

2026



Business Administration and Management BA

STUDY PROGRAM

UNIVERSITY OF DUNAÚJVÁROS

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DESCRIPTION OF THE DEGREE STUDY PROGRAM

Business Administration and Management BA (Business Communication and Enterprise Management Specialisations)	
The higher educational institution responsible for the study program	University of Dunaújváros (Dunaújvárosi Egyetem)
Identification number of the higher educational institution	FI60345
Address	1/A Táncsics Mihály utca, 2400 Dunaújváros, Hungary
Head of the higher educational institution	Dr habil. István András, Ph.D., Rector
People responsible for the study program	
The institute responsible for the study program	Institute for Social Sciences
Director of the institute (name, scientific degree)	Dr. Andrea Keszi-Szeremlei Ph.D., college professor
Responsible person for the study program (name, scientific degree)	Dr. Lajos Veres
Specializations and the person responsible for the specialization (name, scientific degree)	
Business Communication specialisation:	Dr. habil István András
Enterprise Management specialisation:	Dr. Andrea Keszi-Szeremlei
Details of the study program	
Entry requirements	General Certificate of Education or a certificate of secondary school final exam, that certificate, which is required to start a higher educational study program in the home country of the student,
Level	undergraduate
Qualification	Bachelor of Arts (BA)
Description of the qualification in Hungarian	közgazdász gazdálkodási és menedzsment alapképzési szakon
Description of the qualification in English	Economist in Business Administration and Management
Duration of study	7 semesters (3 and a half year) full-time program
Credit points to be acquired	180+30

Educational goals of the study program	The objective(s) of the training is to train economic experts who have acquired adequate knowledge of economics, social sciences, administration, applied economic methods in order to be able to plan and analyse the processes of companies, enterprises, financial institutions and budgetary organizations and to control and organize the company and enterprise processes and tasks. Furthermore, they must have in-depth knowledge that is adequate to enable them to continue with their studies in the graduate, master level.
Prerequisite(s) of selecting a specialization	To take the <i>Business Communication specialisation</i> the student must complete the study requirements of the following subjects until the end of semester nr. 4.: DUEN-TKM-220 Business communication To take the <i>Enterprise management specialisation</i> the student must complete the study requirements of the following subjects until the end of semester nr. 4. DUEN-TKT-219 Corporate finance DUEN-TVV-114 Management
Prerequisite(s) of starting a specialization and the way of classification	In the semester determined in the curriculum the Business Communication or Enterprise management specialisation will be started. The precondition of starting other specialisations is that minimum 15 students must choose to study in each specialisation.
Prerequisite(s) for starting the internship	Internship can only be started in the last (seventh) semester of the program. The prerequisite for starting professional practice is the successful completion of the <i>Thesis 1 - Research Methodology</i> course and the accumulation of a minimum of 170 credits. In addition to the <i>Field Practice</i> (20 credits) and <i>Thesis writing 2</i> (10 credits) courses specified for the final semester, students may complete a maximum of 2 courses (2*5 credits). Exceptions to this rule are official curricula compiled by the university that differ from the sample curriculum.
Work placement/Internship	The internship is a continuous internship lasting at least 12 weeks (480 hours for full-time students, 240 hours for part-time students) in the 7th (final) semester.

	Credit value: 20 credits
The earliest date and conditions for acceptance of internship based on work experience	Work experience can be completed in the form of an internship in the last (seventh) semester of the program, in positions and tasks relevant to the field of study. Students must register for the internship course and fulfill the reporting requirements as specified in the Moodle system. The "Completion of professional practice through work experience" application must be submitted with the specified documents attached. The date of issue of the documents attached to the application must be no more than one year prior to the date of submission of the application. In order to successfully complete the professional practice course, all specified documents must be prepared and uploaded.
Prerequisite(s) of issuing the pre-degree certificate (absolutorium)	The university leaving certificate certifies the successful completion of the exam requirements in accordance with the curriculum and the completion of the other study requirements (e.g. physical education) and the collection of the required number of credit points defined in the study and output requirements. This certificate is a proof without qualification and evaluation that the student has fulfilled all the study and exam requirements defined in the curriculum
Prerequisite(s) for thesis writing	The prerequisite for starting the <i>Thesis 2 – Thesis Writing</i> course is the successful completion of 50% of the Specialization courses and the Thesis 1 – Research Methodology course, and the accumulation of a minimum of 170 credits. In addition to the <i>Field Practice</i> (20 credits) and <i>Thesis writing 2</i>. (10 credits) courses specified for the final semester, students may complete a maximum of 2 courses (2*5 credits). Exceptions to this rule are official curricula compiled by the university that differ from the sample curriculum.
Thesis	The thesis research means the solution of an economic problem or the elaboration of a research task on such a special field, on which it can be completed on the basis of the knowledge acquired by the student during the years of his studies with the guidance of the first and second supervisor in one semester. The candidate proves with writing the thesis that he has adequate expertise in the practical use of the factual

	knowledge that he has learnt, and that he is able to do the tasks of an economist and that he is familiar not only with the course material, but with the related special literature, as well, and he is able to apply that in a value-creating way. Formal requirements: the extent of the thesis must be 40-60 pages. Credit points: 10 credits.
Prerequisite(s) of the final exam	The prerequisites of the final exam are the receipt of the university leaving certificate and the thesis accepted for evaluation. Furthermore, successful completion of the trial defense.
The final exam	The final exam is to check and evaluate the professional knowledge, skills and abilities, which is required to grant the degree certificate. In the final exam the student has to prove that he is able to apply the acquired knowledge in practice. The final exam includes defending the thesis and an oral exam of the subjects appointed in the curriculum. (FE1 and FE2).
Subjects of the final exam	FE1 (final exam 1 complex) subjects: TKT- 212 Economics 2. TKM-150 Introduction to Law TVV-122 Entrepreneurship TKT- 217 Basics of Accounting TKT- 114 Basics of Finance TVV-114 Management TVV-215 Marketing FE2 (final exam specialisation) subjects Business communication specialisation: TKM-256 Communication of the management for changes TKM-124 Business Talk and Presentation TKM-218 Organizational Communication TKM-118 Conflict Management and Economic Mediation Enterprise management specialisation: TKT-152 Business Evaluation TKT-216 Market and Competitiveness TKT-250 E-business
Average of the certificate	The diploma result shall be calculated as follows: $((FE1 + FE2 + T + SA)/4)$:

	(FE1) is the grade for the first final exam subject (FE2) is the grade for the second final exam subject (T) is the grade for the thesis, which is calculated as follows: • Grade received for the review 1/3 • Presentation 1/3 • Debating skills, answers to questions 1/3 (SA) the weighted grade point average for all credits earned during the entire study period, excluding the thesis (the result must be rounded to two decimal places).
Qualification of the certificate	excellent 4,51 - 5,00 good 3,51 - 4,50 satisfactory 2,51 - 3,50 pass 2,00 - 2,50
Preconditions of issuing the certificate	The precondition of the issue of certificate to prove the completion of higher educational studies is the successful final exam. The mother tongue of a foreign student is qualified as advanced language exam according to the Hungarian regulations.
Language Training	English
Mobility window	During the program, students should ideally take advantage of the mobility window in the 3rd, 4th, and 7th semesters. Since mobility depends on both the capacity of the foreign institution and the student's travel options, this window is flexibly integrated into the curriculum by the principles outlined in Section 45 of the Student Requirements System Study and Examination Regulations. A designated member of the International Relations Office will assist in selecting the host institution.
Sport	For full-time students, the minimum training time is. 2 hours/week for 4 semesters of the minimum duration.
Study mode	Full-time course

Required competencies:

Knowledge:

Students

- have the knowledge of basic and comprehensive definitions, theories, facts, national economic and international interdependences of economics relevant to the participants, functions and procedures of economics;
- have acquired the features and basic elements of micro and macro organizational levels, own the analysing methods of basic information collection, mathematics and statistics;
- have the knowledge of cooperation in projects, teams or work organization, know the rules and ethic norms of project management;
- have the knowledge of basic principles and methods relevant to the procreation, structure, the shaping and changing of organizational behaviour of organizations and institutions;
- know and understand the basic principles and methods of the control, organization and operation of economic processes; know the methodological basis of process analysis methodology, decision preparation and decision supporting of economic processes;
- have the knowledge of the basis of other (mechanical, judicial, environment protection, quality assurance etc.) special fields relevant to their field of specialization;
- have the knowledge of basic direction and organizational knowledge furthermore the knowledge of preparation, starting and conducting of projects and micro and macro enterprises;
- have the knowledge of operation of information technological appliances and office hardware that support the operation of organizations and economic procedures;
- have acquired the knowledge of written and oral forms of professional and efficient communication, and the method of using charts and graphs to show data,
- possess the knowledge of the basic professional vocabulary of economics in their mother tongue and at least in one foreign language;

Abilities:

Students

- are able to plan, organize economic pursuits, and projects, direct and control a smaller enterprise or business organization;
- are able to reveal facts and essential correlations, to formulate a systematic approach, to analyse, to formulate independent conclusions and critical remarks; to make decision-support proposals, to make decisions in familiar and partly unfamiliar – domestic and international environments, by applying the acquired theories and methods;
- follow and interpret the global and international economic processes, the changes in legislation, the policies relevant to and associated with the special field, and their effects, considering these in their analyses, proposals and decisions;
- are able to predict the complex consequences of the economic processes and organisational affairs;
- are able to apply the solution techniques of economic problems and the problem-solving methods with regard to the conditions and limits of application;
- are able to co-operate with representatives of other special fields;
- take part in group problem solving activities; having acquired the practical knowledge and having gained experience, they lead, organise, evaluate and supervise them;

- are able to manage a small or medium-sized enterprise or an organisational unit in a business organisation, having acquired the practical knowledge and having gained experience;
- present a theoretically and conceptually professional proposal or position verbally and in a written form in their native tongue and in a foreign language according to the rules of professional communication;
- are able to use a foreign language at an intermediate level.

Attitude:

Students

- act in a problem-sensitive and pro-active manner to ensure a high standard of work, and are constructive, co-operative and take the initiative in project work or team work;
- are receptive to new information, new specialist knowledge and methodologies; are open to undertaking new individual or co-operative tasks and taking responsibilities; make efforts to improve their knowledge and skills, develop working relations and co-operate with co-workers;
- are open to the changes in the wider social environment of their job responsibilities, work organisation or business, and make efforts to follow and understand the changes;
- are receptive to others' views, to the regional, national and European values (including social, ecological and sustainability aspects);
- accept and approve the importance of career planning;
- put efforts into self-development both inside and outside the world of work.

Autonomy and responsibility:

Students

- perform and organise the tasks specified in their job description individually, under general professional guidance;
- take responsibility for their analyses, conclusions and decisions;
- manage, organise and control organisational units, work teams, a business or a small business organisation taking responsibility for the organisation and the staff;
- organise, control and supervise economic activities according to their qualification;
- take responsibility for safeguarding professional, legal, ethical norms and standards related to their work and behaviour;
- perform their share of the tasks independently and responsibly as a member of a project, team or organisational unit;
- give presentations, lead discussions independently; autonomously take part in the work of the professional forums within and outside the business organisation.

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Curricular Web

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Subject code	Subject name	Credit	Requirement	Semester - Classes per week																								Prerequisite				
				1			2			3			4			5			6			7										
				T	P	L	T	P	L	T	P	L	T	P	L	T	P	L	T	P	L	T	P	L								
DUEN-TKK-915	Introduction to the use of artificial intelligence*	0	M	5*	5*	0																										
DUEN-IMA-100	Tutorial Mathematics	0	M	0	2	0																									-	
DUEN-IMA-151	Mathematics 1.	5	E	1	2	0																									-	
DUEN-TKM-150	Legal Knowledge	5	E	3	0	0																									-	
DUEN-TKT-111	EU knowledge	5	M	2	1	0																									-	
DUEN-TKT-114	Basic of Finance	5	M	1	2	0																									-	
DUEN-TKT-151	Economics 1.	5	E	1	2	0																									-	
DUEN-TVV-122	Entrepreneurship	5	M	1	2	0																									-	
DUEN-IMA-211	Mathematics 2.	5	M				1	2	0																						DUEN-IMA-151	
DUEN-ISF-010	Informatics	5	M				0	0	3																						-	
DUEN-TKK-251	Social Sciences	5	E				2	1	0																						-	
DUEN-TKT-211	General and Business Statistics	5	M				1	0	2																						-	
DUEN-TKT-212	Economics 2.	5	M				2	1	0																						DUEN-TKT-151	
DUEN-TKT-217	Principles of Accounting	5	M				1	2	0																						-	
-	Optional course	5	-							-	-	-																			-	
DUEN-MUT-111	Environmental Economics	5	M							2	1	0																			-	
DUEN-TKT-110	Value Based Management and Public Value	5	M							2	1	0																			-	
DUEN-TVV-111	Human Resource Management	5	M							1	2	0																			-	
DUEN-TVV-114	Management	5	M							1	2	0																			-	
DUEN-TVV-116	Project Management	5	M							1	2	0																			-	
DUEN-IMA-214	Operational research and Decision theory	5	E									1	0	2																	DUEN-IMA-151	
DUEN-TKM-220	Business Communication	5	M									1	2	0																	-	
DUEN-TKM-251	English for Economics	5	E									1	2	0																	-	
DUEN-TKT-220	Corporate Finance	5	M									2	2	0																	DUEN-TKT-114	
DUEN-TVV-215	Marketing	5	M									1	2	0																	-	
DUEN-TVV-219	Operations and Quality Management	5	M									1	2	0																	-	
-	Optional course	5	-															-	-	-											-	
-	Specialization	10	-															-	-	-											-	
DUEN-TGT-112	Accounting analysis	5	M														1	1	1												DUEN-TKT-217	
DUEN-TVV-150	Marketing management	5	E														1	2	0												-	
DUEN-TVV-151	Strategic Management	5	E														2	1	0												-	
-	Specialization	10	-																		-	-	-								-	
DUEN-TKT-213	Public management	5	M																		2	1	0								-	
DUEN-TKT-215	International Economics	5	M																				2	1	0						-	
DUEN-TGT-215	Accounting management, controlling and information management	5	M																		1	1	1								-	
DUEN-TVV-090	Thesis-Research Methodology	0	S																				1	0	0						-	
DUEN-TVV-216	Management Methods	5	M																				1	2	0						DUEN-TVV-114	
	Sport	0	S																													
DUEN-TKT-093	Specialization	30	-																									-	-	-		-
	Number of Theoretical/Practice/Lab classes per week			9	9	0	7	6	5	7	8	0	7	10	2	4	4	1	7	5	1	0	0	0								
	Total number of classes per week			18			18			15			19			9			13			0										
	Total credit points			210																												
BUSINESS COMMUNICATION																1	5	0	3	3	0											
																6			6													
				18			18			15			19			15			19			0										
ENTERPRISE MANAGEMENT																2	4	0	3	0	3											
																6			6													
				18			18			15			19			15			19			0										
SUSTAINABLE FINANCE																5	1	0	4	2	0											
																6			6													
				18			18			15			19			15			19			0										

Note: * total number of hours per semester

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BUSINESS COMMUNICATION																									
Subject code	Subject name	Credit	Requirement	Semester - Classes per week																		Prerequisite			
				1			2			3			4			5			6				7		
				T	P	L	T	P	L	T	P	L	T	P	L	T	P	L	T	P	L		T	P	L
DUEN-TKM-118	Conflict Management and Economic Mediation	5	M													0	3	0					-		
DUEN-TKM-124	Business Negotiation and Presentation	5	M												1	2	0						-		
DUEN-TKM-218	Organizational Communication	5	M															2	1	0			-		
DUEN-TKM-256	Communication of change management	5	E															1	2	0			-		
DUEN-TKT-091	Thesis Research 2. - GAZDBA	10	S																		1	0	0	DUEN-TVV-090, completed at least 170 credits	
DUEN-TKT-093	Field practice - GAZDBA	20	S																		0	0	0	DUEN-TVV-090, completed at least 170 credits	
	Number of Theoretical/Practice/Lab classes per week			0	0	0		0	0	0	0	0	0	0	0	1	5	0	3	3	0	1	0	0	
	Total number of classes per week			0		0		0		0		6		6		1									
	Total credit points			50																					
ENTERPRISE MANAGEMENT																									
Subject code	Subject name	Credit	Requirement	Semester - Classes per week																		Prerequisite			
				1			2			3			4			5			6				7		
				T	P	L	T	P	L	T	P	L	T	P	L	T	P	L	T	P	L		T	P	L
DUEN-TKT-152	Business Valuation	5	E												1	2	0						-		
DUEN-TVV-119	Analysis of Business Cases	5	M												1	2	0						-		
DUEN-TKT-216	Market and competitiveness	5	M															1	0	2			-		
DUEN-TKT-250	E-business	5	E															2	0	1			-		
DUEN-TKT-091	Thesis Research 2. - GAZDBA	10	S																		1	0	0	DUEN-TVV-090, completed at least 170 credits	
DUEN-TKT-093	Field practice - GAZDBA	20	S																		0	0	0	DUEN-TVV-090, completed at least 170 credits	
	Number of Theoretical/Practice/Lab classes per week			0	0	0		0	0	0	0	0	0	0	0	2	4	0	3	0	3	1	0	0	
	Total number of classes per week			0		0		0		0		6		6		1									
	Total credit points			50																					
SUSTAINABLEFINANCE																									
Subject code	Subject name	Credit	Requirement	Semester - Classes per week																		Prerequisite			
				1			2			3			4			5			6				7		
				T	P	L	T	P	L	T	P	L	T	P	L	T	P	L	T	P	L		T	P	L
DUEN-TGT-110	ESG approach for businesses	5	M												2	1	0						-		
DUEN-TGT-150	Taxation	5	E												3	0	0						-		
DUEN-TGT-251	Sustainable economics	5	M															2	1	0			-		
DUEN-TGT-252	Sustainable Finance and the BigTech companies in Finance	5	E															2	1	0			-		
DUEN-TKT-091	Thesis Research 2. - GAZDBA	10	S																		1	0	0	DUEN-TVV-090, completed at least 170 credits	
DUEN-TKT-093	Field practice - GAZDBA	20	S																		0	0	0	DUEN-TVV-090, completed at least 170 credits	
	Number of Theoretical/Practice/Lab classes per week			0	0	0		0	0	0	0	0	0	0	0	5	1	0	4	2	0	1	0	0	
	Total number of classes per week			0		0		0		0		6		6		1									
	Total credit points			50																					

Business Administration and Management BA Course Descriptions

Introduction to the use of Artificial Intelligence

Title of the subject		Hungarian		Bevezetés a mesterséges intelligencia használatába				Level		compulsory				
		English		Introduction to the use of artificial intelligence				Code		DUEN(L) -TKK- 915				
Responsible Academic Unit				Teacher Training Centre										
Compulsory prerequisite subject:				none										
Type		Lecture		Seminar		Lab		Requirements		Credit		Language of instruction		
Full time			Per semester	5	Per semester	5		0	F		0		Hungarian	
Part time			Per semester	5	Per semester	5		0						
Person responsible for the subject:				name:		Czifra Sándor				position:		Teaching assistant		
Lecturer:				name:						position:				
Course objectives and justification (content, learning outcomes, place in curriculum)				Objectives and development goals										
				The rapid development of artificial intelligence and its integration into everyday life is fundamentally transforming access to knowledge, learning methods, and educational and workplace environments. As a result, there is a growing demand for targeted, short-term training courses that provide comprehensive yet practical knowledge about artificial intelligence. The primary goal of the 10-hour artificial intelligence training course is to provide participants with meaningful, systematic, and applicable knowledge, while laying the foundation for a critical and responsible approach to the technology.										
				The general aim of the training is to provide participants with a comprehensive overview of the basic concepts, operating principles, and key areas of application of artificial intelligence, and to enable them to use AI tools in a conscious and goal-oriented manner in their own learning or professional environment. The training does not aim to impart in-depth technical or programming knowledge but rather to develop participants' competencies based on the three pillars of understanding, applicability and reflection.										
				The training also aims to help students understand the basic principles of AI including the role of data and how algorithms work. The training includes a brief overview of the historical development of AI, which helps students understand the current state of technology and future possibilities.										
				The 10-hour time frame provides participants with the opportunity to gain practical experience in using simple, widely available AI-based tools. Within this framework the aim of the training is to teach participants the principles of effective instruction i.e. prompting and to enable them to use these tools for various purposes such as information retrieval and content creation. Another important goal is for participants to be able to critically evaluate AI-generated content, recognizing its inaccuracies, biases and limitations.										
				One of the main goals of artificial intelligence education is to encourage participants to adopt an open yet critical approach to AI technologies. The training helps participants become aware of the role of human decision-making, creativity and responsibility in the use of AI. A key objective is to provide a basic understanding of ethical, legal and data protection issues, with a particular focus on their application in an educational environment.										
Typical lesson types:				Lecture		For all students, in a large lecture hall, blackboard presentation, projector or online using MS Teams								

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	Seminar	By providing access to appropriate IT equipment and web-based AI tools in the computer room.
	Lab	
	Other	
Requirements (in learning outcomes)	Knowledge	During the lectures students will learn about artificial intelligence, its basic concepts, and theoretical frameworks. The lectures will cover the basic principles of artificial intelligence and its main areas of application. In order to apply new technologies, they will understand and comprehend the data protection, ethical, and social implications of using artificial intelligence-based systems and learn about the factors that influence the reliability of AI systems.
	Skills	After completing the training, participants will be able to consciously use simple AI-based tools (e.g. text, image or presentation generators), create and apply well-formulated prompts for their purposes. They will recognize the advantages and limitations of using AI. In line with conscious application students will be able to critically evaluate AI-generated content, integrate it into learning or teaching processes, and design application scenarios in their own areas of interest and expertise.
	Attitude	The training helps participants become open to learning about and trying out AI-based solutions, while also recognizing whether a given problem is suitable for an AI solution. After completing the course students will be able to critically evaluate information obtained through AI and use AI tools responsibly and ethically. They will strive for continuous professional development and keep up with the latest AI innovations, recognizing the importance of lifelong learning in the long term.
	Autonomy and responsibility	The student is able to independently select and apply AI tools when solving a given problem. They take responsibility for the accuracy, reliability and ethical use of the outputs they produce. They recognize their own limits of competence in AI-based analysis tasks.
Short description of subject content	The aim of the 10-hour artificial intelligence (AI) training course is to provide participants with a comprehensive yet practical overview of the basic concepts, operating principles and potential applications of AI. The introductory section of the course clarifies the concept of artificial intelligence and current technological trends. After that, the focus gradually shifts to practical applications. Students learn about generative AI tools (such as text, image and study material generation). An important part of the course is discussing ethical, legal and data protection issues, with a special focus on responsible AI use in education. By the end of the course participants will be able to use AI-based tools critically and reflectively, recognize their pedagogical added value and make informed decisions about their application. The 10-hour course does not provide in-depth programming knowledge, but develops digital and pedagogical competencies that lay the foundation for the informed, responsible, and effective use of AI.	
Forms of student activity	Assessment of listening comprehension with note-taking – 50% Individual practical assignments – 50%	
Required reading and resources	- National AI Strategy (Hungary) - AI-MI-tools: Elicit, Scite.ai, ChatGPT, Consensus, ScholarAI, Semantic Scholar, ResearchRabbit	
Recommended reading and resources	- UNESCO (2023): <i>AI in Science and Research Ethics Guidelines</i> - OECD (2024): <i>Responsible AI for Research and Innovation</i> - Elsevier & Springer AI policy for authors <u>Peter Norvig, Stuart J. Russell</u>: Artificial Intelligence Volume I – A Modern Approach - Malcolm Show-Enczi Zoltán: Artificial Intelligence for beginners – Learn how artificial intelligence can be your best colleague and helper! - Stuart J. Russell: Artificial Intelligence: A Modern Approach	

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	• Russell, S., & Norvig, P. (2021). <i>Artificial Intelligence: A Modern Approach</i> (4th ed.). Pearson. • Alpaydin, E. (2020). <i>Introduction to Machine Learning</i> (4th ed.). MIT Press. • Mitchell, T. M. (1997). <i>Machine Learning</i>. McGraw-Hill. • Christian, B. (2020). <i>The Alignment Problem: Machine Learning and Human Values</i>. Norton & Company.
Assignments	Preparation of individual project tasks/case studies using AI-based tools in line with the number of measurement points specified in the TVR.
Description and schedule of exams	There is no midterm test.
Framework and rules for the use of artificial intelligence	Given the nature of the course content the use of artificial intelligence is permitted in all situations.

