

2024



Business Administration and Management BA

STUDY PROGRAM

UNIVERSITY OF DUNAÚJVÁROS

Business Administration and
Management BA
2024

Table of Contents

DESCRIPTION OF THE DEGREE STUDY PROGRAM	3
Curricular Web.....	10
Business Administration and Management BA Course Descriptions.....	11
Tutorial Mathematics	11
Mathematics 1.	13
Introduction to Law	15
EU Knowledge	17
Basic of Finance	19
Economics 1.	21
Entrepreneurship	23
Mathematics 2.	25
Informatics	27
Social Science	29
General and business statistics	32
Economics 2.	35
Principles of Accounting	37
Environmental Economy	39
Value Based Management and Public Value	40
Human Resource Management	42
Management	44
Project management	46
Operational research and Decision theory	48
Business Communication	49
Business English for Economics	51
Corporate Finance	53
Marketing	55
Operation and Quality management.....	57
Accounting Analysis	59
Marketing Management	61
Strategic Management.....	63
Public management	65

Business Administration and
Management BA
2024

International Economics.....	67
Accounting management, controlling and information management	69
Thesis research 1. – research methodology.....	71
Management methods	73
Thesis research 2. GAZDBA	75
Field practice - GAZDBA	77
Conflict Management and Economic Mediation	79
Business negotiation and presentation	81
Organizational Communication	83
The Communication of Change Management	85
Business Valuation.....	87
Analysis of Business Cases	89
Market and competitiveness analysis	91
E-business.....	93

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

Business Administration and
Management BA
2024

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	<p>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</p> <p>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</p>
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.
Work placement/Internship	A min. 12-week long continuous work placement in the 7th (last) semester (full time program: 400 hours. Credit points: 30.
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

Business Administration and
Management BA
2024

	a proof without qualification and evaluation that the student has fulfilled all the study and exam requirements defined in the curriculum
Thesis	<p>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.</p> <p>Credit points: 10 credits.</p>
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.
The final exam	<p>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).</p>
Subjects of the final exam	<p>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</p> <p>FE2 (final exam specialisation) subjects Business communication specialisation: TKM-256 Communication of the management for changes</p>

Business Administration and
Management BA
2024

	<p>TKM-124 Business Talk and Presentation TKM-218 Organizational Communication TKM-118 Conflict Management and Economic Mediation</p> <p>Enterprise management specialisation: TKT-152 Business Evaluation TKT-216 Market and Competitiveness TKT-250 E-business</p>
Average of the certificate	<p>The average of the certificate should be calculated in the following way:</p> <p>$(FE + D + SA)/3$.</p> <p>(FE) The mathematical average of the marks of the final exam subject(s).</p> <p>(D) The mark given by the final exam committee to the thesis.</p> <p>(SA) the weighed average mark of subjects for the total number of credit points collected in the complete study time period – except the credit points of thesis writing.</p>
Qualification of the certificate	<p>excellent 4,51 - 5,00 good 3,51 - 4,50 satisfactory 2,51 - 3,50 pass 2,00 - 2,50</p>
Preconditions of issuing the certificate	<p>The precondition of the issue of certificate to prove the completion of higher educational studies is the successful final exam.</p> <p>The mother tongue of a foreign student is qualified as advanced language exam according to the Hungarian regulations.</p>
Language Training	English
Physical Education	For students participating in full-time training, 2 hours per week are mandatory for a minimum of 4 semesters during the training period.
Study mode	Full-time course

Business Administration and
Management BA
2024

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;

Business Administration and
Management BA
2024

- 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.

Business Administration and
Management BA
2024

**Business Administration and
Management BA
2024**

Curricular Web

Business Administration and Management BA.																								
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-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-TKT-217
DUEN-TVV-090	Thesis-Research Methodology	0	S													1	0	0						-
DUEN-TVV-216	Management Methods	5	M													1	2	0						DUEN-TVV-114
DUEN-TKT-091	Thesis Research 2. - GAZDBA	10	S																	1	0	0		DUEN-TVV-090
DUEN-TKT-093	Field practice - GAZDBA	20	S																	0	0	0		DUEN-TVV-090
	Number of Theoretical/Practice/Lab classes per week			9	11	0	7	6	5	7	8	0	7	10	2	4	4	1	7	5	1	1	0	0
	Total number of classes per week			20			18			15			19		9		13		1					
	Total credit points			210																				
BUSINESS COMMUNICATION															1	5	0	3	3	0				
															6		6							
				20			18			15			19		15		19		1					
ENTERPRISE MANAGEMENT															2	4	0	3	0	3				
															6		6							
				20			18			15			19		15		19		1					

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	
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				-
	Number of Theoretical/Practice/Lab classes per week			0	0	0	0	0	0	0	0	0	0	1	5	0	3	3	0	0	0	0
	0			0		0		0		6		6		0								
	20																					

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			-			
	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	0	0			
	Total number of classes per week			0		0		0		0		0		6		6		0							
	Total credit points			20																					

Business Administration and Management BA Course Descriptions

Tutorial Mathematics

Subject name		In Hungarian				Matematika felzárkóztató		Level		BSc			
		In English				Tutorial mathematics				Subject code		IMA-100	
Responsible Educational unit name				Institute of Informatics									
Name of the required preliminary study										Subject code			
Type		Study load per week (in hours)						Requirement	Credit	Teaching language			
		Theoretical		Practice		Lab							
Full time		150/26		per Week		0 per Week		2		per Week		0	
Part time		150/10		per Semester		0 per Semester		10		per Semester		0	
Course leader				Name		Dr. Antal Joós				Position		associate professor	
Training course aims				Educational goals, development objectives Based on the preliminary knowledge assessment, this course is recommended for students studying in the bachelor courses in economics and management, materials engineering, mechanical engineering, business informatics, computer engineering, technical management, and in the higher vocational courses in engineering, economics, and management. The aim is to acquire basic mathematical knowledge, to raise students' mathematical knowledge, skills, and competences to a level appropriate for the preparation of higher education studies and for the completion of mathematics courses.									
Typical transfer methods				Theoretical		-							
				Practice		Classroom exercises, student-prepared papers, presentations, case studies.							
				Lab		-							
				Misc.		-							
Requirements (expressed study results)				Knowledge Students know the methods and procedures needed to solve mathematical problems in their field. Possesses the knowledge and understanding of the mathematical, linear algebraic literacy required for the field of specialisation.									
				Ability Ability to apply the mathematical knowledge and activities learned. Ability to apply the problem-solving methods and procedures learned. Ability to develop and defend their own solution plans in discussions (argumentative debating skills) in relation to the mathematical concepts learnt. Ability to organise his/her own learning process effectively, to find and use different learning resources (print, electronic).									
				Attitude Open to learning about and embracing mathematically based, applied mathematical developments and innovations related to your qualifications and area of expertise. Interested in new methods and tools related to the field.									
				Autonomy and Responsibility Taking responsibility for your own work and the work of others.									
Short description of the subject content				The material for the intermediate mathematics exam. Operations with complex numbers. Set theory, the concept of a function.									

