): The European Union explained. The EU customs union: protecting people and facilitating trade. Publications Office of the European Union, 2014. http://europa.eu/pol/index_en.htm <http://europa.eu/!bY34KD>

European Commission (2018): Union Customs Code - UCC - Q&A. https://ec.europa.eu/taxation_customs/business/union-customs-code/ucc-qanda_en

Recommended literature:

The UCC was adopted on 9 October 2013 as Regulation (EU) No 952/2013 of the European Parliament and of the Council.

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32013R0952&from=EN>

Other teaching aids: lesson plans with yearly updates

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) knowledge

- understand the essence of the customs union and customs policy and how it is implemented in the EU
- basic concepts and knowledge of customs law, the Union Code and its essentials
- be familiar with the EU legislation in force and related national customs legislation
- know the tasks to be carried out at the customs border
- knowledge of auditing and other related tasks
- know the actors, characteristics and rules of the customs segment
- be familiar with the rules applicable to trade with third countries (outside the EU)
- understand the difference between trade procedures with countries outside the EU and within the EU

b) skills

- can understand the essence of the Customs Union and the competences of EU and national legislation, and the changes in legislation in this context
- have an overview of trade policy, customs policy, customs law and their relations in practice
- be able to resolve customs clearance issues related to international goods transport, and to deal with problems in a meaningful way
- the ability to solve specific customs and transport problems (e.g. oversized cargo, live animals, etc.)

c) attitude

- monitor changes in customs policy and customs law in his/her area of expertise

d) autonomy and responsibility

- takes responsibility for developing customs knowledge relevant to his/her work and applying it as necessary in his/her decisions

4. Subject name: TDK (CONFERENCE OF STUDENTS)	Credit: 4
Subject name in English: Scientific Students' Associations Conference	Code(s): 236
Responsible for the subject: rector	
Involved Professor(s): consultant(s)	
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: -	
Method of assessment: signature - <i>in the case of group research, the results of the research must be summarised and presented at the home TDK; in the case of individual research, the results of the research must be summarised and presented at the home TDK</i>	
Mid-year study requirements: completion of methodological basics and presentation exercises for both group and individual research participants under the guidance of the consultants	
Assessment of knowledge, skills and competences: continuous contact between the student(s) and his/her advisor(s), during which the student's research work and its progress is monitored	
Curricular place of the subject: optional	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Condition (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>TDK and other academic activities (extra-curricular) are designed to motivate students to engage in scientific research, both in groups and individually. The Research Centre established at the College provides an appropriate organisational framework for the establishment of student circles. The Polányi Károly Szakkollégium provides mentors and discussion evenings to support the work of students, and events organised by both organisations encourage students with similar interests to work together. Individual research is guided by the College's faculty as consultants. Students' TDK activities are a good basis for writing a high-quality BA thesis and for continuing</p>	

their studies at MA level.

Learning material/Process and outcome of scientific work:

For group research

1. How to apply for the Research Centre call
2. Activity under the supervision of a research leader
3. Summarising and presenting the results of the research in a house TDK (and other forums)
4. Activity recognised by the research leader's assessment

For individual research

- a) Application for the TDK announced by the College
- b) Ongoing research under the guidance of a college lecturer or external expert
- c) Preparation and submission of a scientific thesis
- d) Presentation of the thesis at the home TDK (and other forums)

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

OTDK Central and Section Calls. <https://otdk.hu/otdk/aktualis-otdk>

Calls for proposals from the Research Centre

Recommended literature:

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) your knowledge

- the student's knowledge will be broadened and deepened, resulting in a knowledge of the subject area of research that enables him/her to formulate and analyse comprehensive, specific contexts
- become familiar with several specific methods of knowledge acquisition, research and abstraction techniques
- selects and develops solution alternatives on the basis of a weighting of the problems encountered and an evaluation of the outcomes of possible solution methods

b) your skills

- the student is able to organise research independently, define objectives and methods
- can apply relevant research methods independently in groups and individually
- can articulate and defend their own research findings and ideas
- the student is able to compare different critical approaches, analyse them from different

perspectives and develop his/her own professionally informed critical opinion

- be able to communicate research results in a fluent and clear way (written, visual and otherwise), without having problems with code-switching

c) attitude

- the student is receptive to new economic and social phenomena
- motivated and curious to understand new phenomena and explore their causes
- reflect critically on information arising from research
- is confident in his/her own abilities and bases independent conclusions on arguments and facts

d) its autonomy and responsibility

- the student is able to act independently in a real research project, both in identifying and planning the resources needed for the solution, in critically analysing the sources and in carrying out the research
- understands freedom of thought and its responsibilities
- understands the difference between general and professional ethics, acts according to ethical standards in scientific research

Priority criteria:

Subject name: Thesis Writing	Credit: 10
Course name in English: Thesis Writing	Code(s): 185
Responsible for the subject: rector	
Involved Professor(s): internal consultant	
Classification of the subject: criterion	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: -	
Method of assessment: signature - the course must be completed before the thesis can be accepted by the college	
Mid-year study requirements: minimum 3-3 consultations with internal and external consultants, certified by the signature of the consultants on the Thesis Supplement	
Assessment of knowledge, skills and competences: continuous contact between the student and his/her advisers, during which the student's research and its progress are monitored	
Suggested semester: semester 7	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Pre-study obligations (if any): simultaneous completion of the internship and all compulsory/optional subjects and 180 credits	
Subject description: a concise but informative description of the subject to be covered	
The aim of the unit is for the student to prepare and submit a thesis through continuous contact with the supervisors and independent research.	

Learning material/Timetable of activities:

1. Mapping, collecting and selecting literature. Preparing a timetable, setting out the main sub-periods
2. Finalising the outline of the thesis, defining the scope of each chapter. Preparing the table of contents. Starting the research work
3. Preparation of the main text, continuous monitoring of the quantity and quality of annotation
4. Supplement the thesis with illustrations, annexes and tables. Drafting the preface and conclusion, finalising the bibliography and footnotes
5. Finish shaping. Printing and binding

The 2-5 most important *compulsory* and *recommended* literature**Required reading:**

Rules for the preparation of theses. Tomori Pál College, <http://www.tpfk.hu/en/regulations-and-documents>

Study and examination regulations. Tomori Pál College, <http://www.tpfk.hu/en/regulations-and-documents>

Recommended literature:**Other teaching aids: -**

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) your knowledge

- the student's knowledge of the research subject area is such that he/she is able to formulate and analyse comprehensive, specific contexts
- knows several specific methods of knowledge acquisition, research and abstraction techniques
- selects and develops solution alternatives on the basis of a weighting of the problems encountered and an evaluation of the outcomes of possible solution methods

b) your skills

- the student is able to compare different critical approaches, analyse them from different perspectives and develop his/her own professionally informed critical opinion
- can communicate research results in a fluent and clear way (written, visual and otherwise), without having problems with code-switching
- use the terminology, reference, citation, copyright and ethical rules specific to the field in written, oral and visual communication
- be able to work with large amounts of foreign-language literature and texts

c) attitude

- the student reflects critically on the information arising from the research
- approaches abstract and complex problems on an interdisciplinary basis

- consciously puts ethical standards in research at the service of a sustainable future

d) its autonomy and responsibility

- the student acts independently in a real research project, both in identifying and planning the resources needed for the solution, in critically analysing the resources and in carrying out the research
- understands the difference between general and professional ethics, acts according to ethical standards in scientific research