Tutorial Mathematics

Title of the subject		Hungarian		Matematika felzárkóztató				Level	compulsory		
		English		Tutorialmathematics				Code	DUEN(L)-IMA-100		
Responsible Academic Unit				Institute of Informatics							
Compulsory prerequisite subject:				none							
Type		Lecture		Seminar		Lab		Requirements	Credit	Language of instruction	
Full time		Per semester	0	Per semester	2		0	A	0	Hungarian	
Part time		Per semester	0	Per semester	10		0				
Person responsible for the subject:				name:		Dr. Gordana Stankov			position:	Assistant Professor	
Lecturer:				name:					position:		
Course objectives and justification (content, learning outcomes, place in curriculum)				Objectives and development goals							
				This course is recommended, based on a preliminary assessment of prior knowledge, for students enrolled in the Bachelor's programmes in Business Administration and Management, Materials Engineering, Mechanical Engineering, Business Informatics, Computer Engineering, and Technical Management, as well as in higher-level vocational programmes in technical and business-related fields.							
				The primary objective of the course is to provide students with the fundamental mathematical knowledge required for higher education studies. It aims to strengthen and systematize students' mathematical knowledge, skills, and competencies in order to establish an appropriate foundation for successfully completing university-level mathematics courses.							
				The course builds on the mathematical knowledge acquired in secondary education.							
Typical lesson types:				Lecture	-						
				Seminar	Classroom exercises, structured student contribution, presentation, case study analysis.						
				Lab	-						
				Other	-						
Requirements (in learning outcomes)				Knowledge							
				The student has knowledge of the methods and procedures necessary for solving mathematical problems related to their field of study.							
				They possess the fundamental mathematical background required for their discipline, including knowledge of functions and linear algebra.							
				Skills							
				The student is able to apply the acquired mathematical knowledge and related activities in practice. They apply the learned problem-solving methods and procedures in solving mathematical tasks. They are able to develop their own solution strategies and defend them in discussions by using appropriate mathematical reasoning and argumentation. They are capable of organizing their own learning process effectively and of identifying and using various learning resources (printed and electronic).							
				Attitude							
				The student is open to understanding and adopting developments and innovations in mathematics and applied mathematics related to their qualification and field of study. They show interest in new methods and tools relevant to their discipline. Their attitude towards solving technical problems is strengthened and further developed.							
				Autonomy and responsibility							
				Students take responsibility for their own work.							
Short description of subject content				The course covers the content of the intermediate-level mathematics matriculation exam. Operations with complex numbers. Set theory concepts and the notion of functions. Number sequences, exponentiation, root extraction, and order of operations.							

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	Logarithms, solutions of linear and quadratic equations. Solving word problems.
Forms of student activity	Guided problem-solving: 60% Independent problem-solving: 40%
Required reading and resources	• OpenStax. (2021). <i>Precalculus 2e</i>. Houston, TX: OpenStax. ISBN 978-1-951693-40-4. • Abramson, J. (Ed.). (2021). <i>Algebra and Trigonometry 2e</i>. Houston, TX: OpenStax. ISBN 978-1-951693-40-4.
Recommended reading and resources	• OpenStax. (2021). <i>College Algebra (2e)</i>. Houston, TX: OpenStax. ISBN 978-1-951693-41-1. • OpenStax. (2022). <i>Contemporary Mathematics</i>. Houston, TX: OpenStax. ISBN 978-1-951693-56-5.
Assignments	-
Description and schedule of exams	During the semester, full-time and part-time students will take one midterm test in week 13. Students who achieve at least 50% on the midterm will receive a graded signature.
Framework and rules for the use of artificial intelligence	Artificial intelligence may be used during classwork; however, it is not permitted for solving tests.

Mathematics 1.

Title of the subject		Hungarian				Matematika 1				Level		compulsory	
		English				Mathematics 1				Code		DUEN(L)-IMA-151	
2026/27/1													
Responsible Educational Institute						Informatics Institute							
Prerequisites													
Type		Weekly contact hours						Requirement	Credits	Language			
		Lecturers		Practice sessions		Labs							
Full time	150/39		1		2		0	Exam	5	English			
Part time	150/15	Semester	5	Semester	10	Semester	0						
Course coordinator				Name			Dr. Antal Joós			Position	Associate Professor		
Course objectives and justification (content, learning outcomes, place in curriculum)				Objectives and development goals Acquiring the mathematical foundations necessary for further studies.									
				Training background, development objectives									
				Training background: knowledge and skills acquired in public education. Related subjects: Engineering Mathematics 2, Mathematics 3, Operations Research and Decision Theory.									
				Related objectives: learning the concepts and relationships of linear algebra, probability theory, and statistics that are essential for working in the field.									
Typical lesson types:				Lecture									
				Seminar	Classroom practice, student-written posts, presentations, case study analysis								
				Lab									
				Other									
Requirements (in learning outcomes)				Knowledge Knows the methods and procedures necessary for solving mathematical problems in their field of expertise. Possesses the knowledge and skills in mathematics, function theory, and linear algebra necessary for their field of expertise.									
				Skills Is able to apply the mathematical knowledge and skills they have learned. Applies the problem-solving methods and procedures learned. Is able to prepare their own solution plan and defend it in discussions (argumentative debate skills) in relation to the mathematical concepts learned. Is able to organize their own learning process effectively, find and use various learning resources (printed, electronic).									
				Attitude Is open to learning about and accepting mathematics-based, applied mathematical developments and innovations related to their qualification and field of expertise. Is interested in new methods and tools related to their field of expertise.									
				Autonomy and responsibility Responsibility for their own work and that of their colleagues.									
Short description of subject content				Linear equation systems. Matrices, operations with matrices. Matrix determinant, inverse, rank. Vectors, operations with vectors. Basis transformation. Space elements, metric tasks. Eigenvalues, eigenvectors. Operations with complex numbers. Set theory, the concept of a function. Limits of sequences, convergence criteria. Basic properties of single-variable real functions, limits, continuity. Interpretation of the differential quotient of single-variable real functions, the relationship between differentiability and continuity, the derivative function, the differential of a differentiable function. General differentiation rules, differentiation of elementary functions. Mean value theorems of differential calculus, higher-order derivatives, L'Hospital's rule, function discussion. The concept of the Riemann integral, conditions for									

	integrability, properties of definite integrals, mean value theorem of integral calculus, Newton-Leibniz formula. Primitive functions, indefinite integrals and some of their properties, basic integrals. Integration methods. Improper integrals. Basic properties of real functions of several variables, differential calculus, calculation of extreme values. Tasks related to nuclear energy and green energy.
Forms of student activity	Learning theoretical material with guidance and independently. Solving tasks with guidance and independently. Learning theoretical material with guidance: 10% Learning theoretical material independently: 30% Solving tasks with guidance: 30% Solving tasks independently: 30%
Compulsory literature	1] Lay, D. C.: Linear Algebra and its applications, 4th edition, Addison-Wesley, 2012. [2] Stewart, J.: Complex Numbers, Additional Topic to Essential Calculus, 2nd edition, 2013, pp. 1-11. [3] Smith, R. T., Minton, R. B.: Calculus: Early transcendental functions, 4th edition, McGraw Hill, New York, 2012.
Recommended literature	
Assignments	As stated in the first lesson.
Description and schedule of exams	As stated in the first lesson.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted. Artificial intelligence is permitted for checking homework assignments, accelerating the learning process, and generating sample examples to facilitate understanding of concepts, but its use is prohibited in closed-book exams.

Introduction to Law

Subject name		In Hungarian	Jogi alapismeretek				Szintje	A			
		In English	Legal Knowledge				Level	A			
Subject code			DUEN(L)-TKM-150								
Responsible educational unit			Institute for Social Sciences Department of Organisation Development and Communication Sciences								
Name of Mandatory Preliminary Study			-								
			Number of Lessons			Requirements	Credits (ECTS)	Language of Education			
		Theoretical	Practice		Lab						
Full-time	3		3		0					0	
Correspondence	150/15			15		0		0	CA (Continuous assessment)	5	English
Teacher responsible for the course			Name			Dr. habil. Orsolya Fruzsina Falus			Position	assoc. prof.	
Educational goals			The goal of the course is to introduce the terminology of law and the rule of law in Hungary, in the European Union and from an international perspective, as well. Students will learn the principals of the Fundamental Law and the basics of public administration in Hungary, in the EU and the countries of the international community. They should be able to understand laws and apply the principle rules regulating business life. Students understand corruption as a criminal law concept, and know its forms, the United Nations Convention against Corruption, the EU anti-fraud policy, the OLAF (European Anti-Fraud Office) and its investigative powers. They are familiar with the policies aiming at the prevention of corruption.								
Typical delivery methods			Theoretical			In a classroom with the use of projector or computer in each lecture.					
			Practice			-					
			Lab			-					
Requirements			Knowledge								
			- Knows the basics of the legal branches related to his/her field of expertise; - Is aware of the basic principles and methods for establishing organizations and institutions, developing and changing their structure and organizational behavior. Has legal knowledge regarding the establishment and operation of small and medium-sized enterprises. - Has knowledge regarding the regulation of corruption crimes that frequently occur in his/her field of expertise, the legal norms established for their prevention, as well as international and European conventions and the institutional system.								
			Ability								
			- Follows and interprets changes in relevant legislation and their effects in the field, and takes these into account in his/her analyses, proposals and decisions; - Is capable of substantive professional cooperation with lawyers working in his/her field; - Knows and correctly applies legal terminology related to his/her field in English; - Recognizes situations suspected of corruption and consciously applies the relevant legislation in force in order to avoid and prevent them.								
			Attitude								

	• Open to changes in the broader legal environment of the given job, work organization, and enterprise, and strives to follow and understand the changes; • Acceptable to the opinions of others, to sectoral, regional, national, and European values; • Convincedly defends the enforcement of human rights in their work; • Follows and interprets changes in domestic, EU, and International Legal norms. Within this, they pay special attention to following and complying with changes in social, environmental, and ecological-sustainability legal sources.
	Autonomy and responsibility • Takes responsibility for complying with legal and ethical norms and rules related to work and behaviour; • Using his/her knowledge of Contractual Law and Company Law, he independently leads, organizes and manages an organizational unit, work group, or enterprise, a smaller economic organization in a business organization, taking responsibility for the organization and its employees; • Based on his/her basic legal knowledge covering several branches of law, he/she performs the tasks assigned to him as a member of projects, group work, and organizational units independently and with legal responsibility.
Brief description of the subject content	The definition of Law and the Rule of Law. The system of legal sources. Human rights. The Fundamental Law of Hungary. The National Assembly and the national referendum. Legal competency - legal capacity and forms of representation. Legal entity. Establishment and termination of firms. Contracts. Introduction to criminal law. International law and EU law. Legal case studies. • Corruption: 1. Corruption as a criminal law concept. 2. Corruption offences. 3. United Nations Convention against Corruption. 4. EU anti-fraud policy; OLAF (European Anti-Fraud Office) and its investigative powers. Preventing corruption.
Activity forms of students	Frontal work: 50 % Individual or group work: 15% Test: 15% Communication situation exercises: 20%
Compulsory reading and its availability	Falus, Orsolya (2021), DIGITAL LEGAL KNOWLEDGE TEXTBOOK FOR INTERNATIONAL STUDENTS. Dunaújváros: DUE Press. ISBN 978-615-6142-12-2 (available: Moodle) United Nations Convention against Corruption (UNCAC) is the only legally binding universal anti-corruption instrument. It was drafted and negotiated in Vienna, Austria in 2002-2003 and subsequently adopted by the United Nations General Assembly on 31 October 2003. https://treaties.un.org/pages/ViewDetails.aspx?src=TREATY&mtdsg_no=XVIII-14&chapter=18#EndDec UNCAC: https://www.unodc.org/corruption/en/learn/what-is-uncac/prevention.html https://www.unodc.org/corruption/en/learn/what-is-corruption.html https://www.unodc.org/corruption/en/uncac/index.html OLAF: https://anti-fraud.ec.europa.eu/index_en Prevention: https://corruptionprevention.gov.hu/index
Recommended reading and its availability	The Universal Declaration of Human Rights (available: https://www.un.org/en/sections/issues-depth/human-rights/) The European Convention on Human rights (available: https://www.coe.int/en/web/human-rights-convention) The Fundamental Law of Hungary (available: http://hunmedialaw.org/dokumentum/151/THE_FUNDAMENTAL_LAW_OF_HUNGARY.pdf) Elizabeth Wolfenden: How to Evaluate an Oral Presentation (available: https://www.theclassroom.com/evaluate-oral-presentation-2661.html)
Hand-in Assignments/measurement reports	On 7th week midterm test (legal cases) On 13th week final test (legal cases)

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Description of midterm tests	Formation of the test grade: 0-50% insufficient 51-60% sufficient 61-70% average 71-80% good 81%- excellent
Framework and rules for the use of artificial intelligence	The use of Artificial Intelligence is partially permitted: • during class work, for data collection for assignments, for orientation, • during preparation for presentations. The use of all AI tools is prohibited during knowledge assessments and writing tests.

EU Knowledge

Subject name		In Hungarian		EU ismeretek				Level	A	
		In English		EU knowledge				DUEN(L)-TKT-111		
Subject code										
Responsible educational unit				Institute for Social Sciences Department of Economics and Management						
Name of Mandatory Preliminary Study										
Number of Lessons								Requirements	Credits (ECTS)	Language of Education
		Theoretical		Practice		Lab				
Full-time	150/39		2		1			M (Midterm mark)	5	English
Correspondence	150/15		10		5					
Teacher responsible for the course				Name		Dr. Lajos Veres		Position	Colleague Teacher	
Educational goals				In the European Studies course, students explore the vast diversity of Europe from a variety of perspectives, examining the language, culture, politics, economics and history of the region in order to comprehend the dynamics of European societies and the dilemmas of European identity in a globalizing world. The goal of the course is to develop the essential skills required to be a European citizen, to be able to critically analyze European dimensions in order to develop a thorough understanding of the European institutions, decision making processes and about European citizenship in general.						
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.				
				Practice		In a classroom with the use of projector or computer in each seminar.				
				Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Students as potential EU experts know: the development of EU integration the characteristics of the regional and cohesion politics of the EU the decision making processes of the EU institutions how to deal with the regulations of EU customs law how to react on the geopolitical changes of the EU as an international player						
				Ability Students will be able to: evaluate current EU affairs within the framework of certain EU policies define practical and theoretical aspects regarding EU decision making processes analyze and debate global and local effects of EU foreign and internal policies						
				Attitude Good, future-oriented experts characterized by self-instruction in regards of knowledge about the EUs role in the world. Open and willing to discuss major changes in the working mechanisms of the EU. Opinion leaders concerning the circumstances and features of the EU establishment.						
				Autonomy and responsibility In professional questions EU experts can play the role of a decision-maker and are able to solve problems alone. They are characterized by cooperation and responsibility towards other graduate experts in the field.						
				The course familiarizes students with research, development and innovation strategies of the EU. Presents the major programmes and EU schemes supporting the EU. Describes the four freedoms. Characterizes EU budget and the major milestones of the environmental protection policy.						
				Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%						

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Compulsory reading and its availability	SIMONA, Milio (2011): From Policy to implementation in the European Union: the challenge of a multi-level governance system. London: I.B.Tauris & Co Ltd. 224 p. ISBN 978 1 8488 5123 8 CINI, Michelle – PEREZ-SOLÓRZANO BORRAGÁN, Nieves (ed.) (2013): European Union Politics. 4th ed. 496 p. ISBN 978-0-19-969475-4 Both books are available in the University library
Recommended reading and its availability	HORVÁTH Zoltán (2011): Handbook of the European Union. 4th ed. Budapest: HVG-ORAC 707 p. ISBN 978-963-258-146-0 Available in the university library
Hand-in Assignments/ measurement reports	Students have to take a final test (problem-solving task, multiple choice test). During the semester the handing in of a home paper is compulsory, additional reading tasks might also take place.
Description of midterm tests	All students have to take weekly online tests and a vocabulary test after each topic. The midterm test consists of the most important definitions and vocabulary of the course and of the most important theoretical milestones of the subject.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: • during class work, for data collection and research related to assignments, • when preparing for presentations. The use of any AI tools is prohibited during knowledge assessments and written exams.

Basic of Finance

Subject name		In Hungarian	Pénzügytan alapjai					Level	A	
		In English	Basic of Finance						DUEN(L)-TKT-114	
Subject code										
Responsible educational unit		Institute for Social Sciences Department of Economics and Management								
Name of Mandatory Preliminary Study										
Number of Lessons						Requirements	Credits (ECTS)	Language of Education		
		Theoretical	Practice		Lab					
Full-time	150/39		1		2		0	M (Midterm mark)	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course		Name			Dr. Andrea Keszi-Szeremlei			Position	College Professor	
Educational goals		By the end of the course, students will be familiar with the interrelationships between economic policy and fiscal policy, the functioning of the banking system, the players in the stock market, and the characteristics of stock market operations. They will have the basic knowledge necessary to understand domestic and international financial processes. They will know and understand the differences in risk between basic investment opportunities. They will see the connections between international and domestic financial processes. They will have the basic financial tools necessary to perform financial calculations.								
Typical delivery methods		Theoretical		In a classroom with the use of projector or computer in each lecture.						
		Practice		In a classroom with the use of projector or computer in each seminar.						
		Lab								
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge - Knows the basic concepts of finance. - Knows the fundamental, comprehensive facts, directions, and limits of finance and financial matters. - Knows the most important connections, theories, and terminology in the field. - Knows the terminology, types, and basic principles of financial markets, institutions, and decisions, as well as the steps for effective financial performance measurement.								
		Ability - Is capable of basic analysis of the concepts that make up the knowledge system of finance, synthetic formulation of connections, and adequate evaluation. - Able to collect and analyze financial information - Able to make financial decisions in their professional and private life - Able to apply the professional experience gained in their economic, business, and financial activities to improve the effectiveness of their financial decisions and activities.								
		Attitude - Open to communicating and conveying the fundamental characteristics of comprehensive thinking and practical operation in their profession. - A desire for continuous self-improvement in the field of finance - Open and willing to discuss all aspects of financial issues that arise in the course of their work and to express their opinion without disclosing sensitive information about the economic, business, and financial situation of the company or institution where they work.								
		Autonomy and responsibility Independently thinks through comprehensive, fundamental professional issues and								

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	considers them based on the available resources. • Characterized by cooperation and responsibility with qualified professionals in the given field. • Understands complex financial situations in professional financial matters and plays a decision-making role. • Is able to solve basic financial problems independently. • Handles problems responsibly and is able to decide whether cooperation with others is necessary in a given financial situation.
Brief description of the subject content	The concept, role, characteristics, and decisive importance of economic policy in terms of economic development. The connections and characteristics of economic policy and fiscal policy in specific areas and their specific features. The concept and characteristics of public finances, the concept of public administration, its subsystems, and their cooperative system. Budget revenues and expenditures. The characteristics and instruments of fiscal policy. Money and money creation, money supply and money demand. Issues of modern monetary management, theoretical concepts of inflation, possible causes of inflation. The concept, types, tasks, significance, and place of banks and banking systems in the economy. Regulation, structure, and operation of the current Hungarian banking system. The role and tasks of the central bank, the system and instruments of monetary management. The operations and risks of commercial banks. The concept, groups, forms, operation, and instruments of money markets, capital markets, and securities markets. Securities: stocks and bonds; other securities. Concentrated markets and their operation, the concept, characteristics, and regulation of stock exchange trading. Stock exchange participants, characteristics of stock exchange operation. The concept, types, classification, characteristics and application of stock exchange transactions. Types of transactions, stock exchange participants The international financial system: money and capital flows. The origin of debts and claims, the realization of settlement. Means of settlement: the concept, characteristics, and groups of currencies and foreign exchange and their characteristics. Measuring monetary relations between countries: indicator system and balance of payments structure and international settlements. Balance of payments equilibrium and imbalance, debt and its management. Lending with the help of the financial market system and the institutions of the international financial system. Members of the international financial system: IMF, IBRD group. The formation of the European Union, its characteristics, organizational structure, and financial institutions.
Activity forms of students	Processing theoretical material under supervision 17% Independent processing of theoretical material 17% Task completion under supervision 17% Independent task completion 49%
Compulsory reading and its availability	Lecturer's notes available on MOODLE Study materials provided on MOODLE
Recommended reading and its availability	• Pamela Peterson –Drake-Frank J.Fabozzi: The Basics of Finance, An Introduction to Financial Markets, Business Finance and Portfolio Management, The Frank J.Fabozzi Series, 665 pages, Wiley Online Library, Elérhető: http://elib.peaceland.edu.ng:8383/greenstone3/sites/localsite/collect/peaceland/index/assoc/HASHc0b1.dir/doc.pdf • Eddie McLaney- Business Finance, Theory and Practice, 8th Edition, Pearson Education, Letölthető: http://www.books.mec.biz/tmp/books/E58R5U5EUTFE1SF8SBF3ZSBVUI16N6.pdf • Dahlquist, J. – Knight, R. (2022): Principles of Finance – egyes fejezetei, bit.ly/4aeJZiV • Kürthy G. (2018): Basic of Finance, Corvinus University, egyes fejezetei - bit.ly/46lftTK
Hand-in Assignments/ measurement reports	• 10 Homeworks (from the theoretical and practical material covered in class. Value: 5 points/HF (max. 50 points) (Deadline: as specified in Neptun) • Oral exam: basic financial concepts – weeks 12-13
Description of midterm tests	Three short tests will be written during the semester 1. Short test: practical tasks from weeks 1-6 – week 7 (10 points) (make-up date: between weeks 9-12)

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	2. Short test: practical tasks from weeks 7-12 – week 13 (15 points) (make-up date: weeks 13-14) 3. Short test: theoretical material from weeks 1-12: test, true/false, concepts, other theoretical tasks, questions – week 13. (25 points) (make-up date: weeks 13-14)
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Economics 1.

Subject name		In Hungarian	Közgazdaságtan 1.					Level	A
		In English	Economics 1.					Code	DUEN(L)-TKT-151
Responsible educational unit		Institute of Social Sciences Department of Economics and Management							
Name of Mandatory Preliminary Study									
Number of Lessons						Requirements		Credits (ECTS)	Language of Education
		Theoretical	Practice		Lab				
Full-time	150/39	1		2		0	E (Exam)	5	english
Correspondence	150/15	5		10		0			
Teacher responsible for the course			Name		Dr. Saleh Saleh Mohamad Ali			Position	Associate Professor
Educational goals			Goals, development objectives The course provides an introduction to economic concepts and basic economic theories. The course is divided into two parts: microeconomics, which focuses on the decision-making of individual consumers and firms, and macroeconomics, which focuses on economic issues at the aggregate level. The goal is for students who complete the course to understand the connections between micro- and macroeconomic phenomena, the economic relationships and the drivers of economic actions. They should understand the basic decision-making and substitution possibilities arising from the limitation of resources, the functioning of economies and markets, the place and role of actors in them, as well as the costs and benefits of economic interactions.						
Typical delivery methods			Theoretical		In a classroom with the use of projector or computer in each lecture.				
			Practice		In a classroom with the use of projector or computer in each seminar.				
			Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge Students as potential Economist know: the types, terminology and main principles of Economics basic concepts in Economics the steps of analysis in Economics						
			Ability Students will be able to: carry out basic analysis formulate a synthetic relationship carry out adequate evaluation activities						
			Attitude - Openness to authentic mediation and transmission of the overall mindset and the essential characteristics of practical operation of the profession. - Desire for continuous self-education in the field of economics.						
			Autonomy and responsibility In professional questions, the students can play the role of a decision-maker and are able to solve problems alone. They can tackle problems as responsible persons, i.e. in a certain situation, they can decide if there is a need to cooperate with others.						
Brief description of the subject content			Economics as a science. Introduction to economic thinking. Macro- and microeconomics. Positive and normative economic approach. The subject of economics, basic concepts. Economic systems. Coordination mechanisms in the economy. The market mechanism. The functioning of the market and the price mechanism. Demand and supply. Demand and supply function/curve. Market equilibrium and imbalance. Actors of the mixed economy. Motivations, income, and expenses of the household. Management of business organizations. Costs, income, and profit concepts. Market forms and market structures. The concept of						

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	national economic performance, the most important statistical indicators. Basic concepts, conditions, and measurement of economic growth. The concept and functions of money. The modern banking system and the money supply. Money market and inflation processes. Basic categories of the labor market. Labor market imbalances, unemployment. The role of the state in a market economy.
Activity forms of students	Guided learning Individual learning Guided task completion Individual/group task completion
Compulsory reading and its availability	Samuelson, P.A.- Nordhaus, W.D. Economics (2009) Mcgraw-Hill Publ.Comp. ISBN 0073511293
Recommended reading and its availability	N. Gregory Mankiw (2020) Principles of Economics. 9. kiadás. Cengage Learning Inc. ISBN-13: 978-0357038314 - Moffat, M. ((2020) Online Microeconomics Textbook https://www.thoughtco.com/online-microeconomics-textbook-1147732 - Moffat, M. ((2020) Online Macroeconomics Textbook Resources https://www.thoughtco.com/online-macroeconomics-textbook-resources-1147693 - Thomas Sowell (2014) Basic Economics. Basic Books ISBN-13: 978-0465060733 - Begg, D., S. Fischer and R. Dornbusch Economics 12e (2020) McGraw- Hill 800p ISBN 978-1526847393 - The Economy 2.0 CORE Econ. https://books.core-econ.org/the-economy/index.html
Hand-in Assignments/ measurement reports	Preparation and presentation of home assignments on predetermined topics of micro and macroeconomics.
Description of midterm tests	The test usually lasts for one hour and covers everything taught up to the date of test. The question paper will consist of multiple choice questions and short essay questions. With the possibility of making up/correction in the last week of study.
Frameworks and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and orientation for assignments - for data collection for certain homework assignments - during preparation for a closed-class paper The use of all AI tools is prohibited during knowledge assessments and writing closed-door papers.