Business Administration and
Management BA
2024

	Number sequences, powers, roots, order of operations. Logarithm, solutions of linear and quadratic equations. Solving problems in text. Exercise problems from the numeracy exercise in Engineering Mathematics 1.
Forms of student activity	- Task solving with guidance 60 % - Independent processing of tasks 40 %
Required reading and availability	<ul style="list-style-type: none"> • Lay, D. C.: Linear Algebra and its applications, 4th edition, Addison-Wesley, 2012. • Stewart, J.: Complex Numbers, Additional Topic to Essential Calculus, 2nd edition, 2013, pp. 1-11. • Smith, R. T., Minton, R. B.: Calculus: Early transcendental functions, 4th edition, McGraw Hill, New York, 2012.
Recommended readings and availability	Electronic content and learning material in Moodle and/or in Neptun systems.
Description of tasks/measurement procedures to be submitted	-
Description and schedule of the midterm tests	During the semester, full-time and correspondence students write 1 final examination in week 13. The final examination is assessed according to the Examination and Study Regulations.

Business Administration and
Management BA
2024

Mathematics 1.

Subject name		Hungarian		Matematika 1.				Level	A		
		English		Mathematics 1.				Code	DUEN(L)-IMA-151		
0											
Responsible educational unit				Institute of Information Technology							
Name of prerequisite subject											
Type		Class hours / week						Requirements	ECTS	Language of instruction	
		Theoretical		Practice		Lab					
Full time course	150/39		1		2		0	E (Exam)	5	English	
Long distance course	150/15	per Semester	5	per Semester	10	per Semester	0				
Teacher responsible for subject				Name		Dr. Antal Joós			Position	Associate Professor	
Educational goal (competencies to be acquired)				Short description of the subject's goal A mathematical theory is introduced to solve quantitative problems in technical and other fields.							
				Education history, development goals Methods of problem solving in the course topics are introduced and ability for students to use these methods are developed.0							
Typical transfer ways				Theoretical		Introducing notions and methods in lecture hall, using blackboard.					
				Practice		Teaching in small groups, solving computational and applied exercises.					
				Lab		Teaching in small groups, in computer labs.					
				Other							
Requirements (expressed in educational results)				Knowledge Knowing basics mathematical background and theoretical concepts. Knowing and understanding of the concepts needed in further studies. Basics in applying a computer algebra system.							
				Ability Able to use the mathematical methods learned.							
				Attitude Open-minded for the mathematical innovation on their field.							
				Autonomy and Responsibility Responsible for their results.							
Brief description of the subject content				System of linear equations. Matrices. Determinants. Eigenvalues, eigenvectors. Set theoretical background. Functions of one variable. Basic properties of functions of one variable. Limits of functions and sequences. Differential calculus of functions of one variable. Differentiation rules. Mean value theorems. Applications of derivatives. Integral calculus of functions of one variable. The definite integral. The indefinite integral and its properties. Basic properties of functions of several variables. Differential calculus of functions of several variables.							
Forms of student activity				Directed learning of theoretical material (10%), Independent learning of theoretical material (30%), Directed exercise solving (30%), Independent exercise solving (30%)							
Compulsory reading and its availability				-Faragó, I. et al. Introductory Course in Analysis, ELTE, Bp, 2009. http://www.cs.elte.hu/~simonp/jegyzet_2_ford.pdf							
Recommended reading and its availability				-Talata, I.: A Guide to Mathematical Analysis, Dunaújváros, 2007, pp. 1-79. Electronic Study Guide.							
				-Smith, R.; Minton, R.: Calculus, Early Transcendental Functions, 3rd ed., McGraw-Hill, 2006 -Finney, R. L.; Thomas, G. B.: Calculus, Addison-Wesley, New York, 1990.							
Description of project works / measurement reports				-							

Business Administration and
Management BA
2024

Description of midterm tests	There will be four midterm exams (week 3, 6, 9, 12 for 10 points maximum each) The midterm exams consist of questions on theoretics and applied problems as well. 30 minute is provided to take each midterm exam.
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Business Administration and
Management BA
2024

Introduction to Law

Subject name	In Hungarian			Jogi alapismeretek				Level	A			
	In English			Legal Knowledge				Code	DUEN-TKM-150			
Subject code												
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		3		0		0	E (Exam)	5	English		
Correspondence	150/15		15		0							
Teacher responsible for the course				Name		Dr. habil Orsolya Falus			Position	College Professor		
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.								
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 types, terminology and main principles of law, how to understand and apply rules, how public administration works, how legal entities are established and registered, the content of basic contracts.								
				Ability Students will be able to: find, understand and apply law, see the structure of law, establish and operate a legal entity, create basic contracts.								
				Attitude They should be open-minded, unprejudiced and creative to find the appropriate legal solution for certain cases.								
				Autonomy and responsibility They should use legal jargon properly and be able to find and explain the appropriate law alone. They should recognize legal conflicts and exert a review concerning them with correct application of legal terms. They should understand the system of public administration and be aware of the importance of civic responsibility.								
Brief description of the subject content				The definition of law and the rule of law. The system of legal sources. Fundamental Law of Hungary. The National Assembly and the national referendum. The concept and principles of public administration. Bureaucracy. The concept of legal personality. The types of companies and company registration system. Basic types of economic contracts.								
Activity forms of students				Frontal work: 30 % Individual or group work: 35% Test: 15%								

Business Administration and
Management BA
2024

	Communication situation exercises: 20%
Compulsory reading and its availability	The Fundamental Law of Hungary (25 April 2011) (http://hunmedialaw.org/dokumentum/151/THE_FUNDAMENTAL_LAW_OF_HUNGARY.pdf) Charles Szypszak: Understanding Law for Public Administration (http://samples.jbpub.com/9780763780111/80111_FMxx_Szypszak.pdf) Materials on MOODLE
Recommended reading and its availability	Sources and Scope of European Law (http://www.europarl.europa.eu/ftu/pdf/enFTU_1.2.1.pdf) Saylor Academy, 2012: Law for Entrepreneurs https://saylordotorg.github.io/text_law-for-entrepreneurs/
Hand-in Assignments/ measurement reports	On 7th week MIDTERM ESSAY, On 13th week presentation.
Description of midterm tests	According to the predetermined items.

Business Administration and
Management BA
2024

EU Knowledge

Subject name		In Hungarian		EU ismeretek				Level	A	
		In English		EU knowledge				DUEN-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		M (Midterm mark)	5	English
Full-time	150/39		2		1					
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.						
Brief description of the subject content				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.						
Activity forms of students				Weekly online tests: 20%						

Business Administration and
Management BA
2024

	Frontal work: 30 % Individual or group work: 35% Test: 15%
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.

Business Administration and
Management BA
2024

Basic of Finance

Subject name	In Hungarian					Pénzügytan alapjai	Level	A		
	In English					Basic of Finance		DUEN-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		M (Midterm mark)	5	English	
Full-time	150/39		1		2	0				
Correspondence	150/15		5		10	0				
Teacher responsible for the course						Name		Dr. Andrea Keszi-Szeremlei	Position	College Teacher
Educational goals						By the end of the course the student is expected to understand the essential financial concepts and processes and to be prepared for more advanced economic, business and financial studies. The course covers a wide range of topics related to the basic concepts of finance, such as the role of the financial assets, the financial institutions and the financial system in modern economy. They learn about how the financial markets, the public budget processes and the international financial systems are functioning. They see the links between the domestic and international financial processes. They possess the basic toolbox for performing 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 Students as potential financial professionals will know: the terminology, types and principles of financial markets, institutions and decisions, the steps of effective financial performance measurement, how to implement public finance and international financial, information in individual or collective financial decision situations, how to create and claim value.				
						Ability Students will be able to: collect and analyze financial information, make financial decisions in their professional and private activities, apply professional experiences learnt during their economic, business, and financial activities to improve their financial decisions and the effectiveness of their activities.				
						Attitude Students are expected to be good at understanding financial situations, to become well-educated financial professionals with empathy, i.e. they can identify and solve financial situations with the other players of financial markets and institutions, based on financial reasoning; competent, development-oriented financial professionals, who respect their counterparts, are trustworthy and purposeful; open and willing to discuss all aspects of financial problems which they face in their activities, as well as express their opinion, but without disclosing any sensitive information about the economic, business and financial circumstances of the company or the institution where they are working.				
						Autonomy and responsibility				

Business Administration and
Management BA
2024

	In professional financial questions, students can understand complex financial situations, play the role of a decision-maker; are able to solve basic financial problems alone; can tackle problems as responsible persons, i.e. can decide if there is a need in a certain financial situation to cooperate with others.
Brief description of the subject content	The course makes students acquainted with the main financial concepts, financial markets, institutions, and decisions. The course presents students introductory issues of public finance and international finance, contributing to the development of their financial thinking skills.
Activity forms of students	Discussing theoretical financial concepts and case studies/applications under the tutor's guidance: 30% Solving exercises under the tutor's guidance: 40% Learning course material and doing exercises independently: 30%
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/peacelan/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
Hand-in Assignments/ measurement reports	Submitting the study material of the presentations delivered in the seminars (10 pages, type space: 1.5, font size: 12, Times New Roman)
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 theory (40%), calculations and problem solving (60%). Solutions will be accepted only with exact demonstration and comments on how the student obtained his/her results.

Business Administration and
Management BA
2024

Economics 1.

Subject name	In Hungarian			Közgazdaságtan 1.			Level	A	
	In English			Economics 1.			Code	DUEN-TKT-151	
Subject code				DUEN-TKT- 151					
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	150/391		2		0	E	5	English	
Correspondence	150/155		10		0	(Exam)			
Teacher responsible for the course				Name		Dr.Erzsébet Szász		Position	College Professor
Educational goals				This course is an introduction to economic concepts and basic economic theory. The course is split between the study of microeconomics, which focuses on the decision making of individual consumers and firms, and macroeconomics, with focuses on aggregate level economic questions such as interest rates, government spending, among others. Perhaps most important, this course will introduce you to the “economic way of thinking,” an approach to decision making that applies to personal decisions. It will: give you an idea of the range of behaviors that economists investigate, introduce you to the basic tools that we use to analyze the economy, and apply these tools to public policy issues.					
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				The science of economics. Introduction to economic thinking. Macro- and microeconomics. Positive and normative approach to economics. The basic concepts of economics. Coordination mechanisms in the economy. The market and its basic concepts. The operation of the market and price mechanisms. The market balance. The agents of mixed economy. The motivations, income and					

Business Administration and
Management BA
2024

	expenditures of household. The management of business organizations. Production factors and their markets. The concept of national economic performance, its most important statistical indicators. The concepts, conditions and measurement of economic growth. Economic development and sustainable growth. The concept and functions of money. The basic categories of the labor market. The state and the market economy. The role and functions of the government. Globalization, international trends and issues of the global economy.
Activity forms of students	Guided learning 17% Individual learning 17% Guided task completion 17% Individual task completion 49%
Compulsory reading and its availability	Samuelson, Paul Anthony - Nordhaus, William D. Economics (2009) McGraw-Hill Publ.Comp. Handouts from the lecturer Materials on MOODLE
Recommended reading and its availability	Mankiw, Gregory Principles of Economics (2007) Sixth Edition, by Mason, Ohio: Thomson South-Western Begg, D., S. Fischer and R. Dornbusch Economics (2002) -7th Edition- (McGraw- Hill) Moffat, Mike: Online Microeconomics Textbook.
Hand-in Assignments/ measurement reports	Preparation and presentation of home assignments on pre-determined 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.

Business Administration and
Management BA
2024

Entrepreneurship

Subject name		In Hungarian		Vállalkozástan				Level		A									
		In English		Entrepreneurship				Code		DUEN-TVV-122									
Subject code																			
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								Lab							
Full-time		150/39				1				2		0		M (Midterm		5		English	
Correspondence		150/15				5				10		0		mark)					
Teacher responsible for the course				Name				Dr. Andrea Keszi-Szeremlei				Position		College Teacher					
Educational goals				The learning material gives board knowledge in entrepreneurial skills such as establishing, operating and transforming firms, handling their assets and financial issues. By the end of the course the students will be able to use their managerial, entrepreneurial and business legal knowledge in practice.															
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 Students will know the basic terms of entrepreneurship, understand the effect mechanisms of operating firms, know the legal background of companies, their internal and external environments, know the economic systems, aims and strategies of firms.															
				Ability Students will be able to use terms of this field professionally, to identify and determine the resources of companies, to understand the steps of company aims and strategies, to understand and use the relevant literature.															
				Attitude They are open and willing to discuss all points of the cases, as well as express their opinion, but without disclosing any important information about the circumstances of their own company. They have sensibility to find potentials for development.															
				Autonomy and responsibility Students feel responsibility for both their development and environment. They cooperate with each other. They have sensibility to find possible resolving opportunities for problems.															
Brief description of the subject content				The value chain and creation of double value both for buyers and suppliers. The technical and economic connections of value chain. The customer value and logistic buyer satisfaction. The customer value and the internet. The supply chain: system (network) of business relationships. The role of suppliers. Potential suppliers and the internet. Evaluation of suppliers, the criteria of supplier evaluation in internet. Strategic procurement. The methods and importance of demand anticipation in production logistics. Resource planning systems with buyer’s cooperation. Management of customer relationship															

Business Administration and
Management BA
2024

	(CRM). The criteria of CRM systems (soft wares). The importance of services and its logistic problems. International transport. Competitiveness and supply chain management. Integration of supply chain. Measurement of supply chains. Tendencies in supply chain management.
Activity forms of students	Case study analysis, Presentations, Individual work, Frontal class work, Essay writing
Compulsory reading and its availability	William D. Bygrave - Andrew Zacharakis (2014): Entrepreneurship, 3rd Edition, John Wiley & Sons, DUE Library 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	Processing and analysis of 1 chosen case study (On week 8th)
Description of midterm tests	Midterm tests on weeks 7th and 12th. Supplementary test on week 13th.

Business Administration and
Management BA
2024

Mathematics 2.