Entrepreneurship

Subject name		In Hungarian		Vállalkozástan				Level		A							
		In English		Entrepreneurship				Code		DUEN(L)-TVV-122							
Subject code																	
Responsible educational unit				Institute for Social Sciences Department of Management and Enterprise Sciences													
Name of Mandatory Preliminary Study				-													
Number of Lessons						Requirements		Credits (ECTS)		Language of Education							
		Theoretical		Practice								Lab					
Full-time		150/39				1		2		0		M (Midterm mark)		5		English	
Correspondence		150/15				5		10		0							
Teacher responsible for the course				Name		Dr. Andrea Keszi-Szeremlei				Position		College Professor					
Educational goals				The curriculum provides a comprehensive knowledge of entrepreneurship, including the creation, operation, transformation, liquidation, financial management and the management of assets and liabilities. The student will be familiar with the means of preventing corruption. The student will be able to review the essence and the conduct of corporate management and to understand and apply corporate (business) law and regulations. They will be familiar with the economic, financial, human, material and property characteristics and components of companies, the risks inherent in the activities of companies and their types, the characteristics of international and domestic corporate cooperation and will be able to apply these at a skill level. In addition to theoretical knowledge, practical features will also be explored.													
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.											
				Practice		Flipchart, blackboard and other multimedia equipment in smaller seminar rooms suitable for group work											
				Lab		-											
Requirements				Knowledge - Understands the conceptual framework of business management. - Is familiar with the mechanisms of corporate operations. - Is familiar with the legal background and internal and external environment of companies. - Is familiar with the management systems, objectives, and strategies of companies.													
				Ability - Able to use the concepts of the field professionally. - Able to identify and define the resources of companies. - Able to implement the basics of corporate management. - Able to understand corporate goals and strategic steps. - Able to understand and use relevant literature.													
				Attitude - Open to actively interpreting changing communication communities and social situations. - Sensitive to solving problems arising from the functioning of relationships. - Receptive to exploiting opportunities for development.													
				Autonomy and responsibility - Takes responsibility for their own development. - Cooperates with others and seeks solutions to problems. - Feels responsible for the development of their work environment.													
Brief description of the subject content				The formation of companies, their concept, and the legal background of their operation. The macro and micro, external and internal environment of companies													

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	Anti-corruption in business practice (forms of corruption, means of prevention). Companies as economic systems, characteristics of economic systems, basic concepts of their operation. Company goals, goal systems, strategy. Economic decisions of companies. Description of corporate resources and activity systems. Company assets and resources, company financing. Organization and management of companies. Resource management in companies. Presentation of corporate production, services, and material processes. Internal and external logistics of companies. Human resource management in companies. Sources and role of corporate information. Corporate innovation. Corporate revenue and cost management. The concept of quality, total quality management and control (TQM). Corporate strategy, strategic principles, strategic management, strategy development, implementation, and control. Controlling. The role and presentation of business planning. Corporate ethics, responsibility, and culture in the operation of companies. Outsourcing, its development, types, and implementation possibilities.
Activity forms of students	Corporate cooperation. Individual and group activities: participation in individual and small group tasks, participation in guided corporate role-playing, analysis of case studies, examination of complex corporate simulations.
Compulsory reading and its availability	- William D. Bygrave - Andrew Zacharakis (2014): Entrepreneurship, 3rd Edition, John Wiley & Sons, DUE Library - Dollinger, Marc J. (2008): Entrepreneurship, Marsh Publications, Letölthető: https://shorturl.at/R1ydn - egyes részei Materials on MOODLE
Recommended reading and its availability	Jerome Katz, Richard Green (2014) Entrepreneurial Small Business. 4th ed. McGraw-Hill International Ed., ISBN: 978-0078029424, DUE Library
Hand-in Assignments/ measurement reports	Presentation and analysis of the business activities of a company selected by the student in week 14, using the knowledge acquired so far. Short presentation on a predetermined company-related topic.
Description of midterm tests	Midterm tests on weeks 7th and 12th. Supplementary test on week 13th.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Mathematics 2.

Title of the subject		Hungarian		Matematika 2				Level	compulsory			
		English		Mathematics 2				Code	DUEN(L)-IMA-211			
2026/27/1												
Responsible Educational Institute				Informatics Institute								
Prerequisites				Mathematics 1.							DUEN-IMA-151 DUEL-IMA-151	
Type		Weekly contact hours						Requirement	Credits	Language		
		Lecturers		Practice sessions		Labs						
Full time	150/39		1		2		0	Exam	5	English		
Part time	150/15	Semester	5	Semester	10	Semester	0					
Course coordinator				Name		Dr. Antal Joós			Position	Associate Professor		
Course objectives and justification (content, learning outcomes, place in curriculum)				Objectives and development goals Acquiring the mathematical foundations necessary for further studies.								
				Training background, development objectives Training background: knowledge and skills acquired in public education. Related subjects: Operations Research and Decision Theory. Related objectives: learning the concepts and relationships of linear algebra, probability theory, and statistics that are essential for working in the field.								
Typical lesson types:				Lecture	Presentation of concepts and methods in a large lecture hall, using a blackboard and projector.							
				Seminar	Classroom practice, student-written posts, presentations, case study analysis							
				Lab								
				Other								
Requirements (in learning outcomes)				Knowledge Knows the methods and procedures necessary for solving mathematical problems in the fields of economics, management, and engineering. Possesses the mathematical, probability, and statistical knowledge necessary for their field of expertise.								
				Skills Is able to apply the mathematical knowledge and skills they have learned. Applies the problem-solving methods and procedures learned. Is able to prepare their own solution plan and defend it in discussions (argumentative debate skills) in relation to the mathematical concepts learned. Is able to organize their own learning process effectively, find and use various learning resources (printed, electronic).								
				Attitude Is open to learning about and accepting mathematics-based, applied mathematical developments and innovations related to their qualification and field of expertise. Is interested in new methods and tools related to their field of expertise.								
				Autonomy and responsibility Responsibility for their own work and that of their colleagues.								
Short description of subject content				Combinatorics. Experiment. Events, operations with events. The concept of probability. Axioms of probability theory. Conditional probability. Independence of events. The total probability theorem. Bayes' theorem. Probability variables and their characteristics. Notable probability distributions. The law of large numbers. The central limit theorem. Basic concepts of mathematical statistics. Descriptive statistics. Calculation of numerical characteristics. Point estimation and interval estimation for population mean, variance, and proportion. Statistical inferences. Parametric tests for mean and variance. Nonparametric tests. Basics of correlation and regression calculation. Tasks related to nuclear energy and green energy.								

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Forms of student activity	Learning theoretical material with guidance and independently. Solving tasks with guidance and independently. Learning theoretical material with guidance: 10% Learning theoretical material independently: 30% Solving tasks with guidance: 30% Solving tasks independently: 30%
Compulsory literature	R.E. Walpole, R.H. Myers, S.L. Myers, K. Ye: Probability and Statistics for Engineers and Scientists, 9th Edition, Pearson Education Limited 2016.
Recommended literature	
Assignments	As stated in the first lesson.
Description and schedule of exams	As stated in the first lesson.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted. Artificial intelligence is permitted for checking homework assignments, accelerating the learning process, and generating sample examples to facilitate understanding of concepts, but its use is prohibited in closed-book exams.

Informatics

Title of Subject		Hungarian		Informatika				Level			
		English		Informatics				Code		DUEN(L)-ISF-010	
Responsible Academic Unit				Institute of Information Technology, Department of Software Development and Application							
Compulsory prerequisite subject				-							
Type		Study load per week						Requirements	Credit	Language of instruction	
		Lecture		Seminar		Lab					
Full time	150/45	Per semester	0	Per semester	0	Per semester	3	F	5	English	
Part time	150/15	Per semester	0	Per semester	0	Per semester	15				
Person responsible for the subject				Name		Dr. Mariann Váraljai			position	associate professor	
Course objectives and justification (content, learning outcomes, place in curriculum)				Education history, development goals In addition to the necessary basic IT knowledge, students should acquire a higher level of knowledge in the given areas that will enable individuals to develop the knowledge and skills necessary for the efficient, effective and professional use of the most common computer applications in the workplace. • Be able to confidently manage a graphical operating system. • Be able to browse the Internet, search for relevant information and conduct electronic correspondence. Learn about scientific search services and the general rules of etiquette for Internet communication (NETiquette) • Be able to create any complex, multi-page text document with a word processing program, and be able to create professional digital text. • Be able to create tables, manage data with a spreadsheet program, and be able to implement data visualization. • Be able to create presentations and apply advanced presentation techniques. • Be able to use artificial intelligence (AI) responsibly and safely, with particular attention to critical thinking when making decisions involving AI technology. • Be able to develop an appropriate ethical attitude towards AI and data protection. • Be able to independently creatively use any innovative IT tools and applications.							
				Lecture							
				Seminar							
				Lab		In classrooms with the use of projector and computer, students solve individual tasks on the computers, using programs, with teacher assistance. Computer based exercises, individual tasks.					
				Other							
Requirements (expressed in educational results)				Knowledge Students familiar with the general and specific mathematics, informatics principles, rules, relationships and procedures of the user programs in the field of information technology. They have adequate expertise in the IT field specialist knowledge of specific tools for selecting tools and to carry out its tasks.							
				Ability Students are able to perform partial activities independently during solving more complex system problems. They apply their studied problem-solving methods and procedures efficiently in expertly tasks. Throughout the course, participants will learn to handle AI technology with critical thinking and make responsible decisions in source management.							
				Attitude Students are interested in new methods and tools related to IT section. Students consider their own professional competences and activities on reflective way. Open to understand and accommodate professional, technological development and innovation area. They apply technology in an ethical manner and in accordance with moral guidelines.							
				Autonomy and Responsibility							

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	Students strive for efficient and quality work. The responsible for the technical operations carried out independently.
Short description of subject content	– Confident use of operating system: managing files and folders. – Goal-oriented use of the Internet, knowledge of NETiquette. Targeted search on the Internet. Use of email programs. – Word processing with MS Word word processor program: Basic text editing operations, creating tables, applying styles, creating a table of contents and other lists, and creating mail merges. – Spreadsheet management with MS Excel spreadsheet program: Creating, uploading and formatting tables, using cell references, formulas, functions, charts as data visualization, applying simple database operations, managing and visualizing data. – Making a presentation with MS PowerPoint or Prezi: basic slide editing and formatting operations, using the slide master, slide templates, applying styles, slideshow settings and presentation techniques. – They make independent, creative use of innovative information technology (e.g. AI) and tools.
Forms of student activity	– Heard information processing by creating notes, – systematization of information has led by tasks (40%) – Self-processing (individual) tasks (60%)
Required reading and resources	1. WORD 2010 All-In-One for Dummies by Doug Lowe with Ryan Williams, Wiley Publishing Inc., 2010, Indianapolis, Indiana (free pdf on Internet) 2. EXCEL 2010 All-In-One for Dummies by Greg Harvey, Wiley Publishing Inc., 2010, Indianapolis, Indiana (free pdf on Internet) 3. ACCESS 2010 All-In-One for Dummies by Margaret Levine Young, Alison Barrows, and Joseph C. Stockman, Wiley Publishing Inc., 2010, Indianapolis, Indiana (free pdf on Internet) 4. POWER POINT 2010 All-In-One for Dummies by Doug Lowe, Wiley Publishing Inc., 2010, Indianapolis, Indiana (free pdf on Internet) 5. The Internet for Dummies 12th edition by John R. Levine – Margaret Levine Young, Wiley Publishing Inc, Indiana (free pdf on Internet) 6. OFFICE 2010 All-in-one for Dummies by Peter Weverka, Wiley Publishing, Inc. Indiana (free pdf on Internet)
Recommended reading and resources	– Electronic literature and learning materials in Moodle or in Neptun. – MS Office Tutorial and examples (Internet).
Assignments	Compulsory assignment: Create an own individual presentation using MS Power Point or Prezi program based on the conditions set by the instructors. Deadline: until Week 10! (Upload to the Moodle system!) Not mandatory, but for extra (bonus) points: The student has the opportunity to solve a Word and Excel tasks on a topic of his or her own choice that match and are consistent with the learning materials of the semester. The extra point will be included in the final grade. It is necessary to discuss the undertaken tasks with the teacher in advance. The tasks are to create a document, table, database that meet real needs with the help of Microsoft Office programs.
Description and schedule of exams	At the end of each topic, students write closed papers, typically: – Week 5: Word processing computer-based test – Week 11: Spreadsheet management computer-based test In case of any computer-based tests, the opportunity for improving grades is available in the last week of the school period (typically in Week 13) and during the exam period.
Framework and rules for the use of artificial intelligence	- Partial authorization of artificial intelligence: For classwork and individual assignments. - Prohibition of artificial intelligence: For the two midterm exams and the make-up midterm exams.

Social Science

Subject name		In Hungarian		Társadalomtudományi ismeretek				Level		A			
		In English		Social Science						DUEN(L)-TKK-251			
Subject code													
Responsible educational unit				Institute for Social Sciences									
Name of Mandatory Preliminary Study													
Number of Lessons						Requirements		Credits (ECTS)	Language of Education				
		Theoretical		Practice							Lab		
Full-time		150/39		2		1		Exam		5	English		
Correspondence		150/15		10		5							
Teacher responsible for the course				Name		Dr. Anetta Bacsa-Bán				Position		College Professor	
Educational goals				The course combines elements of general introduction into social sciences with description of the structure and functioning of the main societal and political systems. Various issues of modern democratic state and society are offered for consideration, what may contribute to development of individual constructs. The course may contribute not only to acquisition of basic concepts of social affairs, but also to the development of communication skills, empathy, tolerance, critical assessment of social and political life and - hopefully - to prejudice free perception of political and intercultural differences.									
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.							
				Practice		In a classroom with the use of projector or computer in each seminar.							
				Lab									
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Students know: the concept of sociology, and some outstanding representatives of the discipline, the concept of globalization, and the facts contributing to its formulation, the interaction between society and economy, they know the rules of social stratification, the economic and social effects and problems caused by ageing society, the problems and the challenges of primary and secondary social agents (family school, work place), the concept of gender, and on the basis of that the types of social distinction, big world religions, and their main disciplines, the concept of race and ethnicity, and can mention an example on ethnic cleansing, the concept of deviance and its types.									
				Ability Students will be able to: differentiate positive and negative features of post-modern society on the basis of their effect on average people, realize - both in their and in others' life – the opportunities and the risks indicated by economic changes and social mobility,									

	realize the problems caused by ageing society both on macro and micro level, realize the harmful effects of gender discrimination, realize the positive features of people and peoples belonging to other ethnic groups, realize the sign of deviance in their surroundings.
	Attitude They are open to opportunities offered by social and economic changes. They have problem solving approach to social problems. They are open to others' opinions and solutions. They have refer to people with empathy who have different features from their own. They respect people having different value system and belonging to different ethnicity.
	Autonomy and responsibility They independently decide the questions regarding their own labour market situation. They take responsibility in their own opinions and decisions on social problems. They have moderate and responsible opinions on people belonging to other religion and ethnicity.
Brief description of the subject content	The course structure contains elements of sociology and political sciences. Combination of these disciplines creates excellent opportunity for understanding of human social - and societal - behaviour. Main topics of the course are as follows: Sociology and its place among social sciences. History and the main representatives of sociology. Foundations of societal structure; class system. Socialization process, population and aging society. Family, new types of modern families. Socialization disorders. Ethnic groups, minorities, and race in plural societies. Hungarian ethnic minorities. Religion and church. Hungarian religious profile. Education. Sexuality and gender, sexual orientation. Deviance and crime, victims and perpetrators. Development and the structure of political sciences. State and political science. Political systems. Political ideologies. Political parties. Party systems. Contemporary democratic political systems.
Activity forms of students	- Interpretation of suggested readings - Individual and team projects - Comparison and evaluation of opinions - Debates and productive arguing are encouraged - Team work - Realization of interests
Compulsory reading and its availability	GIDDENS, Anthony – SUTTON, W. Philip (2013): <i>Sociology</i> . Polity Press. Cambridge. UK.
Recommended reading and its availability	BROWNE, Ken (2013): <i>Sociology for AS AQA</i>, Polity Press. Oxford. UK. MACIONIS, J. John (2013): <i>Society: the basics</i>. Upper Saddle River, NJ. USA. GOTTFRIED, Heidi (2012): <i>Gender, Work, and Economy: Unpacking the Global Economy</i>. Polity Press. Cambridge. UK.
Hand-in Assignments/ measurement reports	Students have to take a final test (listening comprehension, problem-solving task and translation).
Description of midterm tests	Short essay on a given theme.

	The subject is subject to examination. Examination requirements: PowerPoint presentation on a chosen topic, oral examination after drawing a question.
Framework and rules for the use of artificial intelligence	Within the framework of the course, the use of artificial intelligence (AI)-based tools is partially permitted, in line with the learning and assessment objectives of the course. AI can be used as a tool to support the learning process, but it cannot replace students' independent thinking, critical analysis, and personal opinions when interpreting social issues. The use of artificial intelligence is permitted: • to clarify basic concepts in social sciences and to support the study of literature related to social phenomena, processes, and theoretical trends; • for brainstorming and structuring purposes during preparation and class work (e.g., systematizing social problems, developing analytical perspectives); • for linguistic and stylistic clarification and text editing assistance in the case of assignments to be submitted. The use of artificial intelligence is only acceptable if the student clearly indicates its use and the submitted work reflects their own thinking, social science interpretations, and conclusions. The use of artificial intelligence is not permitted: • for the automated production of analyses, interpretations, or conclusions of social phenomena; • for the development of content for reflective, interpretive, or evaluative assignments; • in assessment situations designed to measure independent social science thinking, reasoning skills, and critical thinking. Submitting content generated by artificial intelligence without modification or failing to indicate its use constitutes plagiarism and will result in academic and ethical consequences in accordance with institutional regulations.

General and business statistics

Subject name		In Hungarian				Általános és gazdasági statisztika				Level		A									
		In English				General and business statistics				Code		DUEN(L)-TKT-211									
Subject code																					
Responsible educational unit						Institute for Social Sciences Department of Economics and Management															
Name of Mandatory Preliminary Study																					
Number of Lessons												Requirements		Credits (ECTS)		Language of Education					
		Theoretical		Practice		Lab															
Full-time		150/39				1				0				2		M (Midterm mark)		5		English	
Correspondence		150/15				5				0				10							
Teacher responsible for the course						Name				Dr. Saleh Saleh Mohamad Ali				Position		Associate Professor					
Educational goals						Students will be aware of and able to use the electronic databases. They know and are able to use high-level statistical methods to analyse economic and social phenomena. They acquire high-level statistical tools necessary for carrying out analyses. After the course students can apply the basic statistics methods. They can prepare statistic reports necessary to understand business processes. They can make simple statistic analyses from the data available. They can apply mean, dispersion and distribution methods used for analysing quantitative data. They are capable of making and analysing PIVOT tables. They can quantify factors affecting complex economic processes by standardisation. They can apply the method of correlation calculation and variance analysis to explore relations as well as association indices. Having completed the course the students are able to use statistic databases online. They can collect, systematise, process and analyse the data needed to solve a certain task or make a decision, and present them to the decision maker in an appropriate form.															
Typical delivery methods						Theoretical				In a classroom with the use of projector or computer in each lecture.											
						Practice				In a classroom with the use of projector or computer in each seminar.											
						Lab															
Requirements (expressed in learning outcomes/competencies to be acquired)						Knowledge Students will be able to: • use the electronic databases • know and use statistic methods for the purpose of economic and social analysis • know statistic methods to solve analysis tasks															
						Ability Students will be able to: • use simple statistic methods • make simple statistical analysis • .use mean, scatter and dispersion for analyzing quantitative data • create and analyze Pivot chart • use statistical databases on the internet • collect, organize, process and analyze data, • use a statistical software individually															
						Attitude • They are open to the authentic transmission and delivery of the comprehensive way of thinking and fundamental characteristics of their profession. • They are curious about and interested in learning, and elementary work situation.															

	• Ready to share the common work and knowledge with others.
	Autonomy and responsibility • They work independently, under constant control. • Make decisions in legal and ethical rules of the field. • Feel responsibility about own or group led work, about the achievements and failures
Brief description of the subject content	Basic definitions of statistics: multitude, criteria, measuring scales. Methods of purchasing and using data. Basic statistical operations. Simple analysis, ratios, graphical representations. Definition of multitude according to a criterion: according to arbitrary types of criteria. Arrangement and classification according to quantitative criteria. Types of quantitative series. Quantitative values. Graphical representations and attributes of frequency distributions. Position indexes: median, mode, mean. Types of means. Diffusion indexes: stretch indexes, dispersion, variance, relative dispersion. The analysis of concentration. Shape indexes: asymmetry and taper. Description of multitude according to several criteria. Description of heterogenic multitude. Part and complex ratio. Part and main means. Dispersion and variance of part and main multitude. Description of the relation between criteria. Types of relations between criteria. Association, mixed relation, correlation, rank correlation. Comparison with standardization and index calculation. Resolution of differences, resolution of quotient. Comparison of aggregates with index calculation. Aggregated types of indexes. Mean types of indexes. Laspeyres- and Paasche indexes. Price – scissors. Analysis of timelines: basic analysis. Decomposition timeline models. Smoothing, clearing, prognosis, cyclicalit, seasonality Basic definitions of statistics: multitude, criteria, measuring scales. Methods of purchasing and using data. Basic statistical operations. Simple analysis, ratios, graphical representations. Definition of multitude according to a criterion: according to arbitrary types of criteria. Arrangement and classification according to quantitative criteria. Types of quantitative series. Quantitative values. Graphical representations and attributes of frequency distributions. Position indexes: median, mode, mean. Types of means. Diffusion indexes: stretch indexes, dispersion, variance, relative dispersion. The analysis of concentration. Shape indexes: asymmetry and taper. Description of multitude according to several criteria. Description of heterogenic multitude. Part and complex ratio. Part and main means. Dispersion and variance of part and main multitude. Description of the relation between criteria. Types of relations between criteria. Association, mixed relation, correlation, rank correlation. Comparison with standardization and index calculation. Resolution of differences, resolution of quotient. Comparison of aggregates with index calculation. Aggregated types of indexes. Mean types of indexes. Laspeyres- and Paasche indexes. Price – scissors. Analysis of timelines: basic analysis. Decomposition timeline models. Smoothing, clearing, prognosis, cyclicalit, seasonality
Activity forms of students	Processing heard and read texts by taking notes. Independent knowledge processing and acquisition. Guided and independent analysis of databases using SPSS/Excel in practical courses.
Compulsory reading and its availability	• TRIOLA, Mario F. (2014): Elementary Statistics, Pearson New International Edition. Pearson Education 864 p. ISBN 978-0-321-8369-60 • BLACK, Ken (2010): Business Statistics for contemporary decision making, Sixth edition. Wiley 906 p. ISBN 13 978-0470-40901-5
Recommended reading and its availability	• FREEDMAN, David – PISANI, Robert – PURVES, Roger (2007): Statistics. 720 p. ISBN 978-0-393-92972-0 (Teljes szöveggel: http://www.e-bookspdf.org/download/statistics-4th-edition-david-freedman.html) (Letöltve: 2014. május 28.)
Hand-in Assignments/ measurement reports	Theoretical exam (1), based on concepts presented in the lectures, in the form of test and essay questions. Practical exam (2), solving tasks based on sample

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	exercises completed during the practical sessions. Submitted paper (3), applying the topics and calculations reviewed in the lectures and practical sessions to a selected economic phenomenon, based on group work.
Description of midterm tests	Mid-term grade based on the average of the 3 assessment points. The 3 assessment points are scheduled for weeks 6th, 9th, and 12th.
Framework and rules for the use of Artificial Intelligence	The use of artificial intelligence is partially permitted: • during class work, • for data collection and information gathering for assignments, • for data collection for certain exams, • and during exam preparation. The use of any AI tools is prohibited during knowledge assessment and written exams.

Economics 2.