Subject name	In Hungarian	Matematika 2.				Level	A		
	In English	Mathematics 2.					DUEN-IMA-211		
Subject code									
Responsible educational unit		Institute for Informaticon Technology							
Name of Mandatory Preliminary Study		DUEN-IMA-151 Mathematics 1.							
Number of Lessons						Requirements	Credits (ECTS)	Language of Education	
	Theoretical	Practice		Lab					
Full-time	150/39	1		2		0	M (Midterm mark)	5	
Correspondence	150/15	5		10		0			
Teacher responsible for the course		Name		Dr. Joós Antal				Position	Associate Professor
Educational goals		To be acquainted with the basic knowledge referring to mathematics, probability, mathematical statistics which are required to the special subjects, as well as improvement of mathematical knowledge to study specialized literature. Student knows and understands the most remarkable relations, connections, and set of ideas.							
Typical delivery methods		Theoretical		Introducing notions and methods in lecture hall using blackboard and projector.					
		Practice		Teaching in small groups, solving computational and applied exercises. Using projector, blackboard, calculator.					
		Lab							
Requirements (expressed in learning outcomes/competencies to be acquired)		Knowledge Student knows methods and procedures required for solving of mathematical tasks from economic areas. Student has enough knowledge referring to mathematics, probability, and mathematical statistics which are required by his/her special field							
		Ability Student is able to apply the studied mathematical knowledge and activity. Student is able to apply the studied methods and procedures. Student is able to create an own solving-plan and argue. Student is able to organize his/her own learning procedure as well as to find and use different learning sources.							
		Attitude Student is willing getting acquainted with mathematical developments and innovations and their acceptance. Student is interested in new methods and means referring to his/her specialization.							
		Autonomy and responsibility Student takes responsibility for his/her own work and the works of fellows at school							
Brief description of the subject content		Combinatorial analysis. Experiment, sample space and events, basic event-operations. The probability of an event. Axioms of probability. Conditional probability. Independent events. Theorem of Total Probability. Bayes' Theorem. Random variables and their characteristics. Notable probability distributions. The Week Law of Large Numbers. The Central Limit Theorem. Basic notions in statistics. Samples. Descriptive statistics. Numerical and graphic characterization of data sets. Inferences about a population. Theory of estimation. Point estimation and estimation by confidence interval for the population mean, for standard deviation and for a proportion. Statistical hypotheses, basic concepts. Parametric tests for the mean and for the standard deviation. Nonparametric tests. The bases of correlation and regression analysis							
Activity forms of students		Learning of the theory with direction and without direction. Solving mathematical exercises with direction and without direction using pattern and examples. Directed learning of theoretical material 10 % Independent learning of theoretical material 30 % Directed exercise solving 30 % Independent exercise solving 30 %							
Compulsory reading and		[1] R.E. Walpole, R.H. Myers, S.L.Myers, K.Ye: Probability and Statistics for Engineers and							

Business Administration and
Management BA
2024

its availability	Scientists, 9th Edition, ISBN 978-0-321-62911-1
Recommended reading and its availability	<p>[2] Ross, Sheldon: A First Course in Probability, Pearson Education Inc., ISBN 0-13-201817-9 http://zalsiary.kau.edu.sa/Files/0009120/Files/119387_A_First_Course_in_Probability_8th_Edition.pdf</p> <p>[3] Hoel, Paul G.: Introduction to Mathematical Statistics (A Wiley Publication in Mathematical Statistics) Third Edition, John Wiley & Sons, Inc. New York-London-Sydney</p>
Hand-in Assignments/measurement reports	
Description of midterm tests	<p>Test 1. Probability 1. Content of the lectures and seminars. Combinatorial analysis. Operation with events. Applications of the theorems of probability. Dependency and independency of events. Theorem of Total Probability and Bayes' Theorem. (20 scores, 20 minutes, according to the course program)</p> <p>Test 2. Probability 2. Content of the lectures and seminars. Random variables. Cumulative distribution function and density function and their properties and applications. Calculation notable numerical characteristics. Notable discrete and continuous probability distributions. Law of Large Numbers. (30 scores, 25 minutes, according to the course program)</p> <p>Test 3. Mathematical statistics 1. Content of the lectures and seminars. Basic terms and definitions. Graphical and numerical characterization of data sets. Point estimation and estimation by confidence intervals. (20 scores, 20 minutes, according to the course program)</p> <p>Test 4. Mathematical statistics 2. Content of the lectures and seminars labors. Testing hypotheses. Basis of correlation and regression analysis. (30 scores, 25 minutes, according to the course program)</p> <p>Usage of cellular phone is prohibited.</p>

Business Administration and
Management BA
2024

Informatics

Subject name		In Hungarian	Informatika					Level	A
		In English	Informatics						DUEN-IFS-010
Subject code									
Responsible educational unit			Institute of Informatics						
Name of Mandatory Preliminary Study									
Number of Lessons						Requirements	Credits (ECTS)	Language of Education	
		Theoretical	Practice	Lab					
Full-time	150/390		0	3	M (Midterm mark)	5	English		
Correspondence	150/150		0	15					
Teacher responsible for the course			Name		Dr. Mariann Várlajai		Position	College Professor	
Educational goals			Basic ICT knowledge. Students competences at the end of the course: use of a graphical operating system, a word processor, creating worksheets, browsing the internet, writing emails, creating presentations.						
Typical delivery methods			Theoretical						
			Practice						
			Lab		In a classroom with the use of projector or computer in each seminar. Computer based exercises. PowerPoint presentations. Individual tasks.				
Requirements (expressed in learning outcomes/competencies to be acquired)			Knowledge Students get to know the required theoretical ICT knowledge and may use certain softwares as a semi-advanced user: operating system, MS Word, MS Excel, MS PowerPoint and Prezi.						
			Ability They are able to use the obtained skills even few years later, in real situations.						
			Attitude Strengthening the motivation for individual learning. Openness for new techniques and team work.						
			Autonomy and responsibility						
			In professional questions, the students can play the role of using ICT tools for problem solving. 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			Topics: - Operating systems in general, MS Windows (features, attributes, keyboard shortcuts, built-in applications, using zip files, file attributes/write-protected files) - MS Word (main attributes, using macros, typography) - MS Excel (most important functions, creating charts) - Creating presentations using Prezi and PowerPoint.						
Activity forms of students			Lectures, using the computer with teacher supervision (40%). Individual tasks (60%).						
Compulsory reading and its availability			1. PCs For Dummies Quick Reference, 4th Edition, By Dan Gookin						

Business Administration and
Management BA
2024

	<p>ISBN: 978-0-470-11526-8</p> <p>2. Microsoft Office 2003 For Dummies, By Wallace Wang ISBN: 978-0-7645-3860-5</p> <p>3. Parhami, Behrooz: Computer Architecture, ISBN 10: 019515455x ISBN 13: 9780195154559</p> <p>Available at the Library of the University.</p>
Recommended reading and its availability	Microsoft Office Official Tutorial and examples (available on the internet).
Hand-in Assignments/ measurement reports	
Description of midterm tests	There will be 3 compulsory midterm tests. First test: MS Windows, Word, data protection, email. Second test: MS Excel. Third test: Presentation (Prezi and PowerPoint). All tests will be computer-based exercises. Duration: 60 minutes each.