Subject name	In Hungarian		Közgazdaságtan 2.						Level	A		
	In English		Economics 2.							DUEN(L)-TKT-212		
Subject code												
Responsible educational unit			Institute of Social Sciences Department of Economics and Management									
Name of Mandatory Preliminary Study			DUEN-TKT-151 Economics I.									
Number of Lessons							Requirements		Credits (ECTS)	Language of Education		
		Theoretical	Practice		Lab		M (Midterm mark)	5	English			
Full-time	150/39	2		1		0						
Correspondence	150/15	10		5		0						
Teacher responsible for the course			Name		Dr. Saleh Saleh Mohamad Ali				Position	Assistant Professor		
Educational goals			The main objective of the course is to provide basic theoretical training in the field of economics, introducing the micro- and macro-processes and relationships of the economy. Within the framework of the course, students participating in economic training acquire the logic of economic thinking and become familiar with its most important analytical tools and areas of application. The fundamental goal of the course is for the student to be able to navigate the complex and contradictory socio-economic system of our time by learning about the connections and interactions between economic and social processes. The course prepares and lays the foundation for the study of applied economic subjects.									
Typical delivery methods			Theoretical		In a classroom with the use of projector or computer in each lecture.							
			Practice		In a classroom with the use of projector or computer in each seminar.							
			Lab									
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge The students of the course can analyse the social-economic processes resulting from the activity of the actors of a market economy. They recognise the means of economic policy and their effect to the economy									
			Ability They have an overall view of the fundamental operating system of an economy and the major cause-result relations. They can make a difference between the goals and behaviours of individual economic actors on micro level, and the characteristic features of aggregated economic sectors on a macro level. They can distinguish open and closed economies, and interpret the role of a foreign country in an economy.									
			Attitude Openness in authentic mediation over the overall mindset of the profession and essential characteristics of practical operation. Need for continuous self-education in the field of economics.									
			Autonomy and responsibility Comprehensive self-reflection on professional issues. Cooperation and responsibility of qualified experts in the given field.									
Brief description of the subject content			Basic theories of economics, economics as a way of thinking. Complex systems and the basic approaches of economics. Modelling as a method of examination. Mathematical assets in analysis. Measuring problems in economics. Mutual dependency and trade advantages. Market economy and market processes. The force of demand and supply in the market. Flexibility and its application. Effects of governmental measures on the functioning of the market. Markets and welfare. Consumers, producers and the efficiency of the market. Applications of market models: cost of taxes, international trade. Public economics: external economic effects, public goods, common resources. Company behaviour and the market structure. Competitive markets and the monopoly. Analysing macroeconomic data. Measuring national income and the costs of living. Social and economic welfare, quality of life. Long-term functioning of real economy. Production and									

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	economic development. Development models. Savings and investments. Monetary system and the basics of finance. Economics of the labour market. The monetary system. The amount of cash and the inflation in a long term. Short term economic fluctuations. Aggregated demand and supply. Short term possibilities of economic policy.
Activity forms of students	Instructor will give lectures on major concepts and issues. Students will be asked to work on questions, as a review of some major concepts. Various economic issues will also be discussed. Directional processing of theoretical material Theoretical material processed individually Guided problem solving Solving problems individually
Compulsory reading and its availability	- Mankiw, N. Gregory (2021) Principles of Economics, 10th Edition, Cengage Learning 2024 Print ISBN: 9780357722718/ ISBN-10: 035772271X / International Student Edition (ISE) ISBN-13: 978-0357038413 - Handouts from the lecturer - available at: moodle
Recommended reading and its availability	- Samuelson, Paul A. - Nordhaus, William D. (2010) Economics 19th Edition McGraw-Hill Education Cop. Print ISBN: 9780073511290. eText ISBN: 0077438906 - CORE Econ Team CORE Project: The Economy 1.0 / The Economy 2.0 https://books.core-econ.org/the-economy/index.html - OpenStax (2022) Principles of Economics 3e ISBN 978-1711471464 https://openstax.org/details/books/principles-economics-3e - Heyne, P., Boettke, P., & Prychitko, D. (2013) The Economic Way of Thinking Pearson Education pp432 ISBN 1292053607, 9781292053608
Hand-in Assignments/ measurement reports	Preparation and presentation of home assignments on predetermined topics of micro and macroeconomics. The task is determined by the instructor, related to the topic, requiring individual and/or group material collection and preparation, depending on the number of students.
Description of midterm tests	Usually lasts for one hour and covers everything taught up to the date of test. The question paper will consist of multiple choice questions and short essay questions. Closed assignments can be corrected/replaced during the last week of classes.
Frameworks and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: • during class work, for data collection and orientation for assignments • for data collection for certain homework assignments • during preparation for a closed-class paper The use of all AI tools is prohibited during knowledge assessments and writing closed-door papers.

Principles of Accounting

Subject name	In Hungarian		Számvitel alapjai				Level	A	
	In English		Principles of Accounting					DUEN(L)-TKT-217	
Subject code									
Responsible educational unit			Institute for Social Sciences Department of Economics and Management						
Name of Mandatory Preliminary Study									
Number of Lessons							Requirements	Credits (ECTS)	Language of Education
		Theoretical	Practice		Lab				
Full-time	150/39		1		2	0	M (Midterm mark)	5	English
Correspondence	150/15		5		10	0			
Teacher responsible for the course			Name		Dr.Erzsébet Szász			Position	Associate Professor
Educational goals			By the end of the course, students will get acquainted with the purpose, philosophy, structure, requirements and principles of the (Hungarian) Law of Accounting. They will have an overall view of the interrelations of tax systems and accounting in economic practice. They will be familiar with the materials and tools necessary for the application of accounting software programs. They will be able to understand business processes and analyze them under professional guidance.						
Typical delivery methods			Theoretical		In a classroom with the use of a projector or a computer in each lecture.				
			Practice		In a classroom with the use of a projector or a computer in each seminar.				
			Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge Students know - the most important context and theories of accounting and they make up the terminology. - the basic knowledge acquisition and problem-solving methods of accounting						
			Ability - Students will get acquainted with the purpose, philosophy, structure, requirements and principles of the (Hungarian) Law of Accounting; and they will have an overall view of the interrelations of tax systems and accounting in economic practice. They will be able to: - apply accounting software programs. - understand business processes - analyze them under professional guidance - understand economic phenomena - analyze their effects on the balance and results of a business						
			Attitude - Open-mindedness, comprehensive thinking, and the ability to authentically convey and communicate the fundamental characteristics of practical operations. - A desire for continuous self-improvement in the field of economics.						
			Autonomy and responsibility - Independently considers comprehensive, fundamental professional issues and thinks them through based on the given resources. - Characterized by cooperation and responsibility with qualified professionals in the given field. - Takes responsibility for the views that form the basis of the profession.						
Brief description of the subject content			Purpose and scope of accounting law, areas and types of accounting, methods of						

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	regulation. Accounting principles. Components of financial accounting: financial statements, bookkeeping and documentation, auditing and disclosure, publication. Types of financial statements: annual financial statements, simplified annual financial statements, consolidated annual financial statements, simplified financial statements. Specific features and content of accounting policy. Conditions, components and definitions for the preparation of each financial statement. Classification of business assets, inventory. The balance sheet. The concept, classification, and presentation of profit. Content and compilation of the income statement. Economic operations and their impact on assets. Bookkeeping for businesses. Use of a uniform chart of accounts, account classes. The tools of double-entry bookkeeping: the account. Compilation of the report. The relationship between tax systems and accounting in practice.
Activity forms of students	Processing theoretical material under supervision: 30% Independent processing of theoretical material: 10% Task completion under supervision: 40% Independent task completion: 20%
Compulsory reading and its availability	Weygandt, Jerry J. et al: Accounting Principles, Wiley.com, Moodle-ban meghatározott részei, elérhetőség: bit.ly/4ayXvPB Materials on MOODLE from accountingcoach.com http://www.accountingcoach.com/
Recommended reading and its availability	Accounting Principles: Finance Skills [free-management-ebook]. Full text at http://www.free-management-ebooks.com/dldebk/dlfi-principles.htm AGTARAP-SAN JUAN, Donatila (2007): Fundamentals of Accounting: Basic Accounting Principles Simplified for Accounting Students. Bloomington: Author House, 408 p. ISBN 978 1 434 32299 9 CELENDER, Michael A. (2013): Accounting Basics: Complete Guide. Create Space Independent Publishing Platform, 378 p. ISBN 978 1 482 32481 5
Hand-in Assignments/measurement reports	Homeworks related to theoretical and practical material Oral exam on accounting concepts
Description of midterm tests	Three written tests during the semester. • 1st test: 30 points (practice) • 2nd test: 35 points (practice) • 3rd test 35 points (from lecture materials) The total number of points available in the three midterm exams is 100 points.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Environmental Economy

Subject name		in Hungarian		Környezetgazdaságtan				Level		A	
		in English		Environmental Economics				Code		DUEN(L)-MUT-111	
2025/2026 I											
Responsible educational unit				Institute of Engineering							
Compulsory prerequisite subject:				-							
Type		Number of lessons						Requirements	Credits	Language of instruction	
		Lecture		Semester		Lab					
Full-time	150/39	Per week	2	Per week	1	Per week	0	M	5	English	
Part-time	150/15	Per semester	10	Per semester	5	Per semester	0				
Person responsible for the subject:				Name		Dr. Éva Kovács-Bokor			Position		assistant professor
Course objectives and justification (content, learning outcomes, place in curriculum)				Short-term objective To explore the relationship between economic growth and environmental quality; to learn about externalities; to acquire methods for achieving economically optimal pollution levels; to learn about the economic instruments of environmental regulation.							
				Objectives and development goals							
Typical delivery methods				Lecture		For all students in a lecture hall, with a projector.					
				Semester		Small group sessions in a room with a maximum capacity of 30 people, using a projector and presentation techniques.					
				Labor		-					
				Other		-					
Requirements (expressed in terms of academic results)				Knowledge - Knows the basic concepts, theoretical models and methodological tools of environmental economics. - Understands the economic relationships between environmental externalities, public goods, natural resources and sustainability. - Knows the economic mechanisms of environmental policy instruments (e.g. taxes, quotas, subsidies, regulatory mechanisms). - Understands the theoretical basis of environmental assessment methods (e.g. cost-benefit analysis, willingness-to-pay studies). - Knows the economic dimensions of sustainable development and their international and domestic policy implications.							
				Ability The student is able to: - Analyse and interpret environmental problems using various models. - Comparatively evaluate the economic impacts of environmental policy measures. - Performing simple cost-benefit analyses and interpreting their results. - Analyse economic and environmental data and draw conclusions. - Integrate sustainability considerations into the evaluation of economic decision-making situations.							

	Attitude The student: • Open to an integrated approach to environmental and economic considerations. • Committed to the principles of sustainable development and social responsibility. • Strives for objective, data-driven analysis of environmental issues. • Is sensitive to the social and economic consequences of environmental problems. • Takes a constructive approach to professional debates and differing points of view.
	Autonomy and responsibility The student: • Is able to independently prepare environmental economic analyses within a basic methodological framework. • Takes responsibility for the professional soundness of the economic calculations and analyses they perform. • Consciously applies sustainability and ethical considerations in professional decision-making situations. • Cooperate with representatives of other disciplines to solve complex environmental-economic problems. • Recognises the limits of their own professional competence and initiates expert consultation when necessary.
Short description of subject content	The aim of the course is to present an economic approach to environmental problems and to analyse the economic implications of natural resource management and sustainable development. Students will learn about the economic basis of environmental regulation and the functioning of market-based incentive instruments (e.g. environmental taxes, emission quotas, subsidies).
Types of student activity	Active participation in lectures, note-taking, formulating questions. Joint analysis of case studies in seminars. Preparation of individual assignments.
Required reading and resources	1. Kiss Endre, ed. Environmental Protection and Energy Management (electronic notes), - Environmental Economics, edited by 2. Stephen Smith: Environmental Economics: A very short introduction, Oxford University Press, 2011
Recommended reading and resources	1. Nick Hanley, Jason Shogren, Ben White: Introduction to Environmental Economics, Oxford University Press, 2013, ISBN 978-0-19-956873-4
Assignments	Homework assignment: preparation of an environmental impact study for an investment related to a place of residence.
Description and schedule of exams	During the semester, in weeks 7 and 14, five theoretical questions each from the material covered in class. The papers are worth 100 points each, with a maximum of 20 points available for each question. The grade is calculated from the paper score according to the point limits specified in the TVSZ. There will be opportunities to retake and correct the exam during the last week of the semester and during the exam period.
Framework and rules for the use of artificial intelligence	partial permission: artificial intelligence is permitted for certain types of tasks (e.g. seminar presentations) but prohibited in other cases (e.g. closed-book exams).

Value Based Management and Public Value

Object name	In Hungarian			Értékteremtő folyamatok menedzsmentje				Level	A		
	In English			Value Based Management and Public Value					DUEN(L)-TKT-110		
Subject code											
Responsible educational unit				Institute for Social Sciences Department of Economics and Management							
Name of Mandatory Preliminary Study											
Number of Lessons								Requirements	Credits (ECTS)	Language of Education	
		Theoretical		Practice		Lab					
Full-time			2		1			M	5	English	
Correspondence			10		5			(Midterm mark)			
Teacher responsible for the course				Name		Dr. habil István András		Position	College Professor		
Educational goals				Students will - get an overview of the internal operational processes of companies as well as of those built on the cooperation between business organizations. - explore the factors necessary for the strengthening and maintaining a company's competitive advantage. - study the concept of community value and - analyse the ways of how to create the maximum value for a community from always scarce resources.							
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.					
				Practice		In a classroom with the use of projector or computer in each seminar.					
				Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Students are expected: - To be familiar with the fundamental and comprehensive facts, directions and boundaries of the management of value-creating processes. - To know the most important relations, theories and terminology of the field. - To acquire fundamental knowledge and problem-solving techniques related to value-creating processes.							
				Ability Students should be able to - Control and execute the tasks assigned to them without guidance and control, - Plan, schedule and perform tasks under their own responsibility, - Complete the necessary tasks successfully, - Consider proposals, make decisions and take actions within their field of competence,							
				- Apply managerial roles and competencies beneficially, - Form, declare and defend their opinions.							
				Attitude - Open to conveying and transmitting the fundamental principles, the comprehensive way of thinking and the basic features of the practical operation of the profession. - Continuous self-development needs specific to the EU.							
				Autonomy and responsibility - Students independently consider comprehensive, fundamental professional problems and reflections based on the given sources. - Professionals of the field are characterized by co-operation and responsibility.							
Brief description of the subject content				The course deals with real processes of cooperation inside and between companies from the point of view of the top and middle corporate managements. It studies to what extent and how these can contribute							

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	ute to maintaining and improving the competitiveness of the company. The students get to know the concept of community value and we will analyze how to create the highest possible value for the community from the always scarce resources.
Activity forms of students	35% mid-term test 35% final test Individual or group work: 30%
Compulsory reading and its availability	CHASE. AQUILANO JACOBS. McGraw Hill Higher Education, ninth edition online version: http://site.iugaza.edu.ps/aschokry/files/2011/09/Introduction-toOperations-and-Production-management-chap-11.pdf Materials on MOODLE
Recommended reading and its availability	Chase (Author), Aquilano (Author), Jacobs (Author): Operations Management , McGraw Hill, 2014 ISBN# 9780071180306
Hand-in Assignments/ measurement reports	
Description of midterm tests	All students have to take midterm test and final test, two on theoretical topics (ZH) and one on practical example solutions
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams (ZH).

Human Resource Management

Subject name	In Hungarian	Emberi erőforrás menedzsment						Level	A			
	In English	Human Resource Management							DUEN(L)-TVV-111			
Subject code												
Responsible educational unit		Institute for Social Sciences Department of Economics and Management Sciences										
Name of Mandatory Preliminary Study												
Number of Lessons per semester							Requirements	Credits (ECTS)	Language of Education			
		Theoretical	Practice		Lab							
Full-time	150/39		1		0		2	M (Midterm mark)	5	English		
Correspondence	150/15		5		10		0					
Teacher responsible for the course		Name			Dr. habil Mónika Rajcsányi-Molnár			Position		College professor		
Educational goals		The goal of the course is to develop the essential skills required of employees at the workplace and to expand students' HR management skills. The course broadens the students' knowledge and gives abilities to manage the labor market institutions and policies, workplace and labor market characteristics, the system of labor relations, competence and motivation management, personnel management activities, organizational behavior, organizational communication, human resource management case studies, occupational safety and health project management.										
Typical delivery methods		Theoretical		In a classroom with the use of projector or computer in each lecture.								
		Practice		In a classroom with the use of projector or computer in each seminar.								
		Lab										
Requirements		Knowledge The students know the basic facts, relationships, boundaries, limitations in human resource management (HRM) system of knowledge and activity. They know and understand the processes and procedures for the modalities of human activities. They familiar with the business of manufacturing and service processes, human and social relationships, their impact on human resources. knows that a key element in the prosperity of the people working successfully										
		Ability The students can apply the analyzing methods and tasks (planning, organizing, and thinking in alternatives, inspection) on theoretical and practical grounds. They are able to achieve the tasks assigned to them without control and inspection. They can plan, schedule and complete the tasks within their scope of responsibility. They can make the suggestions and decisions and take measures required for successfully solving a task within their own scope of competence. They are capable of understanding the cause-result relationship and using analyzing skills in the activity chain of planning-organizing-decision preparing-decision-making They can c apply the roles connected to employment and use and utilize managerial competences. They are able to formulate an opinion of their own, deliver and defend it.										
		Attitude Good negotiators are patient, well-educated and have empathy, i.e. they can identify with the representatives of the other side and accept their opinion. Good, future-oriented bargainers respect their counterpart, are trustworthy and not aggressive. It takes into account the employment practices of legal, ethical and professional rules. Susceptible to accommodate new information, new tasks that require collaboration. Considers it important for individual career planning. It strives to lifelong learning and help the staff as well.										
		Autonomy and responsibility										

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	In professional questions negotiators can play the role of a decision-maker and are able to solve problems alone. They can tackle problems as responsible persons, i.e. can decide if it is a need in a certain negotiation phase or situation to cooperate with others. Ability to select its own staff, taking into account the specified criteria. Ability to independently supply the areas it controls human processes. Sense of responsibility for subordinates working fellow.
Brief description of the subject content	Evolution of the human resource management. Environmentally determination of HRM. The HRM place in the organizational structure. The HRM's activities and tasks. Job planning, analysis, competency models. Career management, career planning alignment of individual and organizational career opportunities. The workforce training and development opportunities. Performance evaluation and feedback management. Compensation and incentive systems. Industrial relations system. Management of organizational changes. New trends in HRM practice.
Activity forms of students	Pair work presentation Group work (case study analysis)
Compulsory reading and its availability	David Campbell & Tom Craig(2011):Organisation and the Business Environment, Second edition, Routledge Publishing, USA Materials on Moodle Handouts from the lecturer
Recommended reading and its availability	TORRINGTON, Derek – HALL, Laura – TAYLOR, Stephen (2005): Human Resource Management. Pearson Education Limited, Essex, England.810 p. ISBN 978-0-273-68713-9 ARMSTRONG, Michael (2009): A handbook of Human Resource Management Practice, 11th ed. London: Kogan Page 1062 p. ISBN 0-7494-4631-5 http://www.academia.edu/1418840/ARMSTRONGS_HANDBOOK_OF_HUMAN_RESOURCE_MANAGEMENT_PRACTICE)
Hand-in Assignments/ measurement reports	Students have to take a final test
Description of final test	Multi-choice questions
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Management

Subject name		In Hungarian		Menedzsment				Level		A	
		In English		Management						DUEN(L)-TVV-114	
Subject code											
Responsible educational unit				Institute for Social Sciences Department of Management and Enterprise Sciences							
Name of Mandatory Preliminary Study											
Number of Lessons						Requirements		Credits (ECTS)		Language of Education	
		Theoretical		Practice							
Full-time		150/39		1		2		0		M	
Correspondence		150/15		5		10		0			
Teacher responsible for the course				Name		Dr. habil Mónika Rajcsányi-Molnár				Position	
Educational goals				The module provides a comprehensive understanding of management in theory and in practice. The course is designed to familiarize students with the most important information for the management of labor organizations, to provide insight into the "special" management dimensions, and those determinants.							
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.					
				Practice		In a classroom with the use of projector or computer in each seminar.					
				Lab							
Requirements				Knowledge Students as potential manager: Familiar with the fundamental aspects of science organization, the most important concepts, requirements, relationships and procedures. It learns supply management tasks, theoretical and methodological foundations of the exercise of the functions. Familiar with the planning, organization and management frequently used procedures and methods. Familiar with the leadership style models and understand their role in effective leadership behavior.							
				Ability Students will be able to: analyse and develop the management and decision making mechanisms of work organizations effectively organize individual and team work identify and solve problems integrate knowledge recognize and evaluate alternatives handle operative planning tasks work in groups accept divergent views manage time select and focus on various tasks identify, understand and apply different leadership styles understand and manage organizational processes							
				Attitude Open to accommodate new innovative approaches. Avoids the stereotypes. Not think schemas. Susceptible development opportunities for exploitation. Good, future-oriented bargainers respect their counterpart, are trustworthy and not aggressive.							

	They are open and willing to discuss all points of the negotiation process, as well as express their opinion, but without disclosing any important information about the circumstances of their own company. Autonomy and responsibility In professional questions negotiators can play the role of a decision-maker and are able to solve problems alone. They can tackle problems as responsible persons, i.e. can decide if it is a need in a certain negotiation phase or situation to cooperate with others.
Brief description of the subject content	Interpretation and origin of management. The role and importance of management in the governance of companies. Historical overview of management studies: concepts, schools, trends; similarities and differences. Practicing management functions: - Planning: vision of the future, goal hierarchy, short term and operative planning, planning methods. - Organizing: changing the structure, processes, defining organizations, division of labor, developing processes and organizational structures, structural differences of organizations, organization types and characteristics. - Control: changing conditions, exercise authority, define norms, measurement, evaluation and adjusting, managing everyday problems. - Coordinating: harmonizing goals-processes-organization, coordination tools, operation control, task-authority-responsibility fit, control processes of organizations: rules of organization and operation, professional rules and regulations, job description. - Leadership: leadership effectiveness, leadership styles: characteristics, decision making theories, behavioral theories, contingency-approach. Organizational culture and strategy. Components and dimensions of culture. Understanding and analyzing cultural differences. Managing corporate culture.
Activity forms of students	Frontal work: 30 % Individual presentation 20% Group work: 35% Test: 15%
Compulsory reading and its availability	Louis A. Allen and Keith Davis (2013) Management and Organization : McGraw-Hill Series in Management Williams-DuBrin-Sisk (1995):Management & Organization, South-Western Publishing Co. Cincinnati, Ohio, USA Materials on Moodle
Recommended reading and its availability	Chelsom-Payne-Reavill (2005): Management for Engineers, Scientists and Technologists, John Wiley& sons, Ltd, England
Hand-in Assignments/ measurement reports	Case study analysis Group work Individual presentation: An organization working goal, process and organizational structure These tasks cannot be replaced during the exams.
Description of midterm tests	Test
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Project management

Subject name	In Hungarian	Projektmenedzsment				Szintje	A			
	In English	Project Menedzsment				Level	A			
Subject code		DUEN- TVV-116								
Responsible educational unit		Institute for Social Sciences Department of Economics and Management								
Name of Mandatory Preliminary Study										
Number of Lessons				Requirements		Credits (ECTS)	Language of Education			
		Theoretical	Practice					Lab		
Full-time			1		2		0	M (Midterm mark)	5	English
Correspondence			5		10		0			
Teacher responsible for the course			Name		Dr. Saleh Saleh Mohamad Ali			Position	assistant professor	
Educational goals			The aim of the course is to familiarize students with the basic concepts, systems, and methods of project management, as well as the relationships between projects and corporate strategy. Students will gain an overview of the project life cycle, the application of project planning, work breakdown structure (WBS), and network planning methods (CPM, PERT, Gantt), as well as the fundamentals of time and resource planning. The course also aims to enable students to acquire knowledge of the structure of project organizations, project management levels, responsibilities and authorities, the principles of human resource management and motivation, as well as resource and cost planning. The course equips students with the ability to regulate project implementation, monitoring, and closure, to process project results, and to ensure project quality through case studies and practical examples.							
Typical delivery methods			Theoretical		In a classroom with the use of a projector or a computer in each lecture.					
			Practice		In a classroom with the use of a projector or a computer in each seminar.					
			Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge - Knows and understands the fundamental concepts, theoretical frameworks, approaches, and fields of application of project management, with particular regard to the operation of business organizations; - Knows and understands the rules of cooperation within projects, teams, and work organizations, the basic principles of project leadership, as well as the related ethical norms; - Knows and understands the professional vocabulary, methods, and tools of project management that can be applied in economic decision preparation and decision support; - Knows and understands the phases of the project life cycle (initiation, planning, execution, control, closure), as well as their relationship with organizational and strategic processes; - Knows and understands the fundamental knowledge of leadership, organization, and management; - Understands the importance of a systems-oriented approach and strategic thinking in the analysis and development of business processes; - Knows the operational processes of task-oriented working groups and the management principles related to their coordination.							
			Skills The student is able to apply their theoretical and practical knowledge in an integrated manner within the project-oriented processes of business organizations;							

	• The student is able to cooperate in groups and project teams and actively participate in cooperative problem-solving; • The student is able to perform project tasks independently, execute them responsibly, and contribute to the achievement of common objectives; • The student is able to apply in practice the methods, techniques, and tools used in project management (time, cost, and resource management); • The student is able to analyze professional issues from a multilateral, interdisciplinary perspective, with particular regard to economic, organizational, and human factors; • The student is able to understand, process, and apply professional literature related to project management and business fields; • The student is able to process and interpret professional literature related to the field and apply concepts in a professional manner. Attitude • The student demonstrates a problem-sensitive and proactive attitude in order to achieve efficient work performance; • The student is open to novel approaches and innovative solutions and does not think exclusively in rigid schemes; • The student takes a constructive, cooperative, and initiative role in project work and group tasks; • The student strives for continuous development and self-improvement, expanding their own professional knowledge; • The student participates in professional cooperation as an equal partner, respecting organizational and ethical norms; • The student is open to new results, innovations, and modern methods in the field of project management; • The student strives for continuous professional self-development and for keeping their knowledge up to date; • The student is open to interdisciplinary cooperation and recognizes the role of other fields in the efficient operation of business processes; • The student is receptive and accepting of human diversity, different viewpoints, and new ideas, and is willing to cooperate and share knowledge. Autonomy and responsibility • The student takes responsibility for their own professional development and consciously builds their business and management competencies; • The student cooperates with others, actively seeks problem-solving opportunities, and participates in joint decision-preparation processes; • The student feels responsible for the development of their work environment and organizational processes, with particular regard to quality-oriented operation; • The student complies with professional, legal, and ethical norms in their work and conduct; • The student takes responsibility for adhering to the professional, legal, and ethical standards and regulations related to their work and behavior; • The student recognizes and identifies with their ethical responsibility in relation to motivating and influencing others; • When necessary, the student is willing to undertake conflict but strives responsibly toward mutually acceptable solutions.
Brief description of the subject content	The course provides a comprehensive introduction to the basic concepts, objectives, life cycle, and operational mechanisms of projects and project management. Students become familiar with different types of projects, as well as the methods of project planning, the development of the work breakdown structure (WBS), time and resource planning, and risk management. During the course, students also gain knowledge of project organizational structures, the basic principles of human resource management, and the practical tools of project monitoring and documentation. The subject places emphasis on the analysis of real and simulated projects, the processing of case studies, the completion of group and individual tasks, the identification of problems, and the development of solution proposals. The course also aims to develop

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	strategic thinking, problem-solving skills, teamwork, and ethical, responsible professional behavior, preparing students for the independent, quality- and performance-oriented management of projects in the context of organizational strategic objectives.
Activity forms of students	Max 10% for one individual presentation during the semester Max 20% for group work Max 30% for midterm test Max 40% for final test
Compulsory reading and its availability	• Mantel, S. J., Meredith, J. R., Shafer, S. M., & Sutton, M. M. (2024). Project management in practice (8th ed.). Wiley • Samuel J. Mantel (2008) Project Management in Practice,, International Student Version, 4th Edition, John Wiley & Sons, Inc. 2011. 4th Edition, DUE Library • Materials on MOODLE
Recommended reading and its availability	• Project Management Institute. (2021). A guide to the project management body of knowledge (PMBOK® Guide) – Seventh Edition and the Standard for Project Management (7th ed.). Project Management Institute. https://www.pmi.org/pmbok-guide-standards/foundational/pmbok, ISBN-13 (print): 978-1-62825-664-2 • Kerzner, Harold (2013) Project management: a system approach to planning, scheduling and controlling, 11th ed Hoboken: John Wiley & Sons, DUE Library • A Guide to the Project Management Body of Knowledge (PMBOK® Guide) Project Management Institute 2013. 5th Edition (e-book)
Hand-in Assignments/ measurement reports	Group work presentation, individual presentation
Description of midterm tests	Multi choice questions
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Operational research and Decision theory

Title of the subject		Hungarian		Operációkutatás és döntéelmélet				Level	BSc		
		English		Operations Research and Decision Theory				Code	DUEN(L) -IMA- 214		
Responsible Academic Unit				Institute of Information Technology							
Compulsory prerequisite subject:				IMA-151 Mathematics 1. or IMA-152 Engineering Mathematics 1.							
Type		Lecture		Seminar		Lab		Requirements	Credit	Language of instruction	
Full time	150/39	Per semester	15	Per semester	0		30	Exam	5	English	
Part time	150/15	Per semester	5	Per semester	0		10				
Person responsible for the subject:				name:		Zoltán Papp, Dr.			position:	Associate professor	
Lecturer:				name:		Zoltán Papp, Dr.			position:	Associate professor	
Course objectives and justification (content, learning outcomes, place in curriculum)				Objectives and development goals							
				The aim of the course is to introduce students to the methods of scientific analysis and optimisation used to address decision-making problems arising in complex systems. The course focuses on constructing models that support rational choice among decision alternatives, on the fundamental techniques of linear and integer programming, and on the application of network-planning and capacity-optimisation procedures. Students will develop the ability to formalise real economic and engineering decision situations, to translate them into mathematical models, and to solve them using computational tools.							
				The aim of the course is to enable students to master the methods of mathematical modelling for decision-making problems arising in complex economic, logistical, and engineering systems, as well as the operations research techniques that support optimal decision-making. The course develops students' ability to formulate and interpret linear and integer programming models and to solve network-planning and capacity-optimisation problems.							
				Students will acquire the ability to: formalise decision-making problems and identify relevant variables and constraints; formulate various optimisation models (linear, integer, and network-based) grounded in real examples from informatics and business practice; solve models using both manual computations and computational optimisation software; interpret results and formulate decision-support recommendations.							
				A further key objective of the course is the development of logical and system-level reasoning, structured problem-solving, and modelling competencies, all of which are essential in the fields of business informatics and engineering informatics—for example in corporate process optimisation, the design of logistics systems, resource allocation, scheduling problems, and the development of decision-support systems.							
Typical lesson types:				Lecture	The lecture is supported by multimedia tools.						
				Seminar	-						
				Lab	During the computer-based laboratory sessions, students construct and solve various optimisation models. An essential part of the learning process is small-group collaboration, joint problem-solving, and the development of project-based tasks, as well as the regular use of digital learning materials and online learning-support tools.						
				Other							
Requirements (in learning outcomes)				Knowledge The student has knowledge of the theoretical foundations of operations research, the methods of mathematically modelling decision-making problems, and the families of models that support rational decision-making. They understand the conceptual framework of linear programming, the steps of model formulation, the role of the objective function and constraints, as well as the structure of special linear and network models. They are familiar with the major optimisation techniques, including the graphical solution method, the basic principles of the simplex method, basis and pivot structures, and the fundamentals of sensitivity analysis. The student understands the theoretical principles of							

	integer and binary programming and is acquainted with classical discrete optimisation problems such as assignment problems and the basic formulation of the travelling salesman problem. They possess knowledge of the theoretical foundations of network planning (CPM networks, critical paths, project durations, slack times) and their relevance in project management and scheduling problems. They have an understanding of the mathematical relationships underlying capacity planning, resource allocation, cost optimisation, and logistical processes. The student is familiar with the operating principles and application domains of computer-based optimisation tools, including software for modelling and solving linear and integer programming problems. Skills The student is capable of formally formulating economic, informatics, and engineering decision-making problems, identifying the relevant variables, constraints, and objective functions. They can apply the mathematical models of linear and integer programming to real-world tasks and are able to verify and interpret the correctness of the models. They are capable of solving linear programming problems using manual techniques (graphical solution methods, manual execution of simplex steps) and of comparing these results with computer-generated solutions. The student confidently applies network-planning techniques (CPM), determines critical paths, computes project durations and slack times, and prepares project and scheduling analyses independently. They are able to construct their own optimisation models for logistics, scheduling, production-management, or information-system problems and select appropriate solution strategies. The student can use computer-based optimisation software (linear and integer solvers), interpret the obtained results from a professional perspective, compare them critically, and formulate decision-support conclusions. They develop a systems-level, model-based problem-solving approach essential for the analysis, development, and optimisation of economic and informatics processes. The student is capable of justifying their own solution plan with well-founded professional reasoning and presenting the solution process clearly and logically to others. Attitude The student is open to learning the mathematical-modelling and optimisation methods of operations research and decision theory, with particular attention to their applications in informatics, management, and engineering. They strive for systems-level, logical, and evidence-based reasoning, which is essential for the accurate understanding and proper formalisation of decision-making problems. The student shows receptiveness and interest in modern decision-support techniques, computer-based optimisation tools, and analytical methods, and is open to exploring their potential applications. They demonstrate a positive attitude toward structured problem-solving processes, model construction, analytical evaluation, and the comparison of alternative solution approaches. The student values the role of collaboration in complex decision-making tasks and participates constructively in group work, project assignments, and joint modelling activities. They are committed to responsible, professionally grounded decision-making and regard transparency, accuracy, and objective reasoning as fundamental values. Autonomy and responsibility The student is able to independently identify decision-making problems, formalise them mathematically, and select the modelling and optimisation methods required for their solution. They assume responsibility for the correctness of the models they construct, for the solution procedures they apply, and for the professional interpretation of the results obtained. The student can independently verify the accuracy of calculations and computer-based optimisation processes, and, when necessary, modify the structure or parameterisation of the model. They are capable of making autonomous decisions when choosing among alternative solution strategies and can justify their choices with well-founded professional reasoning. They work responsibly in project and group assignments, completing their allocated tasks accurately and on time. The student consciously applies model-based thinking and
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	objective, data-driven reasoning in their own professional and academic decision-making processes.
Short description of subject content	Modelling and problem-solving by hand and with computational tools (formulation of linear programming models based on practical examples; graphical solution methods for two-variable problems; manual execution of simplex steps). Use of computer-based applications (solving linear and integer programming models with optimisation software; modelling and optimising transportation problems in practical contexts). Project and network-planning exercises (drawing and analysing networks; determining the critical path; calculating project durations and slack times; scheduling activities). Integer-programming exercises (modelling binary optimisation problems; solving assignment problems using the Hungarian method; working with small-scale instances of the travelling salesman problem).
Forms of student activity	Guided processing of theoretical material. Independent study of theoretical material. Guided problem-solving. Independent completion of problem-solving tasks. Text comprehension. Individual and group-based information processing. Articulation and discussion of differing viewpoints. Development of debating skills and argumentation techniques. Collaboration and teamwork within a group setting.
Required reading and resources	P. Rama Murthy: Operations Research, New Age International Publishers, 2007, ISBN: 978-81-224-2944-2 G. Srinivasan: Operations Research – Principles and Applications, PHI Learning, Private Limited, 2010, ISBN-978-81-203-4208-8
Recommended reading and resources	Saul J. Gass, Linear Programming, Methods and Applications, Dover Publications, Inc., Mineola, New York, 2003, ISBN: 0-486-43284-X
Assignments	As discussed during the first session.
Description and schedule of exams	Full-time students are required to complete two in-class assessments (in Weeks 6 and 11). Each assessment carries a maximum of 30 points. During the examination period, students take a final written exam worth 40 points (40%). Students must obtain at least 50% of the available points on each assessment, and the combined score of the two assessments must reach at least 51% of the total possible points. Part-time students are required to complete one in-class assessment, which carries a maximum of 40 points. During the examination period, students take a final written exam worth 60 points (60%). Students must achieve at least 50% of the available points on each assessment, and the total score must reach at least 51% of the possible points. The final grade is determined on the basis of the combined results of the in-class assessments and the written exam, as specified below. To obtain a passing grade, students must achieve at least 51% (51 points) of the maximum total score. A student who fails to complete all required in-class assessments during the semester receives a 'Not Completed' (Fail) entry. During the examination period, grades may be earned in accordance with the provisions of the Study and Examination Regulations. A comprehensive retake covering the entire course content is available during the examination period. The final grade is assigned according to the following scale: Score: 0 - 50 Grade: Fail (1); Score: 51 - 60 Grade: Pass (2); Score: 61 - 80 Grade: Satisfactory (3); Score: 81 - 90 Good (4); Score: 91 - 100 Grade: Excellent (5)
Framework and rules for the use of artificial intelligence	AI applications that can be used to verify the correctness of basis transformations when studying independently. They may not be used during exams.

Business Communication

Subject name		In Hungarian				Üzleti kommunikáció				Szintje		A					
		In English				Business Communication				Level		A					
Subject code						DUEN(L)-TKM-220											
Responsible educational unit						Institute for Social Sciences Department of Organizational Development and Communication Science											
Name of Mandatory Preliminary Study																	
Number of Lessons																	
		Theoretical		Practice		Lab		Requirements		Credits (ECTS)		Language of Education					
Full-time		150/39		1		2		0		M (Midterm mark)		5		English			
Correspondence		150/15		5		10		0									
Teacher responsible for the course						Name				Dr. habil István András				Position		College professor	
Educational goals						The goal of the course is to develop the essential skills required in the field of business. The aim of the course is to familiarize students with certain communication roles required fulfill managerial roles in an organization, to make students recognize the differences between horizontal and vertical business communication needs. Certain personal development processes will also be discussed during the course (self knowledge, group work, communication of decisions)											
Typical delivery methods						Theoretical				In a classroom with the use of projector or computer in each lecture.							
						Practice				In a classroom with the use of projector or computer in each seminar with the application of group work, role play and simulation game.							
						Lab											
Requirements (expressed in learning outcomes/competencies to be acquired)						Knowledge Students as potential business communicators know: the types, terminology and main principles of business communication the steps of effective business communication how to develop own business skills											
						Ability Students will be able to: analyse relevant literature choose and apply the business communication method appropriate for the professional situation define practices that will help the development of own business environment											
						Attitude Good business communicators are patient, well-educated and have empathy, i.e. they can successfully deal with communication issues with the hierarchy of a company Good, future-oriented bargainers respect their counterpart, are trustworthy. They are open to self development and self criticism.											
						Autonomy and responsibility In professional questions business communicators can play the role of a decision-maker and are able to solve problems alone. They can decide on the steps of usable method and support autonomy of co-workers.											
Brief description of the subject content						The course familiarizes students with the types of business and institutional communication with the key concepts and phrases The course presents students the barriers of successful self-advocacy.											
Activity forms of students						Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%											
Compulsory reading and its availability						Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press.											

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	McLean, S. (2025). Communication for business success. Open Textbook Library. https://open.umn.edu/opentextbooks/textbooks/8
Recommended reading and its availability	McLean, S. (2024). Effective business communication (v4.0). FlatWorld. https://catalog.flatworldknowledge.com/engage/catalog/editions/effective-business-communication-4 Ramsborg, G (2015) Professional Meeting Management: A Guide to Meetings, Conventions and Events. PCMA 6th edition Streibel, B (2002) The Manager's Guide to Effective Meeting. Briecase Book Series
Hand-in Assignments/ measurement reports	Home paper, presentations and case study analysis
Description of midterm tests	Defintion of main terms, multiple choice test and essay witing about a given business communication situation.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Business English for Economics

Subject name		In Hungarian		Gazdasági szaknyelv (angol)				Szintje	A KER B2
		In English		Business English for Economics				Level	A CEFR B2
Subject code				DUEN(L)-TKM 251, DUEN(L)-TKM 25, DUEN(L) TKM 251					
Responsible educational unit				Institute of Social Sciences: Department of Organisational Development and Communication Science					
Name of Mandatory Preliminary Study				-					
Number of Lessons						Requirements	Credits (ECTS)	Language of Education	
		Lecture		Seminar					Laboratory
Full-time	0	1		2		0	E	5	English
Correspondence	0	5		10		0			
Teacher responsible for the course				Name		Dr. Orsolya Bartal		Position	Assistant professor
Educational goals				Short description of the subject's goal The aim of the course is to introduce students to English for Economics/Business English as initial preparation for their CEFR B2 level ESN exam (e.g. BME, BEC Vantage), a condition of receiving their bachelor's degree in Business Administration at UoD. Given the timeframe of the course, it focuses on professional vocabulary building and the receptive skills of reading and listening comprehension, while speaking and writing skills are used in a supplementary way. Various work formations are used: small team, class and individual work both on- and offline, in- and out-of class using an e-learning material (<i>META Course FY: English for Economics</i>).					
Typical delivery methods				Lecture		In-class work (real-time off-, or online): controlled and free practice in whole-class, small team and individual formations, group presentation. Out-of-class work (online): small group and individual work on set parts of the e-learning material.			
				Seminar		In-class work (real-time off-, or online): controlled and free practice in whole-class, small team and individual formations, group presentation. Out-of-class work (online): small group and individual work on set parts of the e-learning material.			
				Laboratory					
				Other					
Requirements (expressed in learning outcomes)				Knowledge By the end of the course students acquire the most important terminology of selected topics of Business English which they can rely on in professional oral and written communication. They will be able to define basic concepts in a compact form, make a simple description of different phenomena and processes, understand short recordings and information from short, authentic texts, and formulate short texts related to the topics covered by the course.					
				Ability Students will be capable of: -answering questions about professional topics and information received from authentic texts by using key professional vocabulary -defining professional concepts and terms -describing professional phenomena and processes -understanding the gist and specific detail in short professional text & audio material -using key topical vocabulary in oral and written communication on the CEFR B2 level.					
				Attitude Open and receptive, motivated and interested, ambitious and flexible, proactive and responsible.					
				Autonomy and Responsibility Students are expected to continuously control their learning process and develop their own learning strategies. They should be capable of self-development and					

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	incorporating new content. They are expected to constructively participate in teamwork both in- and out-of-class using the acquired language.
Brief description of the subject content	Organisational Structures, Organisational Cultures, Change Management, Marketing Strategy, Advertising, International Trade, Customer Relationship Management, Supply-Chain Management, Quality Management, Finance, Money.
Activity forms of students	Processing new information from worksheets, teamwork and individual work, test papers, group presentation/case study
Compulsory reading and its availability	DUE MOODLE: FY: English for Economics - 2021-2022-2 (META course) • Cotton, D., Falvey, D. & Kent, S. (2016). Market Leader Intermediate Business English Coursebook. 3rd Edition Extra. Harlow, UK: Pearson. ISBN 978-1-292-13477-2 (Availability: book stores). Units 3-7, 9. • Rogers, J. (2011). Market Leader Intermediate 3rd Edition Extra Practice File. Harlow, UK: Pearson. ISBN 978-1-4082-36963. Units 3-7, 9. • Koester, A-P. Hanford, A. M. & Lisboa, M. (2012). Business Advantage Intermediate. Cambridge: CUP. ISBN 978-0-52-113220-6. Units 1,5,7-10, 12.
Recommended reading and its availability	• Whitby, N. (2013). Business Benchmark Pre-Intermediate to Intermediate: BULATS Student's Book. Cambridge: CUP. ISBN 9781107697812 • CUP (2012). Cambridge English Business 5 Vantage: Self-Study Pack. Cambridge: CUP. ISBN 9781107606937 • https://www.investopedia.com/financial-term-dictionary-4769738
Hand-in Assignments/ measurement reports/other	DUEN TKM 251, DUEN TKM 251 EN: Weekly online home assignments in teams (Weeks 2-11) A group presentation OR a case study analysis (Weeks 12-13) DUEL TKM 251: Online home assignments in teams after every consultation. A group presentation (presentation and its summary) OR a case study (worksheet and a follow-up essay) for two grades each (Weeks 11-12)
Description of midterm tests and the exam	Test paper in the exam period.
Use of Artificial Intelligence (regulation)	Partial permission: Artificial Intelligence use is permitted only for: -idea generation for essay /discussion questions -dictionary apps (e.g., DeepL) - AI-generated visuals with proper source attribution (student's own verified sources and references in APA 7th format), but is prohibited in: -receptive skills tasks -written and oral language production tasks -student presentations: neither complete slide text, nor an entire presentation can be generated by AI tools. (student presentation slides) -reference generation -test paper writing

Corporate Finance

Subject name		In Hungarian		Vállalati pénzügyek				Szintje	A	
		In English		Corporate Finance				Level	A	
Subject code				DUEN(L)-TKT-219						
Responsible educational unit				Institute for Social Sciences Department of Economics and Management						
Name of Mandatory Preliminary Study				DUEN-TKT-114 Basics of Finance						
Number of Lessons										
		Theoretical		Practice		Lab		Requirements	Credits (ECTS)	Language of Education
Full-time	150/52		2		2		0	M (Midterm mark)	5	English
Correspondence	150/20		10		10		0			
Teacher responsible for the course				Name		Dr. Péter Károly Novoszáth			Position	Associate Professor
Educational goals				The goal of the course is to develop the essential skills required of employees at the workplace and to expand students' financial analyzing skills. Within these fields students will get to know the main differences and similarities between financial decision types, and will learn how to increase the economic value of corporations. Therefore, students will be able to apply different types of financial decisions in a risky economic environment.						
Typical delivery methods				Theoretical		In a classroom with the use of a projector and a computer in each lecture.				
				Practice		In a classroom with the use of a projector and a computer in each seminar.				
				Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Students will know: the types, terminology and main principles of financial decisions, the valuation of financial assets, how to measure financial risks and the cost of capital, the indicators of corporate performance measurement, the efficient market hypothesis and behavioral finance.						
				Ability Students will be able to: make evaluations of financial assets and investment decisions make estimations of financial risks and the cost of capital learn to improve the performance of corporations by applying professional financial decisions. develop effective investment strategies.						
				Attitude Good financial analyzing skills, which students are ready to apply to maximizing the value of corporations. They are open and willing to discuss and apply all points of their knowledge of corporate finance on behalf of enterprises.						
				Autonomy and responsibility In professional economic and business situations, financial managers should be able to play the role of an effective decision-maker and solve financial problems alone. They can tackle problems as responsible persons, i.e. can decide if there is a need to cooperate with others in a certain financial situation.						
Brief description of the subject content				The course familiarizes students with: -the types, content and aims of financial decisions, -the valuation of financial assets using present value and net present value, -financial risk issues and the cost of capital, -performance measurement -the efficient market hypothesis.						
Activity forms of students				Discussing theoretical concepts and case studies under the tutor's direction: 40% Solving exercises under the tutor's direction: 30%						

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	Learning course material and solving exercises independently: 30%
Compulsory reading and its availability	Brealey, R.A., Myers, S.T., Allen, F. (2013): Principles of Corporate Finance. 11th ed., Boston: McGraw-Hill Materials on MOODLE.
Recommended reading and its availability	Berk, J. and De Marzo, P. (2014): Corporate finance. 3rd edition, Boston: Pearson.
Hand-in Assignments/ measurement reports	Students have to pass two midterm tests in the 7th and 14th weeks of the semester.
Description of midterm tests	The midterm in-class tests will take 120 minutes. The composition of each midterm test: quiz questions with true or false and open ended questions on the theoretical material of the course (40 percent); calculations and problem solving (60 percent). Solutions will be accepted only with comments and an exact demonstration of how the student obtained his/her results.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Marketing

Subject name		In Hungarian		Marketing				Szintje	A	
		In English		Marketing				Level	A	
Subject code				DUEN(L)-TVV-215						
Responsible educational unit				Institute for Social Sciences Department of Management and Enterprise Sciences						
Name of Mandatory Preliminary Study										
Number of Lessons								Requirements	Credits (ECTS)	Language of Education
		Theoretical		Practice		Lab				
Full-time	150/39		1		2		0	M	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course				Name		Dr. Catherine Odorige		Position	assistant professor	
Educational goals				The curriculum supports the student's mastery of marketing concepts and highlights their interconnections with different disciplines. During the course, students understand and apply the concepts of the market, the tools of marketing environment analysis, market sharing criteria and methodologies, become familiar with the purchasing decision process and the factors influencing customer behavior. Students understand the diversity and variations of marketing tools, and become proficient in using the most important marketing techniques and institutional marketing communications.						
Typical delivery methods				Theoretical		Flipchart, blackboard and other multimedia equipment in auditorium				
				Practice		Flipchart, blackboard and other multimedia equipment in smaller seminar rooms suitable for group work.				
				Lab						
Requirements				Knowledge By the end of the semester, students as potential marketing practitioners comprehend the basic concepts used in marketing and PR know the basic tools of marketing and recognize the relationships among them know the elements of an organization's internal and external environment and their interaction with the company's marketing and PR activities know and appropriately apply market research methodologies						
				Ability Students will be able to: Use and apply the basic terms and vocabulary of the profession with confidence Synthesize and organize their knowledge and apply it in the appropriate situations Examine business problems with a marketing approach Analyze the market of a product or service Detect correlations between strategic and operational marketing processes. Detect the relationship and interactions between the company, its customers and business partners						
				Attitude Students should be: Open to classroom case studies, and to the active interpretation of discussed situations. Sensitive and critical towards theoretical and practical innovation Susceptible to development opportunities for exploitation.						
				Autonomy and responsibility Responsible for his/her own development. Cooperate with the instructor and fellow students, seeks to solve the discussed problems. Feel responsible for the development of his/her working environment						
Brief description of the subject content				Concepts and instruments of marketing, main communication channels and						

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	strategies. Components of the marketing mix, market participants, the basic processes of marketing management. Consumer behavior, B2B markets, the basic methods of marketing research. Pricing, product development, brands, branding and challenges of contemporary marketing
Activity forms of students	Case study analysis, Presentations, Individual work, Frontal class work, Group work, Role play
Compulsory reading and its availability	Kotler, P. – Wong, V. – Saunders, J. – Armstrong, G.: Principles of Marketing, 4th European Edition, Pearson, 2005, DUE Library
Recommended reading and its availability	Kotler, P. – Armstrong, G.: Marketing: An Introduction, Pearson, 2015 Kotler, P. – Kartajaya, H. – Setiawan, I.: Marketing 4.0: Moving from traditional to digital, Wiley, 2017 Palmer, A.: Introduction to marketing, Oxford University Press, 2003
Hand-in Assignments/ measurement reports	Group work (Week 11): Creating and presenting the marketing plan of a chosen company. The marketing plans have to be submitted the day before the presentation the latest. Individual work (Week 7): Students have to analyse their own consumer habits (5-10 pages) and behaviours, and submit it in written form. The essay should contain citations from relevant scientific literature.
Description of midterm tests	The goal of the final test is to assess the students' knowledge and comprehensive understanding on the main marketing concepts, tools and strategies, and to measure and evaluate their knowledge in a system-wide context through complex problem solving. (Week 13.)
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: • during class work, for data collection and research related to assignments • for data collection for certain homework tasks • during preparation for quizzes/exams The use of any AI tools is strictly prohibited during knowledge assessments and the writing of in-class tests (quizzes).