Business Administration and
Management BA
2024

Social Science

Subject name		In Hungarian				Társadalomtudományi ismeretek				Level		A									
		In English				Social Science						DUEN-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															

Business Administration and
Management BA
2024

	<p>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.</p> <p>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.</p> <p>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.</p>
Brief description of the subject content	<p>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.</p>
Activity forms of students	<ul style="list-style-type: none"> - 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	<p>BROWNE, Ken (2013): <i>Sociology for AS AQA</i>, Polity Press. Oxford. UK.</p> <p>MACIONIS, J. John (2013): <i>Society: the basics</i>. Upper Saddle River,</p>

Business Administration and
Management BA
2024

	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. A tárgy vizsgaköteles. A vizsga feltételei: ppt prezentáció egy választott témából, szóbeli felelet tételhúzás után

Business Administration and
Management BA
2024

General and business statistics

Subject name		In Hungarian		Általános és gazdasági statisztika				Level	A		
		In English		General and business statistics				Code	DUEN-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. Antal Joós			Position	Associate Professor	
Educational goals				<p>Students will be aware of and able to use the electronic databases.</p> <p>They know and are able to use high-level statistical methods to analyse economic and social phenomena.</p> <p>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.</p>							
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.							

Business Administration and
Management BA
2024

	<p>Ready to share the common work and knowledge with others.</p> <p>Autonomy and responsibility</p> <p>They work independently, under constant control.</p> <p>Make decisions in legal and ethical rules of the field.</p> <p>Feel responsibility about own or group led work, about the achievements and failures</p>
Brief description of the subject content	<p>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, cyclicity, seasonality</p> <p>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, cyclicity, seasonality</p>
Activity forms of students	<p>Weekly online tests: 20%</p> <p>Frontal work: 40 %</p> <p>Individual or group work: 20%</p> <p>Test: 20%</p>
Compulsory reading and its availability	<p>BLACK Ken: Business Statistics for contemporary decision making, Sixth edition, Letöltés: http://fac.ksu.edu.sa/sites/default/files/business-statistics-for-contemporary-decision-making-by-ken-black_1.pdf</p>
Recommended reading and its availability	<p>HANKE, John E. – REITSCH, Arthur G. (1991): Understanding business Statistics. Boston: Richard Irwin Inc. 878 p. ISBN 0-256-06627-2</p> <p>TRIOLA, Mario F. (2012): Elementary Statistics Plus. 12th ed. Upper Saddle River: Pearson Education 864 p. ISBN 978-0-321-8369-60</p> <p>FREEDMAN, David – PISANI, Robert – PURVES, Roger (2007): Statistics.</p>

Business Administration and
Management BA
2024

	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	Written mid-term tests (2)
Description of midterm tests	Questions concerning the basic concepts of statistics. Numerical exercises.

Business Administration and
Management BA
2024

Economics 2.

Subject name	In Hungarian				Közgazdaságtan 2.		Level	A		
	In English				Economics 2.			DUEN-TKT-212		
Subject code										
Responsible educational unit				Institute for 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				
Full-time	150/39	2		1		0	M (Midterm	5	English	
Correspondence	150/15	10		5		0	mark)			
Teacher responsible for the course				Name		Dr. Erzsébet Szász		Position	College Professor	
Educational goals				On completion of the course, students will become aware of the importance of economic relations in the development of the national economy. The course provides an opportunity for students to master comprehensive relationship management, taking into account all the interactions when analysing the functioning of an economy. Students will be able to use this approach in their various business activities in their further career.						
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						

Business Administration and
Management BA
2024

	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 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. Macroeconomics of open economics.
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 17% Theoretical material processed individually 17% Guided problem solving 17% Solving problems individually 49%
Compulsory reading and its availability	Mankiw, N. Gregory Principles of Economics (2007) Sixth Edition, by Mason, Ohio: Thomson South-Western Handouts from the lecturer
Recommended reading and its availability	Samuelson, Paul Anthony - Nordhaus, William D. Economics(2009) McGraw-Hill Publ.Comp Mankiw, N. Gregory (2007;2009) Essentials of Economics, 5th 7th Edition South-Western Begg, D., S. Fischer and R. Dornbusch Economics (2002) -7th Edition-(McGraw- Hill)
Hand-in Assignments/ measurement reports	Preparation and presentation of home assignments on pre-determined topics of micro and macroeconomics
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.

Business Administration and
Management BA
2024

Principles of Accounting

Subject name		In Hungarian		Számvitel alapjai			Level		A			
		In English		Principles of Accounting					DUEN-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	5	English		
Correspondence	150/15		5		10		0	mark)				
Teacher responsible for the course				Name		Dr.Erzsébet Szász			Position		College 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 Good accountants 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. They are open and willing to cooperate discussing 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. They take responsibility for their work.								
				Autonomy and responsibility Students are expected to consider comprehensive, fundamental professional problems independently based on the literature and other recommended sources for the course.								

Business Administration and
Management BA
2024

	Students are open to cooperate with other professionals of the field and take responsibility for their professional stand.
Brief description of the subject content	
Activity forms of students	Weekly tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	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	
Description of midterm tests	General principles, case study

Business Administration and
Management BA
2024

Environmental Economy

Name of the course:	magyarul:	Környezetgazdaságtan			Code:	DUEN-MUT-111	
	angolul:	Environmental Economy					
Responsible education unit:		Chair of Natural Sciences and Environmental Protection					
Prerequisite:		-			Code:	-	
Type	Weekly hours			Place of lab	Measured by	Credit	Language of education
	Theoretical	Practice	Lab				
	2	1	0	-	CA	5	English
In the Curriculum							
Course (Major)		Subcourse (Minor)		Modul type		Semester	Electibility
		-		Special professiona studies			
Responsible professor	Name:	Endre Kiss Dr.			position:		
					e-mail:		
	Address:	M22					
Characteristic delivery methods:		Theoretical:	For everyone together, with ppt Student presentation on ech second week with ppt.				
Aims:		To see and understand the problems of environment, and to understand the relations between environment and economy					
Compulsory literature:		Literature on the Moodle system					
		Environmental Economy on Moodle					
Tests:		6th and 13th					
Evaluation:		Average of the test's average and the seminar presentation's average					

Business Administration and
Management BA
2024

Value Based Management and Public Value

Object name	In Hungarian	Értéktերemő folyamatok menedzsmentje				Level	A			
	In English	Value Based Management and Public Value					DUEN-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 (Midterm	5	English
Correspondence			10		5			mark)		
Teacher responsible for the course		Name				Dr. habil István András		Position	College Teacher	
Educational goals		<p>Students will</p> <ul style="list-style-type: none">- 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 acquire		Knowledge Students are expected: <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- 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.								

Business Administration and
Management BA
2024

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 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	Weekly tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
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	

Business Administration and
Management BA
2024

Human Resource Management

Subject name		In Hungarian	Emberi erőforrás menedzsment					Level	A		
		In English	Human Resource Management						DUEN-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 Teacher		
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.								
			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			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.								