Operation and Quality management

Subject name	In Hungarian	Termelés és minőségmenedzsment				Szintje	A			
	In English	Operations and Quality Management				Level	A			
Subject code		DUEN(L)- TVV-219								
Responsible educational unit		Institute for Social Sciences Department of Economics and Management								
Name of Mandatory Preliminary Study										
Number of Lessons				Requirements		Credits (ECTS)	Language of Education			
		Theoretical	Practice					Lab		
Full-time			1		2		0	M (Midterm mark)	5	English
Correspondence			5		10		0			
Teacher responsible for the course		Name		Dr Anita Varga				Position	associate professor	
Educational goals		The aim of the course is to enable students to become familiar with the fundamental concepts of production and quality management and their interrelationships from a systems perspective. Students will gain an overview of the application of the function matrix, the concept and interpretation of production management, as well as the market and technical life cycles of products and technologies. They will learn about the concept of control, its methods, and the triple control loop, as well as the systems-based interpretation of production control and the levels of product structure. Another objective of the course is for students to acquire the basic principles of quality management systems and standards—particularly the MSZ EN ISO 9001 family of standards—as well as the applied methods and techniques of quality management, including “soft” management tools. The course equips students with the ability to effectively manage production and service processes and to operate and develop them in compliance with quality requirements.								
Typical delivery methods		Theoretical		In a classroom with the use of a projector or a computer in each lecture.						
		Practice		In a classroom with the use of a projector or a computer in each seminar.						
		Lab								
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge - Knows and understands the principles and methods of managing, organizing, and operating business and production processes, with particular emphasis on production and quality management systems. - Has a comprehensive understanding of the conceptual frameworks of production management and quality management, their mutual interactions, and their role in organizational operations. - Understands the importance of a systems-oriented approach and strategic thinking in the analysis and development of business processes - Is familiar with the operational processes of task-oriented workgroups, as well as the management principles related to their coordination and leadership.								
		Skills - The student is able to apply theoretical and practical knowledge in a structured manner within the production and quality management processes of business organizations. - The student is able to interpret, analyze, and evaluate the elements of business and production systems both independently and in their interrelationships. - The student is able to outline management and control loops, as well as interpret the associated responsibilities and authorities. - The student is able to apply in practice the principles and requirements of the MSZ EN ISO 9001 standards family and to support its basic-level implementation.								

	- The student is able to regulate, document, and improve simpler processes using the tools of quality management. - The student is able to interpret and use the elements of a quality management documentation system. - The student is able to process and interpret professional literature related to the field and apply terminology appropriately.
	Attitude - The student is open to new results, innovations, and modern methods in the field of production and quality management. - The student strives for continuous professional self-development and for keeping their knowledge up to date. - The student is open to interdisciplinary cooperation and recognizes the role of other fields in the efficient operation of business processes. - The student is committed to quality- and value-oriented thinking in the operation of business organizations. - The student strives for lifelong learning both within and beyond the world of work. - In order to achieve high-quality work performance, the student demonstrates a problem-sensitive and proactive attitude; in project work and group tasks, they act constructively, cooperatively, and with initiative. - The student is receptive to and accepting of human diversity, different viewpoints, and new ideas, and is willing to cooperate and share knowledge. - The student is familiar with the operational processes of task-oriented workgroups, as well as the management principles related to their coordination and leadership.
	Autonomy and responsibility - The student takes responsibility for their own professional development and consciously builds their business and management competencies. - The student cooperates with others, actively seeks problem-solving opportunities, and participates in joint decision-preparation processes. - The student feels responsible for the development of their work environment and organizational processes, with particular regard to quality-oriented operations. - The student complies with professional, legal, and ethical standards in their work and behavior. - The student assumes responsibility for adhering to professional, legal, and ethical norms and regulations related to their work and conduct. - The student recognizes and identifies with their ethical responsibility in motivating and influencing others. - When necessary, the student is willing to engage in conflict but strives responsibly for mutually acceptable solutions.
Brief description of the subject content	Definition of production, production management, interpretation in system approach. Production processes and process structures. Product structure. Production structure. Construction, manufacturing, industrial specialties. Technical, economic, human and IT factors of production. Price, cost and profit functions of production. Basic documentation of the production management. Quality, value, value hierarchy. Top management activities related to the quality. Components of the quality policy. Practical factors of the enterprise quality related activities. Quality management of services and business processes. Definition and parts of TQM and TVM.
Activity forms of students	Frontal work: 40 % Individual or group work: 40% Test: 20%
Compulsory reading and its availability	Faramarzi, H., Drane, M., - Murtescu, K. (Eds.). (2022). Introduction to Operations Management. Seneca Polytechnic Press. [https://digitalrepository.senecapolytechnic.ca/s/oers/item/27321]
Recommended reading and its availability	Malik, Y. F., Ernawati, D. P., - Rizkiyanti, A. A. (2024). A literature review on operations management and strategy. International Journal of Social Science and Business, 8(2), 311–316. [https://ejournal.undiksha.ac.id/index.php/IJSSB/article/download/76906/30705]
Hand-in Assignments/	Students have to write an industrial case study in 20-25 pages

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measurement reports	
Description of midterm tests	Mid-term written exams (2 times): theoretical questions, practical tasks.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Accounting Analysis

Subject name		In Hungarian	Számvitel elemzés					Szintje	A	
		In English	Accounting Analysis					Level	A	
Subject code			DUEN(L)-TGT-112							
Responsible educational unit			Institute for Social Sciences Department of Economics and Management							
Name of Mandatory Preliminary Study			Principles of Accounting DUEN-TKT-217							
Number of Lessons							Requirements	Credits (ECTS)	Language of Education	
		Theoretical		Practice		Lab				
Full-time	150/39		1		1		1	M (Midterm mark)	5	English
Correspondence	150/15		5		5		5			
Teacher responsible for the course			Name		Dr.Erzsébet Szász			Position	Associate Professor	
Educational goals			The aim of the course is to enable students to examine individual economic processes and phenomena and to evaluate complex interrelationships. Depending on the size and scope of the business under examination, students will be able to develop the information base and the most appropriate analytical methods necessary for the analysis. Students should be able to perform the economic calculations necessary for the preparation of management decisions. They should apply the methods and procedures that enable management to monitor the implementation of decisions and evaluate their effects. The aim of the course is to make students aware of the need for economic analysis, to familiarize them with the concept, purpose, and areas of application of analysis, to familiarize them with the methods of analysis, to familiarize them with the steps involved in performing analysis, to enable them to perform production and sales analysis, and to enable them to perform analysis tasks related to the resources of the enterprise. A further aim of the course is to provide students with the knowledge necessary to recognize and correct omissions, errors, and professional economic disadvantages that arise in the context of modern management.							
Typical delivery methods			Theoretical	In a classroom with the use of a projector or a computer in each lecture.						
			Practice	In a classroom with the use of a projector or a computer in each seminar.						
			Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge - Knows the most important concepts, theories, and terminology of accounting analysis. - Knows the basic methods of acquiring knowledge and solving problems in the field of management.							
			Skills - Is capable of basic analysis of the concepts that make up the knowledge system of the field of management, of synthesizing relationships and of adequate evaluation. - Possesses the skills necessary for independent work. - Is capable of cooperating with others. - Is capable of managing various resources. - Able to apply professional knowledge in accordance with the various professional requirements of a given workplace.							
			Attitude - Open to the authentic communication and transfer of the comprehensive mindset and fundamental characteristics of practical operation of their profession. - Characterized by a need for continuous self-education in the field of							
			Autonomy and responsibility Independently thinks through comprehensive, fundamental professional issues and considers them based on the given resources.							

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	• Characterized by cooperation and responsibility with qualified professionals in the given field. • Takes responsibility for the views that form the basis of the profession.
Brief description of the subject content	General aspects of economic analysis: Economic calculation, price formation methods, determination of optimal product composition. Market activity analysis, operational analysis: Production indicator, production value analysis; Production composition analysis, quality analysis. Technical development activity analysis: Production development analysis; Product development analysis. Resource analysis: Human resource analysis; Analysis of tangible asset management; Analysis of capacity utilization. Analysis of inventory management: Analysis of inventory management; Examples of inventory standard calculations. Complex analysis of business management. Accounting reports. Analysis of the financial position of the business. Analysis of the financial situation. Profitability and efficiency analysis. Analysis of business results. Interim, continuous and retrospective analysis of expected results.
Activity forms of students	Processing of theoretical material under supervision: 20% Independent processing of theoretical material: 40% Task completion under supervision: 20% Independent task completion: 20%
Compulsory reading and its availability	• Kenneth S. Bigel (2022): Principles of Accounting Volume 1 Introduction to Financial Analysis, OpenStat, https://shorturl.at/uezqf • Materials on MOODLE
Recommended reading and its availability	• WARREN, Carl S. – REEVE, James M. – DUCHAC, Jonathan (2014): Corporate Financial Accounting. 13th ed. Boston: Cengage Learning, 944 p. ISBN 978 1 133 60761 8 • WEIL, Roman L. – SCHIPPER, Katherine – FRANCIS, Jennifer (2013): Financial Accounting. 14th ed. Boston: Cengage Learning 864 p. ISBN 978 1 111 82345 0 • HORNGREN, Charles T. – DATAR, Srikant M. – RAJAN, Madhav V. (2011): Cost Accounting. 14th ed. Upper Saddle River: Prentice Hall, 896 p. ISBN 978 0 132 56746 6
Hand-in Assignments/ measurement reports	Completing sample assignments related to all important areas (20 points in total)
Description of midterm tests	Two short tests during the semester. A minimum score of 61% is required on the tests. 1. Number of points available on the first short test: 30 points 2. Number of points available on the second short test: 50 points Supplementary complex short exam: 80 points (week 15)
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Marketing Management

Subject name		In Hungarian		Marketingmenedzsment				Szintje	A	
		In English		Marketing Management				Level	A	
Subject code				DUEN(L)-TVV-150						
Responsible educational unit				Institute for Social Sciences Department of Economics and Management Sciences						
Name of Mandatory Preliminary Study										
Type		Number of Lessons				Requirements		Credits (ECTS)	Language of Education	
		Theoretical		Practice						Lab
Full-time	150/39		1		2		0	E (exam)	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course				Name		Dr. Catherine Odorige Enoderia		Position	Associate Professor	
				The course supports the student's mastery of the main marketing and market concepts, marketing environment analyses, market sharing criteria and methodologies; demonstrates the decision process behind purchasing and the factors influencing consumer behaviour. The course presents the most important marketing concepts and skills for managers, and provides an overview of methodologies on the measurement and evaluation of performance and marketing management. Throughout the course, case studies, situational processing tasks and role playing games are applied to support the development of analytical, problem solving and communication skills of students, as well as to demonstrate the importance of value creation, performance measurement and marketing intelligence.						
Typical delivery methods				Theoretical		Flipchart, blackboard and other multimedia equipment in auditorium				
				Practice		Flipchart, blackboard and other multimedia equipment in smaller seminar rooms suitable for group work.				
				Lab						
				Else						
Requirements				Knowledge						
				By the end of the semester, students as potential marketing management practitioners.						
				Understand the basic concepts of the marketing management system.						
				Become familiar with the marketing tools and the connections between them.						
				Understand and identify the elements of the internal and external environment and their interaction with the company's marketing and PR activities.						
				Ability						
				Students will be able to:						
				systematically analyze marketing information;						
				build relationships with customers effectively;						
				establish brand equity;						
				determine a product's strategy;						
				Able to successfully participate in international markets						
				Attitude						
				Students should be:						
				Open to classroom case studies,						
				and to the active interpretation of discussed situations.						
				Sensitive and critical towards theoretical and practical innovation						
				Susceptible to development opportunities for exploitation.						

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	Autonomy and responsibility Responsible for his/her own development. Cooperate with the instructor and fellow students, seeks to solve the discussed problems. Feel responsible for the development of his/her working environment
Brief description of the subject content	The interpretation of marketing management. Analysis of marketing information. STP, networking with customers, B2B communications. Branding. Value creation. Marketing Communications. The key factors of successful long-term growth. Exiting to global markets.
Activity forms of students	Guided processing of theoretical materials Independent processing of theoretical materials Guided problem-solving Independent/Group problem solving Role-playing games
Compulsory reading and its availability	Keller K.L. – Kotler P.: Marketing management, 14th edition, Pearson, 2012 – DUE Library
Recommended reading and its availability	- Kotler, P. – Kartajaya, H. – Setiawan, I.: Marketing 4.0: Moving from traditional to digital, Wiley, 2017 - Palmer, A.: Introduction to marketing, Oxford University Press, 2003, DUE Library
Hand-in Assignments/ measurement reports	Group (4-6 people), report supported by a Powerpoint presentation, lesson by lesson, using the marketing elements learned in class
Description of midterm tests	The goal of midterm tests are to assess the students' knowledge and comprehensive understanding on the main marketing concepts, tools and strategies, and to measure and evaluate their knowledge in a system-wide context through complex problem solving. 2 midterm test: week 7 and week 13 Make up exam on Week 14 in the exam period
Frameworks and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, - for data collection and orientation for assignments - for data collection for certain homework assignments - during ZH preparation The use of all AI tools is prohibited when writing knowledge assessments and midterm and final exams

Strategic Management

Subject name		In Hungarian		Stratégiai Menedzsment				Szintje	A	
		In English		Strategic Management				Level	A	
Subject code				DUEN(L)-TVV-151						
Responsible educational unit				Institute for Social Sciences Department of Economics and Management Sciences						
Name of Mandatory Preliminary Study										
Number of Lessons per semester								Requirements	Credits (ECTS)	Language of Education
		Theoretical		Practice		Lab				
Full-time			2		1		0	E (exam)	5	English
Correspondence			10		5		0			
Teacher responsible for the course				Name		Dr. habil Mónika Rajcsányi-Molnár		Position	College Professor	
Educational goals				The goal of the course is to develop the essential skills required of employees at the workplace and to expand students' planning skills. The course is designed to familiarize students with the planning processes taking place in work organizations on key information. Provided by the knowledge of the course enables the students to the need for long-term planning and the importance of understanding claim. In practical terms, students will be able to interpret theoretical knowledge of the relevant relationships to recognize.						
Typical delivery methods				Theoretical		In a classroom with the use of projector and computer in each lecture.				
				Practice		In a classroom with the use of projector and computer in each seminar.				
				Lab		-				
Requirements				Knowledge Students as potential manager know and understand: the difference between the traditional and the strategic management approach the main steps of the strategic management process and apply management methodologies the implementation of the required change management strategy, particularly sociological and psychological aspects of the organization						
				Ability Students will be able to: use the concepts of area of specialty choose the most suitable method in terms of business logic apply the methods of approaches based on the theoretical approach draw correct conclusions from the analyzes Structured, systemic problems identified, to identify cause and effect relationships.						
				Attitude Good negotiators are patient, well-educated and have empathy, i.e. they can identify with the representatives of the other side and accept their opinion. Open to accommodate new innovative approaches. Avoids the stereotypes. Not think schemas. Susceptible development opportunities for exploitation.						
				Autonomy and responsibility In professional questions negotiators can play the role of a decision-maker and are able to solve problems alone. They can tackle problems as responsible persons, i.e. can decide if it is a need in a certain negotiation phase or situation to cooperate with others.						
Brief description of the subject content				The course familiarizes students with definition the strategic position of the organization (environment-, resources-- and analysis of the stakeholder). The strategic decision. Corporate and business level strategies. The strategic portfolio						

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	analysis. Implementation of the strategy, organizational development and change management.
Activity forms of students	30% Student-workbook 30% mid-term test 30% final test 10% Individual presentation
Compulsory reading and its availability	Robert M. Grant & Judith Jordan (2012) Foundations of Strategy, John Wiley & Sons, Inc. DUE Library Materials on MOODLE
Recommended reading and its availability	Art of War, Sun-Tzu (e-book) Blue Ocean Strategy, Kim Chan & Renee Mauborgne, Harvard Business Review Press; 1st edition 2005. Business Model Generation, Alexander Osterwalder & Yves Pigneur 2010. Hand-outs from the lecturer, case studies, additional materials (Moodle)
Hand-in Assignments/ measurement reports	The task is / Student-workbook / 1. To identify and analyse the most important strategic factors for the growth of an existing business organization. 2. Provide a strategic analysis, and describe the proposed strategy for the organization.
Description of midterm tests	All students have to take midterm test and final test. /Multiple Choice Questions/
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams (ZH).

Public management

Subject name	In Hungarian		Közmenedzsment						Szintje	A
	In English		Public management						Level	A
Subject code										
Responsible educational unit			Institute for Social Sciences Department of Economics and Management							
Name of Mandatory Preliminary Study										
Number of Lessons					Requirements			Credits (ECTS)	Language of Education	
	Theoretical		Practice							Lab
Full-time		2		1		0	M (Midterm mark)	5	English	
Correspondence		10		5		0				
Teacher responsible for the course			Name		Dr. habil Orsolya Falus			Position	Associate Professor	
Educational goals			Students get to know the definition of public management, the creation of it, and the phenomenon of the decentralised public management. They get to know in detail the practice of the European countries in the field of public management. Students gain knowledge of the definition, evolution, and major models of public management. The course introduces contemporary challenges of governance, including digital transformation, e-government, data-driven decision-making, and the application of artificial intelligence in the public sector. Students develop the ability to critically evaluate management practices, innovation strategies, and AI-supported administrative solutions							
Typical delivery methods			Theoretical	In a classroom with the use of projector or computer in each lecture.						
			Practice	In a classroom with the use of projector or computer in each seminar.						
			Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge Students have knowledge of - the fundamental and comprehensive facts, directions and boundaries of the subject area of public management - the most important relationships, theories and terminology that make up the professional field of public management. - the basic methods of knowledge acquisition and problem-solving in the field of public management.							
			Ability Students will be able to: Control and execute the tasks assigned to them without guidance and control, Plan, schedule and perform tasks under their own responsibility, Apply managerial roles and competencies beneficially, Form, declare and defend their opinions. AI-supported information processing, information analysis							
			Attitude Students are open to the authentic transmission and delivery of the comprehensive way of thinking and fundamental characteristics of their profession. Students are characterized by the desire for continuous self-development in the field of business and economic sciences.							
			Autonomy and responsibility They independently consider comprehensive, fundamental professional problems and reflections based on the given sources. - They are characterized by responsibility and co-operation with qualified experts of the professional field							
Brief description of the subject content			The course covers the definition, interpretation, major models, and application environment of public management. Topics include public service systems, financial management, e-government, governance reforms, and public management in							

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	developing countries. Special emphasis is placed on digital governance, GovTech innovations, artificial intelligence applications in the public sector, algorithmic decision-making, automation, and AI-related ethical and accountability issues.
Activity forms of students	AI-supported exercises and analysis: 20% Frontal work: 40 % Individual or group work: 20% Test: 20%
Compulsory reading and its availability	Owen E. Hughes – Public Management and Administration, An Introduction, Third Edition, Palgrave Macmillan, 2003, ISBN-0-333-96188-9 Letöltés: https://www.researchgate.net/profile/Owen_Hughes4/publication/230172479_Public_Management_or_Public_Administration/links/563aa34308ae45b5d284b354.pdf Christopher Pollitt – Geert Bouckaert: Public Management Reform: A Comparative Analysis (4th), 2017. ISBN: 978-019-8795-186 Dunleavy, Patrick et al: Digital Era Governance: IT Corporations, the State, and e-Government, Oxford University Press, 2007, ISBN 978-0199296194 OECD: The Path to Becoming a Data-Driven Public Sector
Recommended reading and its availability	Marz Holcer and Etienne Charbonneau: Public Management and Administration Illustrated, Vol.I. Englis, http://unpan1.un.org/intradoc/groups/public/documents/aspa/unpan029896.pdf
Hand-in Assignments/ measurement reports	Students complete two written assignments. Topics may include digital governance, AI applications in public administration, evaluation of algorithmic decision-making, or analysis of GovTech solutions. AI tools may be used with mandatory disclosure and critical reflection.
Description of midterm tests	Midterm assessments include essay questions, conceptual definitions, case study analysis, and applied questions related to digital governance and artificial intelligence in the public sector.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering related to assignments - for data collection for certain HF exams - during exam preparation The use of any AI tools is prohibited during knowledge assessment and written exams.