Business Administration and
Management BA
2024

	<p>Autonomy and responsibility</p> <p>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.</p> <p>Ability to select its own staff, taking into account the specified criteria.</p> <p>Ability to independently supply the areas it controls human processes.</p> <p>Sense of responsibility for subordinates working fellow.</p>
Brief description of the subject content	<p>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.</p>
Activity forms of students	<p>Pair work presentation</p> <p>Group work (case study analysis)</p>
Compulsory reading and its availability	<p>David Campbell & Tom Craig(2011):Organisation and the Business Environment, Second edition, Routledge Publishing, USA</p> <p>Materials on Moodle</p> <p>Handouts from the lecturer</p>
Recommended reading and its availability	<p>TORRINGTON, Derek – HALL, Laura – TAYLOR, Stephen (2005): Human Resource Management. Pearson Education Limited, Essex, England.810 p. ISBN 978-0-273-68713-9</p> <p>ARMSTRONG, Michael (2009): A handbook of Human Resource Management Practice, 11th ed. London: Kogan Page 1062 p. ISBN 0-7494-4631-5</p> <p>http://www.academia.edu/1418840/ARMSTRONGS_HANDBOOK_OF_HUMAN_RESOURCE_MANAGEMENT_PRACTICE)</p>
Hand-in Assignments/ measurement reports	<p>Students have to take a final test</p>
Description of final test	<p>Multi-choice questions</p>

Business Administration and
Management BA
2024

Management

Subject name		In Hungarian		Menedzsment			Level		A			
		In English		Management					DUEN-TVV-114			
Subject code												
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		Lab						
Full-time	150/39		1		2		0	M (Midterm		5		
Correspondence	150/15		5		10		0	mark)		English		
Teacher responsible for the course				Name		Dr. habil Mónika Rajcsányi-Molnár			Position		College Teacher	
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.								

Business Administration and
Management BA
2024

	<p>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.</p> <p>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.</p>
Brief description of the subject content	<p>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.</p>
Activity forms of students	<p>Frontal work: 30 % Individual presentation 20% Group work: 35% Test: 15%</p>
Compulsory reading and its availability	<p>Williams-DuBrin-Sisk (1995): Management & Organization, South-Western Publishing Co. Cincinnati, Ohio, USA Materials on Moodle</p>
Recommended reading and its availability	<p>Chelsom-Payne-Reavill (2005): Management for Engineers, Scientists and Technologists, John Wiley & sons, Ltd, England</p>
Hand-in Assignments/ measurement reports	<p>Case study analysis Group work Individual presentation: An organization working goal, process and organizational structure</p> <p>These tasks cannot be replaced during the exams.</p>
Description of midterm tests	<p>Test</p>

Business Administration and
Management BA
2024

Project management

Subject name		In Hungarian		Projektmenedzsment				Level	A	
		In English		Project management				Code	DUEN-TVV-116	
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		2		0	M (Midterm mark)	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course				Name		Dr. Anita Varga		Position	College Professor	
Educational goals				The goal is to develop the following student skills: Project oriented leadership Construction project organizations Project configuration Management of project phases Process skills Project documentation system development Project controlling and monitoring system configuration Change management Project culture to achieve organizational System approach						
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 project member or manager know: the scope of project management is essential, comprehensive facts, directions and boundaries the project management professional vocabulary techniques and methods used in project management the project life cycle phases						
				Ability Students will be able to: group collaboration and cooperative problem solving approach multilateral professional issues use and understand the literary sources of the project management field manage a variety of resources						
				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 Avoid using schemes Susceptible to development opportunities for exploitation Consider all of the professional issues An equal partner in co-operation with professional						
				Autonomy and responsibility In professional questions negotiators can play the role of a decision-maker and						

Business Administration and
Management BA
2024

	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 different between project and routine work. Learning about the project design and realization methods. The features of project management.
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	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	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 and final tests	Multi choice questions

Business Administration and
Management BA
2024

Operational research and Decision theory

Object name	In Hungarian	Operációkutatás és döntéelmélet					Level	A	
	In English	Operacional research and Decision theory						DUEN-IMA-214	
Subject code									
Responsible educational unit		Department of Computer System and Control Engineering							
Name of Mandatory Preliminary Study		Mathematics 1. DUEN-IMA-151							
Number of Lessons						Requirements	Credits (ECTS)	Language of Education	
		Theoretical	Practice		Lab				
Full-time	150/39		1			2	E (Exam)	5	English
Correspondence	150/15		5			10			
Teacher responsible for the course		Name			Dr Györgyi Strauber			Position	College Teacher
Educational goals		In the framework of the subject, students will get acquainted with the essential decision theory concepts, problems and appropriate problem solving methods that fundamentally determine the functioning of business organisations.							
Typical delivery methods		Theoretical		Lectures for all students, with Powerpoint presentations.					
		Practice		Solving exercises partly in classroom, partly in a computer laboratory.					
		Lab							
Brief description of the subject content		The concept, the components, the problems and the solution procedure of decision making. Decision theory approaches; the role and interaction of the decision-maker and the organization in the decision making process; The principle of bounded rationality, the effect of the individuality of the decision-maker on his/her decision (forming the scale of values, estimation and handling of uncertainty; risk-taking, the questions of the judgement of usefulness. The effect of the individual, the group and the organization on decisions. The fields and the most important methods of decision support. The relationship between the individual and the organizational decision-making system, the solution alternatives of decision support, the role of the decision support systems. Problems of measurement and modeling. Measurement of usefulness and uncertainty, evaluation and modeling of decision situations of single and multiple variables. Decision tables, decision trees. Ranking alternatives. Multiple variable decision making methods.							
Activity forms of students		Taking lecture notes, directed and individual exercise solving.							
Compulsory reading and its availability		CHOICES, Michael Resnik (2009): An Introduction to Decision Theory, University of Minnesota, 1987. STEIN James (2009): The Right Decision: A Mathematician Reveals How the Secrets of Decision Theory, McGraw-Hill, 2009. PETERSON, Martin(2009): An Introduction to Decision Theory, Cambridge University Press, 2009							
Recommended reading and its availability		FRENCH, Simon (1993): Decision Theory: an introduction to the mathematics of rationality. New York: Horwoord 448 p. ISBN 0 470 203 08 0							
Hand-in Assignments/ measurement reports									
Description of midterm tests		There will be 2 midterm tests (exams) on the weeks 7 and 14. The tests may be repeated only once on the week 15.							

Business Administration and
Management BA
2024

Business Communication

Subject name		In Hungarian				Üzleti kommunikáció				Szintje		A							
		In English				Business Communication				Level		A							
Subject code						DUEN-TKM-220													
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. habil István András				Position		College Teacher			
Educational goals						<p>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.</p> <p>Certain personal development processes will also be discussed during the course (self knowledge, group work, communication of decisions)</p>													
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													
Brief description of the subject content						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.													
Activity forms of students						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%													

Business Administration and
Management BA
2024

	Test: 15%
Compulsory reading and its availability	Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press.
Recommended reading and its availability	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.

Business Administration and
Management BA
2024

Business English for Economics

Subject name		In Hungarian			Gazdasági szaknyelv (angol)			Szintje		A			
		In English			Business English for Economics			Level		A			
Subject code					DUEN-TKM-251								
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		0	1		2		0	E (Exam)		5		English	
Correspondence		0	5		10		0						
Teacher responsible for the course					Name		Erika Mészárosné Horváth			Position		language teacher	
Educational goals					Short description of the subject's goal								
					The aim of the course is to deepen and broaden the knowledge of Business English for Economics by developing the four fundamental language skills (speaking, listening, reading and writing).								
Typical delivery methods					Theoretical		classroom practice (with a board), discussion, debate, group work, pair work, individual work						
					Practice								
					Lab								
					Other								
Requirements (expressed in learning outcomes/competencies to be acquired)					Knowledge								
					During the course the students acquire the most commonly used vocabulary and terminology related to economics. By the end of the course they can make a conversation in the form of questions and answers in the topics covered in simple, short sentences. They are able to define basic concepts in a short, compact form. Furthermore, they understand the gist of short recordings related to the subject-specific topics covered, understand the information contained in shorter and longer authentic texts related to the topics covered during the course with the help of a dictionary, furthermore formulate short (5-6 sentences) texts related to the topics covered and make a simple description of different phenomena and processes related to economics.								
					Ability								
					He is able to meet the requirements of the positions related to his professional qualifications in different economic organisations. He is capable of effective communication both in native and international environments. He is able to develop his career on his own and evaluate his experience through continuous retraining.								
					Attitude								
					open, receptive, interested, flexible, receptive, proactive, ambitious								
					Autonomy and Responsibility								
					The student continuously controls/monitors his learning process and develops strategies of his own. He is capable of self-development and incorporates the content learnt. He constructively participates in social language situations observing the language rules and norms acquired.								
Brief description of the subject content					During the course the students acquire the English terminology of the profession in the following topics: introduction into economics, factors of production, business organisations, money, market, competition, management, company structure, marketing, banking and international organisations. In the topics mentioned above they do reading and listening comprehension exercises, create written and oral content, and also engage in mediation tasks in English.								
Activity forms of students					Structuring of information controlled by practice exercises: 50 % Individual								

Business Administration and
Management BA
2024

	work on exercises: 30 % Tests: 20 %
Compulsory reading and its availability	OSZTROLUCZKI Istvánné - PÁLMAI Orsolya (2006): The Basics of Business English for Economics. (Az angol gazdasági szaknyelv alapjai) Jegyzet. DF Kiadói Hivatal, Dunaújváros, 2006, 76 p. ISBN 978-963-9915-02-2 Availability: DF book shop
Recommended reading and its availability	David Cotton - David Falvey - Simon Kent: Market Leader Pre-Intermediate Third Edition . Pearson Education Limited. 2012. 175 p. ISBN: 978-1-4082-3707-6 (Availability: book stores)
Hand-in Assignments/ measurement reports	
Description of midterm tests	During the course the students write two midterm tests.

Business Administration and
Management BA
2024

Corporate Finance

Subject name		In Hungarian		Vállalati pénzügyek				Szintje		A							
		In English		Corporate Finance				Level		A							
Subject code				DUEN-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						Requirements		Credits (ECTS)		Language of Education							
		Theoretical		Practice								Lab					
Full-time		150/52				2				0		M (Midterm mark)		5		English	
Correspondence		150/20				10				0							
Teacher responsible for the course				Name				Dr. Andrea Keszi-Szeremlei				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' 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													

Business Administration and
Management BA
2024

	-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% 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.

Business Administration and
Management BA
2024

Marketing

Subject name		In Hungarian				Marketing				Szintje		A					
		In English				Marketing				Level		A					
Subject code				DUEN-TVV-215													
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			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 Györgyi Szalay				Position		College 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													

Business Administration and
Management BA
2024

Brief description of the subject content	Concepts and instruments of marketing, main communication channels and 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.)

Business Administration and
Management BA
2024

Operation and Quality management

Subject name		In Hungarian		Termelés és minőségmenedzsment				Szintje		A					
		In English		Operation and Quality Management				Level		A					
Subject code				DUEN-TVV-219											
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. Anita Varga			Position		College Professor			
Educational goals				The goal of this course is to prepare the students for efficient management of the production and quality assurance. It introduces the engineering business management students to the definition, scope and role of production management in system approach. In frame of this fundamental topic the students learn the Function Matrix and its application, the basic production systems and layout and their features, the basics of the marketing and technical life cycle management of product and related production technology. To understand the production management issues, the course contains the summary of the definition, methods and hierarchical levels of control, the stages of the product structure. The second part summarize the quality management systems, standards and the history of main quality standards and some hard and soft techniques of the quality management.											
Typical delivery methods				Theoretical		In a classroom with the use of projector or computer in each lecture.									
				Practice		In a classroom project work, small team and cooperative work with the use of projector or computer in each seminar.									
				Lab											
Requirements				Knowledge overviews the system of production and quality management, has a strategic and system-oriented thinking, knows the principles, policies and processes of production and quality management teams.											
				Ability Students will be able to: applies the theoretical knowledge systematically in practice, manages the system components individually and in system, sketches the stages of control, implements the ISO 9001 standard, regulates basic-level processes, overviews the documentation of the quality system, manages changes, understands the professional literature, applies the definitions of the specialization professionally.											
				Attitude opened for the innovations of the specialization pursue continuous self-improvement Able to solve problems alone. Can tackle problems as responsible persons.											

Business Administration and
Management BA
2024

	Self-training ability. Open for cooperation with professionals on other related fields.
	Autonomy and responsibility responsible for self-training co-operates with colleagues search the solutions for problems responsible for the development of work environment takes responsible part in forming professional opinions and its explanations
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	[1] KUMAR, S. Anil. <i>Production and operations management</i> . Second edition, ISBN : 978-81-224-2425-6, New Age International, 2008.
Recommended reading and its availability	[2] Graeme Knowles: <i>Quality management</i> , ISBN 978-87-7681875-3, BookBoon, 2011.
Hand-in Assignments/ measurement reports	Students have to write an industrial case study in 20-25 pages.
Description of midterm tests	Mid-term written exams (2 times): theoretical questions, practical tasks.

Business Administration and
Management BA
2024

Accounting Analysis

Subject name	In Hungarian		Számvitel elemzés				Szintje	A	
	In English		Accounting Analysis				Level	A	
Subject code			DUEN-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		M (Midterm mark)	5	English
Correspondence	150/15		5		5				
Teacher responsible for the course			Name		Dr.Erzsébet Szász			Position	College Professor
Educational goals			The aim of the subject is to make students capable of applying the acquired statistical methods to various economic analyses, to the examination of certain economic processes and phenomena, as well as to the complex evaluation of connections. Students will be able to build the information basis and choose the most appropriate methods for the size and field of activity of a given enterprise. Students will be able to perform economic calculations necessary for the preparation of managerial decisions. They have to apply methods and procedures by which the management of a business can trace the implementation process of decisions and evaluate their impact.						
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 General applications of economic analyses; Economic calculation, methods of pricing and the determination of optimal product composition; The analysis of market activities, and operative analysis; Production index, the analysis of production value; The analysis of product composition, and quality analysis. The analysis of technological development activities: the analysis of production and product development; Resource analysis: human resource analysis; The analysis of asset management; The analysis of capacity utilization; The analysis of inventories: calculations on inventory norms; The complex analysis of corporate management; Accounting reports; The analysis of the financial situation of corporations; The analysis of the financial situation of a business; The examination of profitability and efficiency; The analysis of corporate result. The continuous, intermitotic and subsequent analysis of anticipated result.						
			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; understand economic phenomena and analyze their effects on the balance and results of a business.						
			Attitude Good negotiators are patient, precise, can identify with the representatives of the other side and accept their opinion. They respect the other party, are trustworthy and not aggressive.						
			Autonomy and responsibility 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						