International Economics

Subject name		In Hungarian					Nemzetközi gazdaságtan					Szintje		A					
		In English					International Economics					Level		A					
Subject code							DUEN(L)-TKT-215												
Responsible educational unit							Institute for Social Sciences Department of Economics and Management												
Name of Mandatory Preliminary Study							DUEN-TKT-212 Economics 2.												
Number of Lessons														Requirements		Credits (ECTS)		Language of Education	
		Theoretical		Practice		Lab													
Full-time		150/39		2		1		0		M (Midterm mark)		5		English					
Correspondence		150/15		10		5		0											
Teacher responsible for the course							Name		Dr. Péter Novoszáth					Position		Associate Professor			
Educational goals							The subject familiarizes the students with all the key concepts and theoretical items and calculation methods, quantitative indicators used in the practice of economic and scientific analyzes, which are formed different theoretical trends in international economics. The article covers the traditional topics of international economics, but in addition to covers of today's global economic realities and practices from the perspective of evaluating the different theoretical methods and items as well. Processing of the curriculum is based on a closed economy analyst microeconomics and macroeconomics courses fundamentals. Upon completion of the course the student is able to understand and apply international economics models. calculation and interpretation of their students can perform basic international economic indicators. The student is able to understand and analyze economic policy issues in small, open economies.												
Typical delivery methods							Theoretical												
							Practice		In a classroom with the use of projector or computer in each seminar.										
							Lab												
Requirements (expressed in learning outcomes/competencies to be acquired)							Knowledge												
							Know the basic concepts of international economics.												
							Know the basic international economics, global facts, directions and boundaries												
							Know the most important relationships, theories, and they make up the terminology of the area.												
							Ability												
							They can produce creative ideas International Economics basic knowledge of system analysis, correlations synthetic formulation and evaluation activities adequately.												
							Attitude												
							Comprehensive way of thinking and open profession of practical operation of the basic features of authentic convey, transmit.												
							Continuous self-training needs specific to the field of economics												
							Autonomy and responsibility												
							Independently carry out a comprehensive, underlying technical aspects and reflection on the basis of the given resources through thinking.												
Brief description of the subject content							Cooperation and responsibility characterizes the given field trained professionals.												
							A brief description of the contents of the subject of international economics science. Object and methodology of the world economics and international economics. The evolution of the world economy and international economic theories, a quick overview of trends in history.												
							The global economic situation, structure and key processes.												
							The basic concepts of international trade. Open markets: one product, two market models. The role and effects of international trade. The main indicators of international trade.												
							Indicators of openness, exchange rate indices, indicators of elasticity.												
							The international division of labor and specialization Principles. The specialization in classical and neoclassical theory. The absolute and comparative advantage principle. The neoclassical models additions. working models growing dividend. Alternatively, critical												

	theories. Trade Policy principles and practices. Free trade and protectionism. International trade, trade, trade in services. Trade policy instruments and their effects. International factors flow. The flow of capital and labor causes, consequences, models. The concept of mobility factor and variants. The international movement of labor causes and forms. The international flow of capital motivations, causes and consequences. The international balance of payments. The foreign trade balance, current account and the capital account and financial concept. Money Theory, currency exchange rates. Exchange rate system. The exchange rate policy issues. Monetary Council, fixed and floating exchange rate system. Economic policy open economy issues. Possible directions of economic policy in a small open economy. Adjustment. The external balance disturbance causes, options for remediation. International competitiveness, new economic geography. The concept of international competitiveness, competitive approaches rankings, the role of competitiveness in the global economy. The policy of transnational corporations and the role of capital flows. National and international regulation of TNCs. Globalization and world economy, development disparities, asymmetric interdependence. Integration Theory. Integration of shapes and characteristics.
Activity forms of students	Midterm exams: 2*35 % Individual or group work: 15% Test: 15%
Compulsory reading and its availability	Paul R. Krugman - Maurice Obstfeld : International Economics: Theory and Policy (6th Edition) 6th Edition ISBN-10: 0201770377 2002, Addison Wesle
Recommended reading and its availability	http://www.studyingeconomics.ac.uk/module-options/international-economics/ http://www.academia.edu/17077737/International_Economics_Theory_and_Policy_9th_Edition_BD
Hand-in Assignments/ measurement reports	Individual/group processing of the literature published by the instructor for each topic and its presentation in class During the semester, submitting an individual assignment by the deadline Students may receive homework from class to class (e.g. presentation of press articles, explanation of concepts, etc.) - optional
Description of midterm tests	During the semester, two closed papers will be written, depending on the schedule of the academic year, at times announced in advance in the semester subject program. Closed papers can be corrected/replaced in the last week of classes.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Accounting management, controlling and information management

Subject name		In Hungarian	Számvitel menedzsment, kontrollig és információgazdálkodás					Szintje	A	
		In English	Accounting management, controlling and information management					Level	A	
Subject code			DUEN(L)-TGT-215							
Responsible educational unit			Institute for Social Sciences Department of Economics and Management							
Name of Mandatory Preliminary Study										
Number of Lessons								Requirements	Credits (ECTS)	Language of Education
		Theoretical	Practice		Lab					
Full-time	150/39		1		1		1	M (Midterm mark)	5	English
Correspondence	150/15		5		5		5			
Teacher responsible for the course			Name		Dr. Erzsébet Szász			Position	Associate Professor	
Educational goals			Students will get acquainted with the basic issues of system and information theory as well as will acquire basic organization skills. They will understand the structure of enterprise systems and will become capable of producing and processing accounting information with traditional and modern instruments. During the course students will become familiar with the formation of the concept of controlling and understand its function in the corporate division of labour. They will get to know the planning system of companies and its methods thoroughly, and will be able to interpret them. Furthermore, they will be acquainted with the corporate information supply process, the information and reporting systems and their types. Students will be able to make cost management, economic and financial calculations in real business contexts.							
Typical delivery methods			Theoretical		In a classroom with the use of a projector and a computer in each lecture.					
			Practice		In a classroom with the use of a projector and a computer in each seminar.					
			Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge Students are expected to know: -the basic definitions of the accounting the fundamental and comprehensive facts, directions and boundaries of controlling -the most important connections, theories and terminology of the field -the basic information gathering and problem-solving methods related to controlling processes							
			Ability Students must be: -capable of managing and implementing the tasks entrusted to them without direction -able to plan, schedule and perform their tasks within the limits of their own responsibility -able to submit proposals, make decisions and take actions within the limits of their own responsibility to complete their tasks successfully -able to apply the learnt management roles and competencies to their business needs -capable of forming, declaring and defending their own professional opinion							
			Attitude Students are expected to be open to convey the basic characteristics and comprehensive way of thinking of the field accurately; and be committed to continuous professional development in the field of controlling.							
			Autonomy and responsibility Students are expected to consider comprehensive, fundamental professional problems independently based on the literature and other recommended sources for the course. Students are to be open to cooperate with other professionals of the field and take responsibility for their professional stand.							
Brief description of the subject			Accounting processes of economic systems. Laws and regulations related to accounting							

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content	activities. Fundamentals of the organization of accounting information systems. Code systems and theoretical foundations of the development of other identifiers. Administrative documents, the definition of the data content of queries. Management information and other documents in the organization. Accounting tasks in the integrated computer-aided system. Upgrading the applied code systems. The organizational foundation of the cooperation of accounting and financial activities. The financial activities of the organization. The accounting activities of the organization, the organization of the inventory Students will learn about the formation of the concept of controlling and understand its function in the corporate division of labour. They will get to know the planning system of companies and its methods thoroughly, and will be able to interpret them. They will be acquainted with the corporate information supply process, the information and reporting systems and their types. Students will make cost management, investment, economic and financial calculations in real business contexts.
Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	James A. Hall : Accounting Information Systems, 8th Edition 8th Edition, South-Western Cengage-Learning, 2010 pp 792, ISBN-10: 1111972141., Materials on MOODLE Jürgen Weber/Utz Schäffer: Introduction to Controlling, 182 S., 43 Abbildungen, Gebunden, 2008, ISBN: 978-3-7910-2759-3 P. Raju Iyer: Cost controlling and reduction, http://slideplayer.com/slide/5942322/
Recommended reading and its availability	The Role of Management Information Systems in Decision-Making, by Bert Markgraf online: http://smallbusiness.chron.com/role-management-information-systems-decisionmaking-63454.html How Can Managers Use Accounting Information? by Sheila Shanker online: http://smallbusiness.chron.com/can-managers-use-accounting-information-3950.html Factors in a Management Accounting Information System, by Angie Mohr, http://smallbusiness.chron.com/factors-management-accounting-information-system-1550.html https://www.slideshare.net/Samuel90/project-integration-slidesppt http://dliia.ir/Scientific/e_book/Technology/Industrial_Engineering_Management_Engineering/020056.pdf
Hand-in Assignments/ measurement reports	Students have to take a final test (a comprehension and a problem-solving task).
Description of midterm tests	All students have to take weekly online tests and a vocabulary test after each topic.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Thesis research 1. – research methodology

Subject name	In Hungarian	Szakdolgozat – Kutatásmódszertan TVV				Szintje	A	
	In English	Thesis – Research methodology				Level	A	
Subject code		DUEN(L)- TVV- 090						
Responsible educational unit		Institute for Social Sciences Department of Economics and Management						
Name of Mandatory Preliminary Study								
Number of Lessons				Requirements		Credits (ECTS)	Language of Education	
		Theoretical	Practice					Lab
Full-time		1		0	0	Signature	-	English
Correspondence		5		0	0			
Teacher responsible for the course		Name		Dr. Anita Varga		Position		College Professor
Educational goals		The aim of the course is to enable technical management students to acquire the essential research skills required for thesis writing, which is a compulsory component for graduation. The course allows students to develop comprehensive and practical solutions to real-world problems, as well as to present the research findings of their thesis clearly and convincingly, both in writing and orally. Students will become familiar with various research methods, including the design and implementation of surveys and qualitative interviews. During the course, students will also learn how to record and organize their research results in descriptive or numerical form.						
Typical delivery methods		Theoretical		In a classroom suitable for lectures using a projector, or via the Microsoft Teams platform				
		Practice						
		Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Prospective graduates are familiar with and able to apply the essential research skills, including: · designing and preparing surveys and questionnaires · analyzing, critically evaluating, and organizing secondary literature · understanding the key terminology and concepts necessary for successful thesis writing · comprehending scientific systems, processes, and interconnections · recording and analyzing research results in descriptive and numerical form · This training ensures that students are capable of conducting independent research, identifying relevant problems, and proposing scientifically grounded, practical solutions in their theses.						
		Skills Upon completion of the course, students will be able to: · analyze and critically evaluate the knowledge systems that characterize research in their field · locate, understand, and effectively use library resources and the scientific literature relevant to their discipline · synthesize information from multiple sources to form well-founded, independent judgments · apply acquired knowledge in a structured and methodical way to practical and research problems · present research findings clearly and convincingly, both in writing and orally, in accordance						
		Attitude Successful researchers maintain an open-minded and impartial attitude toward the latest scientific findings while being attentive listeners and analytical thinkers.						

	They can form informed opinions on current trends and critically evaluate earlier research in the field of economics. They are aware of the ethical and methodological standards of scientific work, capable of drawing objective conclusions, and able to integrate new knowledge into their existing understanding in a structured and independent manner. They strive for continuous development of professional competencies and for presenting research results clearly and convincingly, both in writing and orally Autonomy and responsibility Students demonstrate the ability to independently analyze complex professional issues, critically reflect upon and rigorously evaluate scientific findings, and integrate these insights into their own research. Within professional contexts, they exhibit collaborative engagement, accountability, and respectful interaction with members of the academic and professional community. They are capable of systematically identifying and resolving problems that arise throughout the research process, evaluating alternative approaches, and formulating decisions based on sound scientific reasoning. Furthermore, they are committed to the continuous enhancement of their professional competencies and to the clear, structured, and academically rigorous presentation of research outcomes, both in written and oral formats.
Brief description of the subject content	The course familiarizes students with new trends of research methodology. The course presents the available thesis writing regulations, norms and criteria in compliance with University requirements. The course contains a thorough description and explanation of sampling, research question types, open ended questions and research scales. The planning and structuring of qualitative interview research. Data analysis, research evaluation.
Activity forms of students	Research data analysis Frontal work Individual or group work Weekly consultations
Compulsory reading and its availability	Babbie, E. R. (2021). The practice of social research (15th ed.). Cengage Learning. ISBN-13: 9780357360767 Pearce, J. M. (2018). How to perform a literature review with free and open source software. Practical Assessment, Research & Evaluation, 23(1), Article 8. https://doi.org/10.7275/jjhz-sz75
Recommended reading and its availability	Thomas, C. G. (2021). Research methodology and scientific writing. Springer. ISBN 9783030648657. Zhang, Y. (2025). Research on application and innovation in civil engineering construction management. Open Access Library Journal, 12, 1–10. https://doi.org/10.4236/oalib.1112843 Frichi, Y., Jawab, F., - Boutahari, S. (2019). An exploratory qualitative study of the influence of hospital logistics factors on quality of care and patient satisfaction at public hospitals in Morocco. Advances in Science, Technology and Engineering Systems Journal, 4(6), 414–422. https://doi.org/10.25046/aj040652
Hand-in Assignments/ measurement reports	Weekly personal consultation with the supervisor Discussion about each prepared chapter Submission of thesis until the deadline required in the University's exam schedule Preparation of the research questionnaire. Defining the hypothesis.
Description of midterm tests	During week 13 a presentation about a chosen topic.
Framework and rules for the use of artificial intelligence	Partial Permission: Artificial intelligence is permitted only with proper citation (APA) for the following purposes: Data collection, e.g., about the selected organization (e.g., ChatGPT, Gemini) Literature gathering (e.g., Scopus AI, Perplexity, Consensus) Translation of texts in foreign languages (e.g., DeepL) Grammar and stylistic text formatting (e.g., Grammarly, Paperpal) In all other cases, AI use is prohibited.

Management methods

The name of subject	in Hungarian	Menedzsment módszerek	Level	A
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		in English		Management methods					
DUEN(L)-TVV-216									
Responsible educational unit				Institute of Social Studies Department of Economics and Management Sciences					
Name of compulsory prerequisites				Management DUEN-TVV-114					
		Number of lessons per semester				Requirements	Credit	Language of education	
		Theoretical		Practice					Lab
Full-time	150/39		1		2	0	M (Midterm mark)	5	English
Corresponding	150/15		5		10	0			
Tutor responsible for the subject				name		Dr. habil Mónika Rajcsányi-Molnár		position	College professor
The educational aim of the course				The aim of the subject is to foster organisational efficiency by developing managerial effectiveness and by learning the factors and processes at individual and group level that influence organisational behaviour. The introduction of the connection between the performance of the individual, group and organisation. The familiarization with the means and methods necessary for changing behaviour, and practising their application. Forming and developing the competences fostering the efficiency of personal management.					
Typical ways of delivery				Theoretical	Joint lecture for all students in a lecture hall equipped with a board, computer and a projector.				
				Practice	In rooms with maximum 30 seats, using interactive methods, individual work and group work of 5-6 people, using a projector, an overhead projector and presentation techniques.				
				Lab					
				Other					
Requirements				Knowledge Students are aware of the principles and methods for shaping and changing the organisational behaviour of organisations and institutions. They know the similarities and differences between individual and group decision making and problem solving. They know the methodological basics and techniques of decision preparation and decision support. They know the possibilities and means of practising personal management efficiently. They recognise the importance of managerial efficacy and they know which factors, in which degree foster this. Capabilities Students are able to use the principles, rules, connections, procedures of management science obtained to solve routine tasks occurring at their work. They are able to identify problems and to integrate their knowledge in order to solve the problems. They are able to cooperate with the representatives of other areas of expertise. They are able to use the techniques and methods of problem solving in regard to their application possibilities. They are able to manage time, select among the tasks and are able to focus. They are able to communicate and give a presentation in the right professional manner. They are able to accept themselves and others. They are able to use the rules of positive motivation and the means of efficient communication, and are able to manage conflicts. They are able to manage changes in a professional and humane manner. Attitude They show interest and have the right learning abilities, which make professional development possible with the help of continuous self-learning and further training.					

	They seek life-long learning in the world of work as well as out of work. They show problem sensitive, proactive behaviour in the interest of quality work performance and in case of projects and group work they are constructive, cooperative and initiating. They are sensitive to the reception of new pieces of information, new professional knowledge and methods. They are open to tasks which require independence and cooperation. They are willing to cooperate and to share their knowledge. They are open to changes and seek to follow and understand those changes. They accept and recognise the importance of career planning. Autonomy and responsibility They are able to solve problems and make a decision independently. They are able to manage, organise and supervise an organisational unit by taking responsibility for the organisation and their colleagues. They take responsibility for keeping professional, legal and ethical norms and rules in connection with their work and behaviour. They recognise and identify themselves with their ethical responsibility in connection with motivating and influencing others. If needed, they face conflicts but seek a mutually acceptable solution. They undertake changes and are active participating individuals of the organisational changes.
Short description of the subject content	Efficient management for organisational efficiency. The elements of managerial efficacy. Managing time, personal resources and the resources of colleagues. The importance of organisational behaviour in the managerial work. The individual as the key element of the organisational output. Individual behaviour and personality. The basics and theories of motivation. The connection between satisfaction, motivation and output. The process and means for changing behaviour. The manager's influencing ability. The importance of groups in the operation of an organisation. Factors influencing group performance. Decision-making and problem-solving at individual and group level. Means and methods supporting decisions. Efficient communication. Emotions and cultural characteristics during communication. Theoretical and practical questions of negotiation techniques. Conflicts in the life of an organisation. Advantages and disadvantages originating from conflicts. The strategies to manage conflicts. The possibilities and means of practising power. The capability of a manager to influence organisational culture. Organisational culture and changes. Career planning for individual success, career management in order to manage human resources efficiently.
Main student's activity forms	Listening comprehension while taking notes, joint interpretation, confronting different views, systemising information by guided exercises. Team work, group decision-making and problem solving. Case study and its analysis.
Compulsory literature and their accessibility	French-Rayner-Rees-Rumbles (2011) Organizational Behavior. 2nd edition, John Wiley & Sons, Ltd, England
Optional literature and their accessibility	Laurie J. Mullins (2024) Management and Organisational Behaviour, 13th edition Published by Pearson, Gary Rees University Of Portsmouth, The Business School Williams-DuBrin-Sisk (1985) Management & Organization South-Western Publishing Co. USA, DUE Library
Description of assignments/test reports	1. Individual task 2. Group assignment The detailed description of the tasks can be seen in Moodle. These tasks cannot be made up for in the examination period.
Description and schedule of term papers	In the 12th week. Make-up term paper in the 13th week.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH

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	The use of any AI tools is prohibited during knowledge assessment and closed book exams.
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Thesis research 2. GAZDBA

Subject name		In Hungarian		Szakdolgozat – szakdolgozat készítés GAZDBA				Szintje	A	
		In English		Thesis research GAZDBA				Level	A	
Subject code				DUEN(L)-TKT-091						
Responsible educational unit				Institute for Social Sciences Department of Economics and Management						
Name of Mandatory Preliminary Study				DUEN-TVV-090 Thesis Research -research methodology						
Number of Lessons								Requirements	Credits (ECTS)	Language of Education
		Theoretical		Practice		Lab				
Full-time	150/13		1		0		0	Signature	0	English
Correspondence	150/5		5		0		0			
Teacher responsible for the course				Name		Dr. Keszi-Szeremlei Andrea			Position	Colleague Professor
Educational goals				By the end of the course, students will be able to conduct independent research with professional assistance and present their findings in writing, i.e., prepare a thesis. In other words, they must be able to: - explore and identify problems, select the problem to be solved, - gather and organize knowledge to solve the problem, - synthesize knowledge, - form an independent opinion on the problem, - put their opinion in writing, taking into account the general rules of communication and the expectations of the college.						
Typical delivery methods				Theoretical		individual and group discussion, group work, personal consultation				
				Practice						
				Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Students as potential graduates know: • how to create a questionnaire • how to analyze and critically evaluate secondary literature • the most important terminology and definition required for a successful thesis writing • the most important scientific interconnections within the field of economics						
				Ability Students will be able to: • analyze the knowledge system that characterizes economic research • learn, understand and apply the library resources and the scientific literature of the field of economics						
				Attitude • Successful thesis writers are good researchers have an open-minded and impartial attitude towards newest findings, are good listeners and thinkers at the same time. • Have an opinion on newest trends and a critical view on old findings.						
				Autonomy and responsibility • Independently analyze professional questions and think through scientific findings. • In professional questions is characterized by cooperation and responsibility towards the members of professional sphere. • Students can tackle problems alone they encounter throughout the research phase.						
Brief description of the subject content				The course familiarizes students with the thesis writing process, with several key concepts and research methods. The course presents the available thesis writing regulations, norms and criteria in compliance with University requirements.						

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Activity forms of students	Literature level exam Trial thesis defence exam Weekly consultations
Compulsory reading and its availability	• Course Syllabus (tasks of students, deadlines of chapters and final thesis) • Formal and content requirements of thesis • Official documents of thesis work
Recommended reading and its availability	• MURRAY, Rowena (2011): How to Write a Thesis. 3rd ed. Milton Keynes: Open Univ. Press 384 p. ISBN 978 0 335 24428 7.
Hand-in Assignments/ measurement reports	Weekly personal consultation with the supervisor Discussion about each prepared chapter Submission of thesis until the deadline required in the University's exam schedule
Description of midterm tests	Literature level exam on the 6th week of the semester.
Framework and rules for the use of artificial intelligence	For tasks specified in the thesis guidelines, the use of AI is permitted provided that certain conditions are met. The use of AI must be documented, and students must declare the method of use and type of AI in their thesis.

Field practice - GAZDBA

Subject name		In Hungarian				Szakmai gyakorlat – GAZDBA				Szintje		A							
		In English				Field practice - GAZDBA				Level		A							
Subject code						DUEN(L)-TVV-090													
Responsible educational unit						Institute for Social Sciences Department of Economics and Management Sciences													
Name of Mandatory Preliminary Study						DUEN-TVV-090 Thesis Research -research methodology													
Number of Lessons														Requirements		Credits (ECTS)		Language of Education	
		Theoretical		Practice		Lab													
Full-time				0		0		0	Signature		20		English						
Correspondence				0		0		0											
Teacher responsible for the course						Name		Dr. Keszi-Szeremlei Andrea				Position		Colleague Professor					
Educational goals						By the end of the course, students will be able to plan their work, take the necessary measures, evaluate their results, complete their tasks on time, recognize and solve problems in work organizations, and apply what they have learned in a professional manner. Communicate effectively with professionals, - perform tasks individually and in a team, - prepare a report on the internship/thesis writing process, - report on their work, submit written and oral reports, supported by presentations, in an economist's style, - identifying and eliminating errors and shortcomings that arise during the work process													
Typical delivery methods						Theoretical		At the internship place completing the necessary requirements jointly stated by the university and the company.											
						Practice													
						Lab													
Requirements (expressed in learning outcomes/competencies to be acquired)						Knowledge - Knows the most important concepts, theories, and terminology in the field of management. - Knows the basic methods of acquiring knowledge and solving problems in the field of management.													
						Ability - Is capable of basic analysis of the concepts that make up the knowledge system of the field of management, of synthesizing relationships and of adequate evaluation. - Possesses the skills necessary for independent work. - Is capable of cooperating with others. - Is capable of managing various resources. - Able to apply professional knowledge in accordance with the various professional requirements of a given workplace.													
						Attitude - Open to the authentic communication and transfer of the comprehensive mindset and fundamental characteristics of practical operation of their profession. - Characterized by a need for continuous self-education in the field of economics													
						Autonomy and responsibility - Independently thinks through comprehensive, fundamental professional issues and considers them based on the given resources. - Characterized by cooperation and responsibility with qualified professionals in the given field. - Takes responsibility for the views that form the basis of the profession.													
Brief description of the subject content						Students complete the practical training required by the curriculum in an environment that meets the professional requirements of their field and													

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	specialization. The employing company must have the material and personnel resources necessary for employment in line with the specialization. Students are assisted in their practical professional work by the appointment of a supervisor and the provision of opportunities for data collection, literature research, and consultation. At the end of the internship, the employing company issues a certificate of completion, in which it evaluates the student's work (the most important tasks performed by the student, their conduct, and the usefulness of the internship from the perspective of the company and the student). It gives an overall assessment of the activity. The course coordinator determines the final assessment of the internship based on the work log and the employer's assessment.
Activity forms of students	Individual and group task solving and work performance at the professional internship
Compulsory reading and its availability	
Recommended reading and its availability	Individual literature research necessary for completing the academic specialization or specific tasks required by the internship place.
Hand-in Assignments/ measurement reports	A report on the internship, including the student's name, the location and duration of the internship, and a weekly breakdown of the tasks performed during the internship. Summary opinion and experience of what was seen and learned during the internship. Times New Roman, font size 12, line spacing 1.5, cover page + 3-5 pages of report Internship supervisor's evaluation of the student's performance – available on MOODLE Lengths of the report should be 3-5 pages.
Description of midterm tests	-
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is not permitted when preparing reports. Not relevant for other tasks.

Conflict Management and Economic Mediation

Subject name		In Hungarian		Konfliktuskezelés és gazdasági mediáció				Szintje	A	
		In English		Conflict Management and Economic Mediation				Level	A	
Subject code				DUEN(L)-TKM-118						
Responsible educational unit				Institute for Social Sciences Department of Organizational Development and Communication Science						
Name of Mandatory Preliminary Study										
Number of Lessons						Requirements	Credits (ECTS)	Language of Education		
		Theoretical		Practice					Lab	
Full-time	150/39		0		3		0	M	5	English
Correspondence	150/15		0		15		0	(Midterm mark)		
Teacher responsible for the course				Name		Dr. László Balázs		Position	Associate Professor	
Educational goals				The objective of the course is to prepare students for the constructive management of conflict both from a theoretical as well as a practical perspective. The objective is for student to gain in-depth insight into the theoretical and practical knowledge of violence-free communication, the methodology of cooperative negotiation and conflict management, as well as the practice of mediation. The course will develop the following competences: Conflict management competences Self-knowledge Empathy Assertiveness Problem solving						
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.				
				Practice		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.				
				Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge - Students understand the problem areas of conflicts and conflict management. - They know the characteristic features and possible solutions of intrapersonal conflicts. - They know the dynamics of group and organizational conflicts, as well as its phases of escalation. - They know the main directions, models and methodologies of conflict management						
				Ability - Students have the skills to analyze and assess a conflict situation from multiple perspectives. - They are able to identify their and their interlocutor's interests and motivations. - They are able to deploy the methods of conflict management in practice.						
				Attitude						
				- Students are open to the critical reflection of their own conflict behaviors. - They are open to the constructive solution of conflicts. - They strive to understand the motivations and interests of the person with whom they are conflicted.						

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	Autonomy and responsibility • Students take responsibility for their behaviors in conflict situations. • They find it important to further develop their conflict management skills. • They try to find constructive solutions for their conflicts.
Brief description of the subject content	During the course, students learn about the problem areas of conflicts and conflict management. They gain insight into types of conflict, intrapersonal conflict, group and organizational conflicts. Students learn about the main models, methods and approaches of conflict management. Students gain insight into the theory and practice of violence-free conflict, as well as the possibilities of the use of negotiation conflict management and economic mediation.
Activity forms of students	Note taking and synthesis of lectures. Participation in cooperative activities and role-play; the analysis of case studies; complex simulations (problem solving in the group. The discussion of alternative solutions); experimental tasks (exercises)
Compulsory reading and its availability	• Fisher, R, Ury, W. (1983) Getting to Yes: Negotiating Agreement Without Giving in • Rosenberg, M.B., Gandhi A. (2003) Nonviolent Communication: A Language of Life. Puddledancer Press • Materials on MOODLE
Recommended reading and its availability	• Killmann Test – (available: https://www.psychometrics.com/assessments/thomas-killmann-conflict-mode)
Hand-in Assignments/ measurement reports	Based on any topic of the course, students are required to analyse a topic in an essay, and present it through a presentation. Essay: Length: 20,000 characters Format: 1,5 space, TNR, first row indent 9mm. Deadline: Week 10 seminar Presentation: Length: 10-12 slides 20-25 mins. Deadline: Week 11 and 12.
Description of midterm tests	Mid-term exam that contains the material of the lectures Week 13 seminar
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Business negotiation and presentation

Subject name		In Hungarian		Üzleti tárgyalás és prezentáció				Szintje	A	
		In English		Business negotiation and presentation				Level	A	
Subject code				DUEN(L)-TKM-124						
Responsible educational unit				Institute for Social Sciences Department of Organizational Development and Communication Science						
Name of Mandatory Preliminary Study										
Number of Lessons								Requirements	Credits (ECTS)	Language of Education
		Theoretical		Practice		Lab				
Full-time	150/39		1		2		0	M (Midterm mark)	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course				Name		Dr. Tamás Kőkuti			Position	Associate Professor
Educational goals				The goal of the course is to develop the essential skills required of employees at the workplace and to expand students' negotiating, negotiator and presentation skills. Within these fields students will get to know the main differences and similarities between different types of presentations, therefore, students will be able to navigate among types and situations of business negotiation in order to synthesize and apply them in practice. Certain presentation and negotiation outputs will be clarified during the course. by the end of the semester students will be familiar with the necessary social, psychological and cultural competencies required for successful business presentation.						
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.				
				Practice		In a classroom with the use of projector or computer in each seminar with the application of group work, role play and simulation activities.				
				Lab						
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Students as potential business negotiators and communicators know: - the types, terminology and main principles of negotiation and business presentation - the steps of making effective business presentation - how to structure business presentation - how to recognize problem solving techniques in company environment						
				Ability Students will be able to: - make a business negotiation plan and collect as much information as possible about the other side, - make decisions necessary for successfully performing a business presentation and carrying out a negotiation process - to recognize, define and effectively communicate the terminology of the discipline						
				Attitude Good business presenters are patient, well-educated and have empathy. Good, future-oriented bargainers respect their counterpart, are trustworthy and not aggressive. They are open and willing to discuss all points of the negotiation process, and to structure well a business presentation as well as express their opinion. They are open to the novelty of the professional sphere.						
				Autonomy and responsibility Is capable of own opinion formation on professional and social forums. Responsibly represents his/her professional group and company unit.						
Brief description of the subject content				The course familiarizes students with the types of negotiation, with the structure of business communication. The course presents students the barriers of						

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	successful bargaining and deals with the effects of a good business presentation.
Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	- Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press. - Shell, G.R. (2006) <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>. Penguin Books, 2nd Edition - Materials on MOODLE
Recommended reading and its availability	- Roy J. Lewicki, Bruce Barry, and David M. Saunders (2007): <i>Essentials of Negotiation</i>. Boston: McGraw-Hill. - Fisher, R and Daniel Shapiro (2005) <i>Beyond Reason: Using Emotions as you Negotiate</i>. Viking Publisher - Thomas, J. (2005) <i>Negotiate to Win: The 21 Rules for Successful Negotiating</i>. Collins Publisher
Hand-in Assignments/ measurement reports	In class activity, home paper, presentation
Description of midterm tests	Necessary vocabulary material, steps of a presentation, wider understanding of the course topic.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Organizational Communication

Subject name		In Hungarian				Szervezeti kommunikáció				Szintje		A			
		In English				Organizational Communication				Level		A			
Subject code						DUEN(L)-TKM-218									
Responsible educational unit						Institute for Social Sciences Department of Organizational Development and Communication Science									
Name of Mandatory Preliminary Study															
Number of Lessons										Requirements		Credits (ECTS)		Language of Education	
		Theoretical		Practice		Lab									
Full-time				2		1		0		M (Midterm mark)		5		English	
Correspondence				10		5		0							
Teacher responsible for the course						Name		Dr. habil István András				Position		College Professor	
Educational goals						The objective of the course is the detailed introduction of the theoretical approaches and practical dimensions of communication. After the course, students will be able to recognize the characteristic features and processes of organizational communication. They will be able to identify the communication strategies of different companies, as well as the different leadership styles that characterize the organizational culture. Student will be able to deploy their new skills and knowledge in diverse institutional settings, for example in organizational development.									
Typical delivery methods						Theoretical		In lecture rooms seating 20-30 people, with the use of a projector. Lecture, note taking.							
						Practice		In seminar rooms seating 20-30 people, with the use of a projector. Individual, pair and group work; case study analysis. Student presentations, evaluation.							
						Lab									
Requirements (expressed in learning outcomes/competencies to be acquired)						Knowledge Students will possess self-confident methodological knowledge. They understand the opportunities and perspectives of methodology and innovation. Learning about organizational processes, internal and external communication, organizational culture, as well as its conceptual repertoire.									
						Ability At the level of practical use, students will be able to make decisions in decision making processes in their own area of expertise (interpersonal, group, public, organizational, intercultural and mass communication). The development of organizational analysis skills. The development of organizational communication skills. Group communication skill development.									
						Attitude Identification with organizational culture; the harmonization of individualist and group norms; cooperation.									
						Autonomy and responsibility									
Brief description of the subject content						The major themes of the course: Communication strategies. The internal and external communication strategies of the organization. The concepts, channels, and tools of internal communication. The relationship between leadership styles and organizational									

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	communication. Leadership styles and organizational communication. Internal crisis communication. The disturbances of organizational communication. The practical development of organizational communication (possibilities and challenges). The challenges of internal communication development.
Activity forms of students	Note taking, case study analysis, individual, pair and group work
Compulsory reading and its availability	Jason S. Wrench, Narissra Punyanunt-Carter and Mark Ward (2012) Organization Communication: Theory, Research and Practice. Flat World Education, Inc. (Later: OCT) Laurie J. Mullins (2024) Management and Organisational Behaviour, 13th edition Published by Pearson, Gary Rees University Of Portsmouth, The Business School Materials on MOODLE
Recommended reading and its availability	REDDING, W. Charles (1985): Stumbling Toward Identity: The Emergence of Organizational Communication as a Field of Study. In: Organizational Communication: Traditional Themes and New Directions. (ed. by McPhee, Robert D. and Tompkins, Philip K.). Thousand Oaks: Sage p. 15-54. MAY, Steve – MUMBY, Dennis K. (2005): Engaging Organizational Communication Theory and Research. Thousand Oaks: Sage. 320 p. ISBN 978 0 761 92849 2
Hand-in Assignments/ measurement reports	Continuous assessment. One hand-in assignment (Organizational communication case study analysis).
Description of midterm tests	Two assignments during the semester. Weeks 7 and 12.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

The Communication of Change Management

Subject name		In Hungarian	Változásmenedzsment kommunikációja				Szintje	A		
		In English	The Communication of Change Management				Level	A		
Subject code			DUEN(L)-TKM-256							
Responsible educational unit			Institute for Social Sciences Department of Organizational Development and Communication Science							
Name of Mandatory Preliminary Study										
Number of Lessons							Requirements	Credits (ECTS)	Language of Education	
		Theoretical	Practice		Lab					
Full-time			1		2		0	E (Exam)	5	English
Correspondence			5		10		0			
Teacher responsible for the course			Name		Dr. Tamás Kőkuti			Position	Associate Professor	
Educational goals			In the course students will get to know the core context of change management communication, the different approaches of organizational development and its aims. They will be able to identify different organizational cultures and recognize the necessity of changes and their directions. Students will become capable of developing and operating organizational communication systems, as well as understanding and handling the concept of change and its process. They will know about and use various change management techniques, as well as communicate organizational changes effectively. Moreover, they will be acquainted with the basics of change management, and will know how to form organizational communication in accordance with the development goals of organizations, e.g. the promotion of culture change. Practices: the development of organizational communication systems.							
Typical delivery methods			Theoretical		In a classroom with the use of a projector and a computer in each lecture.					
			Practice		In a classroom with the use of a projector and a computer in each seminar. Project work and individual work.					
			Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge Students as future communicators of change management will know: •the types, terminology and main principles of change management, •the steps of effective organizational developments, •how to create alternatives and find the communication tactic and strategy for various situations							
			Ability Openness to other organizational cultures. Intercultural awareness. Successful cooperation with people. Students will be able to make the communication plan of a change management project, collect as much information about the other party as possible, and to learn at each point of an effective communication process.							
			Attitude open, receptive, inquiring, flexible, ambitious, proactive							
			Autonomy and responsibility Students continuously monitor their learning process and develop strategies of their own. They are capable of self-development and can apply the content learnt in the course. They take an active part in the							

	analysis of various projects of change management situations and case studies.
Brief description of the subject content	The course familiarizes students with the types of change management, with communication as a process which has several key concepts and phases. Moreover, it presents them the barriers of successful negotiation and develops the skills necessary for the effective communication of change management.
Activity forms of students	Frontal work: 35 % Individual or group work: 65%
Compulsory reading and its availability	Lewis, Laurie K. (2011): Organizational change: creating change through strategic communication Malden: Wiley-Blackwell, 299 p. ISBN 978-1-4501-9189-0 Cameron, E., & Green, M. (2023). Making sense of change management: A complete guide to the models, tools and techniques of organizational change (6th ed.). Kogan Page Materials on MOODLE
Recommended reading and its availability	Nanus, B. (2022). Focusing on organizational change. Open Textbook Library. https://open.umn.edu/opentextbooks/textbooks/focusing-on-organizational-change Kotter, J. P. (2025). HBR's 10 must reads on change management (Updated and expanded ed.). Harvard Business Review Press. https://store.hbr.org/product/hbr-s-10-must-reads-on-change-management-updated-and-expanded-featuring-leading-change-by-john-p-kotter HIATT, Jeff – CREASEY, Tim (2012): Change Management: the people side of change. 2nd ed. Loveland: Prosci Learning center, 155 p. ISBN 978 1 930 88561 5 http://www.change-management.com/cmp/xQnRz/PilotPro2014/elearning/ChangeManagement-PDF-download-2nd-edition.pdf
Hand-in Assignments/ measurement reports	Students' case study on the topic of the communication of change management.
Description of midterm tests	
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Business Valuation

Subject name	In Hungarian			Vállalatértékelés				Szintje	A			
	In English			Business Valuation				Level	A			
Subject code				DUEN(L)-TKT-152								
Responsible educational unit				Institute for Social Sciences Department of Economics and Management								
Name of Mandatory Preliminary Study												
				Number of Lessons				Requirements	Credits (ECTS)	Language of Education		
	Theoretical			Practice		Lab						
Full-time	39		1	0		2		E (Exam)	5	English		
Correspondence	15		5	0		10						
Teacher responsible for the course				Name			Dr.Péter Novoszáth			Position	associate professor	
Educational goals				Students - will further deepen and expand their knowledge acquired in the subject Corporate Finance. - will be able to conduct analyses on the basis of simplified financial statements of a company's activities, based on an appropriate data consistent balance sheet, income statement and cash flow forecast, and to separate the different types of cash flows, and based on this all, to determine a company's value. - will be able to detect a variety of alternative valuation methods, present their advantages and disadvantages.								
				Theoretical			In a classroom with the use of projector or computer in each lecture.					
				Practice			In a classroom with the use of projector or computer in each seminar.					
Typical delivery methods				Lab								
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge The students have knowledge of - the fundamental and comprehensive facts, directions and boundaries of the subject area of company rating (finance, accounting, business economics). - the most important relationships, theories and terminology that make up the professional field of business and management. - the basic methods of knowledge acquisition and problem-solving in the field of business and management.								
				Ability They are capable of conducting primary analysis of the concepts, synthesized (verbal) formulation of interrelationships, and carrying out adequate evaluation. They are capable of self-employment. They have the ability to co-operate with others. They are able to manage various resources.								
				Attitude They are open to the authentic transmission and delivery of the comprehensive way of thinking and fundamental characteristics of their profession. They are characterized by the desire for continuous self-development in the field of business and economic sciences.								
				Responsibility - They independently consider comprehensive, fundamental professional problems and reflections based on the given sources. - They are characterized by responsibility and co-operation with the qualified experts of the professional field. - They have a responsible attitude to the fundamental theories and views of the profession.								

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Brief description of the subject content	The importance of company valuation reviews; presenting important methods. Presentation of balance sheet-based methods through a case study. Presentation of income statement-based methods through a case study. Mixed methods. Valuation methods based on the capital market Dividend Yield methods. DCF methods II. – definition of WACC. Risk and its measurement BETA and its measurement. BETA and its measurement. Financing of incorporation Acquisitions. Shareholder value measurement - and the NOPA 12 EBITDA EVA, MVA, SVA, free cash flow scorecard.
Activity forms of students	Weekly tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	Pablo Fernandez: Company valuation methods 2013 Professor of Finance. IESE Business School, University of Navarra online: https://is.vsfz.cz/el/6410/leto2014/N_OP/um/Fernandez_2013_Company_Valuation_Methods_SSRN-id274973.pdf Materials on MOODLE
Recommended reading and its availability	Duff & Phelps, Roger Grabowski, James Harrington, Carla Nunes: 2017 Valuation Handbook - U.S. Guide to Cost of Capital Published: March 2017 ISBN#: 978-1-119-36712-3 (384 pages) Publisher: John Wiley & Sons, Inc.
Hand-in Assignments/ measurement reports	Homework to be submitted (10 points)
Description of midterm tests	4-6-10. weeks closed paper (30-30 -30 points)
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Analysis of Business Cases

Subject name	In Hungarian	Üzleti esettanulmányok elemzése					Szintje	A	
	In English	Analysis of Business Cases					Level	A	
Subject code		DUEN(L)- TVV- 119							
Responsible educational unit		Institute for Social Sciences Department of Economics and Management							
Name of Mandatory Preliminary Study		-							
Number of Lessons						Requirements	Credits (ECTS)	Language of Education	
	Theoretical	Practice		Lab					
Full-time		1		2		0	M (Midterm mark)	5	English
Correspondence		5		10		0			
Teacher responsible for the course		Name		Dr. Erzsébet Szász			Position	Associate Professor	
Educational goals		The aim of the course is to enable students to recognize, analyze, and interpret complex business and economic problems based on real and simulated case studies, and to formulate well-founded conclusions and decision proposals in the context of corporate operations, competitiveness, and strategy.							
Typical delivery methods		Theoretical	In a classroom with the use of a projector or a computer in each lecture.						
		Practice	In a classroom with the use of a projector or a computer in each seminar.						
		Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge • The student possesses comprehensive knowledge of the fundamental concepts, theoretical frameworks, and application areas of business and economic analysis. They are familiar with and understand the resources that determine corporate operations, the basic interrelationships of product development and business models, as well as the main approaches to business model innovation. • The student understands the methodology of business case study analysis, the structured approach to complex business problems, and the role of market, organizational, human, and cultural factors in corporate decision-making. They are familiar with the concepts of innovation, open innovation, and social innovation, the characteristics of agile corporate operations, and innovation-, value-, and culture-oriented approaches to interpreting competitiveness. • The student understands the importance of systems thinking and strategic thinking in the preparation of business decisions, and is familiar with the professional and ethical standards to be applied in cooperation, group analysis, and business debates.							
		• Skills • The student is able to apply their theoretical and practical knowledge of economics, business, and management in a systems-oriented approach when analyzing business case studies. • The student is able to process complex business problems in a structured manner and to identify and evaluate cause-and-effect relationships. • The student is able to prepare analyses by jointly considering market, organizational, human, and cultural factors. • The student is able to develop alternative solution proposals and to evaluate their expected impacts and risks. • The student is able to actively participate in group-based case study analysis and to represent a position supported by professional arguments. • The student is able to understand, process, and apply professional literature related to the field.							

	Attitude • The student demonstrates a problem-sensitive and proactive attitude in order to achieve efficient work performance. • The student is open to novel approaches and innovative solutions and does not think exclusively in rigid schemes. • The student takes a constructive, cooperative, and initiative role during project work and group tasks. • The student is characterized by analytical, critical, and problem-sensitive thinking. • The student strives for continuous development and self-improvement, expanding their own professional knowledge. • The student participates in professional cooperation as an equal partner, respecting organizational and ethical norms. • The student is open to new results, innovations, and modern methods in the field of project management. • The student strives for continuous professional self-development and for keeping their knowledge up to date. • The student is open to interdisciplinary cooperation and recognizes the role of other fields in the efficient operation of business processes. • The student is receptive and accepting of human diversity, different viewpoints, and new ideas, and is willing to cooperate and share knowledge.
	Autonomy and responsibility • The student is able to independently analyze business case studies and responsibly formulate professional conclusions. • The student is able to represent their own position with professionally substantiated arguments in individual and group decision-making situations. • The student takes responsibility for their own professional development and consciously builds their economic and management competencies. • The student cooperates with others, actively seeks problem-solving opportunities, and participates in joint decision-preparation processes. • The student feels responsible for the development of their work environment and organizational processes, with particular attention to quality operations. • The student adheres to professional, legal, and ethical standards in their work and conduct. • The student takes responsibility for complying with professional, legal, and ethical norms and rules related to their work and behavior. • The student recognizes and identifies with their ethical responsibility when motivating or influencing others.
Brief description of the subject content	The course introduces students to the fundamentals of business and economic analysis, with particular emphasis on a company's key resources and the product development process. It presents the structure of business models and the content of business model innovation, from the Blue Ocean Strategy to the Delta Model, as well as the possibilities of social and open innovation. Students become familiar with the characteristics of domestic business models, the functioning of agile enterprises, and analyze the factors limiting the agility of Hungarian small and medium-sized enterprises. The course also addresses the culture of learning, knowledge management, and the interpretation and management of corporate competitiveness, with special attention to innovation, values, and organizational culture.
Activity forms of students	Case study analysis, Presentations, Individual work, Frontal class work, Essay writing
Compulsory reading and its availability	Müller, M., Vorraber, W., - Slany, W. (2019). Open principles in new business models for information systems. Journal of Open Innovation: Technology, Market, and Complexity, 5 (1). [https://pdfs.semanticscholar.org/6e23/ef5628f222cafab50dfb8a72cb445c0fa5e.pdf]
Recommended reading and its availability	Kim, W. C., - Mauborgne, R. (2015). Blue ocean strategy: How to create uncontested market space and make the competition irrelevant (Expanded ed.). Harvard Business Review Press. ISBN 978-1625274496. Khumalo, M., & van der Lingen, E. (2017). The open business model in a dynamic business environment: A literature review. South African Journal of Industrial Engineering, 28(3), 147–160. https://doi.org/10.7166/28-3-1851

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Hand-in Assignments/ measurement reports	Processing and analysis of 2 case studies with suggestions as well. The teams choose the cases. (On week 8th and 10th)
Description of midterm tests	Midterm test on week 12th. Supplementary test on week 13th.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

Market and competitiveness analysis

Subject name		In Hungarian		Piac- és versenyképesség elemzés			Szintje	A	
		In English		Market and competitiveness analysis			Level	A	
Subject code				DUEN(L)-TKT-216					
Responsible educational unit				Institute for Social Sciences Department of Economics and Management Sciences					
Name of Mandatory Preliminary Study									
		Number of Lessons			Requirements	Credits (ECTS)	Language of Education		
		Theoretical	Practice	Labo					
Full-time			1		2	M (Midterm mark)	5	English	
Correspondence			5		10				
Teacher responsible for the course				Name		Dr Erzsébet Szász		Position	Associate Professor
Educational goals				By the end of the course the students get to know the methods of competitor analysis, the levels, influencing factors and measurement methods of competitiveness. Upon completion of the course the students can create their own database and to analyze it with the skills and techniques they have learnt. After analyzing the data they will be able to make a proposal for shaping a company's competitive strategy.					
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.			
				Practice		In a classroom with the use of projector or computer in each seminar.			
				Lab					
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge The students will know - the most important concepts related to market and competitiveness. - the essential, comprehensive facts, directions and boundaries that make markets operate - the most important relations, theories and terminology of the field of study.					
				Ability The students are capable of undertaking elementary analysis of the knowledge system of market and competitiveness, synthetic formulation of correlations, and adequate evaluation.					
				Attitude Open to the authentic conveyance and transmission of the comprehensive way of thinking and the basic features of the practical operation of the profession. Desire for continuous self-education in the field of Market.					
				Autonomy and responsibility Based on the given resources, the students independently carry out a comprehensive thinking of fundamental professional questions. The trained professionals of the given field are characterized by cooperation and responsibility.					
Brief description of the subject content				The concept types, factors, roles of market. Market relations of enterprise. Testing the market structure and the behavior and performance of market actors. The aim of competitor analysis, key performance indicators, the scope and role of data analysis used in the preparation of competitive strategy. Conceptual definition of competitiveness. Different levels of competitiveness (product, company, economy, region). Levels and practical methods of measuring competitiveness. Corporate competitiveness.					
Activity forms of students				Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%					
Compulsory reading and its availability				Dan Richards; George Norman; Lynne Pepall: Industrial Organization: Contemporary Theory and Empirical Applications ISBN 10: 1118250303 ISBN 13: 9781118250303 Publisher: Wiley. 2014					

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Recommended reading and its availability	Attila Chikán: National and firm competitiveness: a general research model ISSN: 1059-5422 Online from: 1991 http://www.emeraldinsight.com/doi/abs/10.1108/10595420810874583
Hand-in Assignments/ measurement reports	Students have to take a final test (listening comprehension, problem-solving task and translation).
Description of midterm tests	All students have to take three midterm tests.
Framework and rules for the use of artificial intelligence	The use of artificial intelligence is partially permitted: - during class work, for data collection and information gathering for assignments - for data collection for certain HF assignments - during preparation for ZH The use of any AI tools is prohibited during knowledge assessment and closed book exams.

E-business

Subject name		In Hungarian		E-business				Szintje		A		
		In English		E-business				Level		A		
Subject code				DUEN(L)-TKT-250								
Responsible educational unit				Institute for Social Sciences Department of Economics and Management								
Name of Mandatory Preliminary Study												
Number of Lessons						Requirements		Credits (ECTS)		Language of Education		
		Theoretical		Practice								Lab
Full-time		39						1		English		
Correspondence		15						5				
Teacher responsible for the course				Name		Szilvia Kovács			Position		Teaching Assistant	
Educational goals				The education course is designed to familiarize students with the basic realization / production forms and new business models for e-business. The course presents a wide range of Internet business application modalities and areas of application of e-business. By the end of the semester students will be able corporate initiative, an electronic business plan outline to compile.								
Typical delivery methods				Theoretical		Joint presentation in a large lecture hall.						
				Practice								
				Lab		Small group board exercises, computer exercises, individual or pair task solving.						
Requirements (expressed in learning outcomes/competencies to be acquired)				Knowledge Know the concept of E-business system, the scope of the field is essential, comprehensive facts, directions and boundaries. Know the most important area of E-business professional relationships, theories and terminologies.								
				Ability The ability of E-business relationships synthetic formulation and evaluation activities adequately. Able to identify routine professional problems, exploration is required to solve the theoretical and practical background, formulate and solve Able to use the feature literature of E-business.								
				Attitude Comprehensive way of thinking and open profession of practical operation of the basic features of authentic convey, transmit. Continuous self-training needs specific to the E-business								
				Autonomy and responsibility They can tackle problems as responsible persons, i.e. can decide if it is a need in a certain negotiation phase or situation to cooperate with others. Independently carry out a comprehensive, underlying technical aspects and reflection on the basis of the given resources through thinking. Cooperation and responsibility characterizes the given field qualified experts								
Brief description of the subject content				The concept, development, and possibilities of the Internet. The risk factors inherent in the Internet. The development and concept of e-commerce, its individual conceptual elements, legal and technical background, and forms of appearance.								

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	The economic advantages and risks of electronic commerce. The legal regulation of electronic commerce. The process and problems of electronic contracting. Data protection and consumer protection issues in the electronic business world. Technical solutions for data protection. Knowledge bases, the concept and presentation of smart business, automation and the secret of success. Overview and characteristics of B2B, B2C, C2C, and G2C relationships. Steps for starting an e-business, from planning to implementation. During practical activities, students learn about the importance and use of knowledge bases and the concept of smart business: data collection and processing tasks, preparation of statistics, reports, and surveys, market research tasks, and decision-preparation tasks.
Activity forms of students	Processing theoretical material with guidance: 20% Independent processing of theoretical material: 40% Task completion with guidance: 20% Independent task completion: 20%
Compulsory reading and its availability	Colin Combe (2016): Introduction to e-business. Routledge.
Recommended reading and its availability	Tawfik Jelassi , Francisco J. Martínez-López (2020): Strategies for e-Business. Concepts and Cases on Value Creation and Digital Business Transformation. Springer.
Hand-in Assignments/ measurement reports	Mid-term grade based on the average of the 3 assessment points. The 3 assessment points are scheduled as follows: Theoretical exam (1), based on the concepts presented in the lecture, in the form of a test and essay questions. Preparation of a presentation (2) on a topic related to the course, based on a case study and group work. Essay (3) in the form of a lecture, based on group work.
Description of midterm tests	Mid-term grade based on the average of the 3 assessment points. The 3 assessment points are scheduled for weeks 6th, 9th, and 12th.
Framework and rules for the use of Artificial Intelligence	The use of artificial intelligence is partially permitted: during class work, for data collection and information gathering for assignments, for data collection for certain exams, and during exam preparation. The use of any AI tools is prohibited during knowledge assessment and written exams.