Business Administration and
Management BA
2024

	their own company.
Brief description of the subject content	General applications of economic analysis; Economic calculation, methods of pricing, determining optimal product composition. Analysis of market activity, operative analysis; Production index, analysis of productional value; Analysis of product composition, quality analysis. Analysis of technological development activity: Analysis of production and product development. Resource analysis: Human resource analysis; Analysis of asset management; Analysis of capacity utilization. Analysis of inventory: Calculations on inventory norms. The complex analysis of corporate management. Accounting reports. Analysis of the financial situation of corporations. Analysis of financial situation. Examination of profitability, efficiency. Analysis of corporate result. Continuous, interimistic, subsequent analysis of anticipated result.
Activity forms of students	Weekly tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	KAPLAN Financial Knowledge Bank at http://kfknowledgebank.kaplan.co.uk/KFKB/Wiki%20Pages/Financial%20Performance%20Indicators%20(FPIs).aspx 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	
Description of midterm tests	

Business Administration and
Management BA
2024

Marketing Management

Subject name		In Hungarian		Marketingmenedzsment				Szintje	A	
		In English		Marketing Management				Level	A	
Subject code				DUEN-TVV-150						
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		Lab				
Full-time	150/39		1		2		0	E(exam)	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course				Name					Position	College Professor
Educational goals				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 behavior. 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						
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 Know and appropriately apply the marketing communication tools						
				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.						
				Autonomy and responsibility Responsible for his/her own development. Cooperate with the instructor and fellow students, seeks to solve the discussed						

Business Administration and
Management BA
2024

	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	1. Individual assignment: Based on their studies, students design a questionnaire of 20 questions to assess the market demand of a new product or service (Week 7.) 2. Group assignment: Students form groups of 2 or 3, and evaluate and present the marketing communications of a company. (Week 11.)
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.)

Business Administration and
Management BA
2024

Strategic Management

Subject name		In Hungarian		Stratégiai Menedzsment				Szintje		A	
		In English		Strategic Management				Level		A	
Subject code				DUEN-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	150/39		2		1		0	E (exam)	5	English	
Correspondence	150/15		10		5		0				
Teacher responsible for the course				Name		Dr. habil Mónika Rajcsányi-Molnár			Position	College Teacher	
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							

Business Administration and
Management BA
2024

	organization (environment-, resources-- and analysis of the stakeholder). The strategic decision. Corporate and business level strategies. The strategic portfolio 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/

Business Administration and
Management BA
2024

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	150/39	2		1	0			M (Midterm mark)	5	English
Correspondence	150/15	10		5	0					
Teacher responsible for the course			Name		Dr. habil Orsolya Falus				Position	College 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. And they are able to see through the public management’s tasks and subassemblies.							
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.							
			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 definition, the interpretation, the most important western models and the application environment of the public management, the public management in the EU policy. The public service system, the human service organization, Financial Management, E-government, Managing External Constituencies, and the Public Management in Developing Countries.							
Activity forms of students			Weekly online tests: 20% Frontal work: 40 % Individual or group work: 20%							

Business Administration and
Management BA
2024

	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
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	Written mid-term tests (2)
Description of midterm tests	Essay, definition, test, True-False test

Business Administration and
Management BA
2024

International Economics

Subject name		In Hungarian				Nemzetközi gazdaságtan				Szintje		A			
		In English				International Economics				Level		A			
Subject code						DUEN-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		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. Erzsébet Szász				Position		College 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									
Brief description of the subject content						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 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.									

Business Administration and
Management BA
2024

	<p>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.</p> <p>Trade Policy principles and practices. Free trade and protectionism. International trade, trade, trade in services. Trade policy instruments and their effects.</p> <p>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.</p> <p>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.</p> <p>Economic policy open economy issues. Possible directions of economic policy in a small open economy. Adjustment. The external balance disturbance causes, options for remediation.</p> <p>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.</p>
Activity forms of students	<p>Midterm exams: 2*35 %</p> <p>Individual or group work: 15%</p> <p>Test: 15%</p>
Compulsory reading and its availability	<p>Paul R. Krugman - Maurice Obstfeld : International Economics: Theory and Policy (6th Edition) 6th Edition</p> <p>ISBN-10: 0201770377</p> <p>2002, Addison Wesley</p>
Recommended reading and its availability	<p>http://www.studyingeconomics.ac.uk/module-options/international-economics/</p> <p>http://www.academia.edu/17077737/International_Economics_Theory_and_Policy_9th_Edition_BD</p>
Hand-in Assignments/ measurement reports	
Description of midterm tests	

Business Administration and
Management BA
2024

Accounting management, controlling and information management

Subject name		In Hungarian	Számvitel menedzsment, controlling és információgazdálkodás				Szintje	A		
		In English	Accounting management, controlling and information management				Level	A		
Subject code			DUEN-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	College 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.							

Business Administration and
Management BA
2024

	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 content	Accounting processes of economic systems. Laws and regulations related to accounting 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://dlia.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.

Business Administration and
Management BA
2024

Thesis research 1. – research methodology

Subject name		In Hungarian		Szakdolgozat – kutatósmódszertan				Szintje	A	
		In English		Thesis research – research methodology				Level	A	
Subject code				DUEN-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		S (Signature)	-	English
Full-time	150/13		1		0		0			
Correspondence	150/5		5		0		0			
Teacher responsible for the course				Name		Dr. Anita Varga			Position	Colleague Professor
Educational goals				The goal of the course is to develop the essential research skills required to thesis writing, that is a compulsory task for graduation. The course enables students to find comprehensive solutions to practical problems, as well as to present the findings of their thesis research in a clear and convincing way, both in oral and in writing. The course familiarizes students with various ways of conducting a research, making a questionnaire, carrying out a qualitative interview research. The course will teach students to note down their research results either in a descriptive or numerical way.						
Typical delivery methods				Theoretical		group activity				
				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 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 of economy.						
				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 news 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.						

Business Administration and
Management BA
2024

Activity forms of students	Research data analysis Frontal work Individual or group work Weekly consultations
Compulsory reading and its availability	Babbie, Earl (2013) The Practice of Social Research. Wadsworth 13th edition
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 Preparation of the research questionnaire. Defining the hypothesis.
Description of midterm tests	During week 13 a presentation about a chosen topic.

Business Administration and
Management BA
2024

Management methods

The name of subject		in Hungarian		Menedzsment módszerek				Level		A	
		in English		Management methods							
DUEN-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 Teacher	
The educational aim of the course				<p>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.</p> <p>The introduction of the connection between the performance of the individual, group and organisation.</p> <p>The familiarization with the means and methods necessary for changing behaviour, and practising their application.</p> <p>Forming and developing the competences fostering the efficiency of personal management.</p>							
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				<p>Knowledge</p> <p>Students are aware of the principles and methods for shaping and changing the organisational behaviour of organisations and institutions.</p> <p>They know the similarities and differences between individual and group decision making and problem solving.</p> <p>They know the methodological basics and techniques of decision preparation and decision support.</p> <p>They know the possibilities and means of practising personal management efficiently.</p> <p>They recognise the importance of managerial efficacy and they know which factors, in which degree foster this.</p>							
				<p>Capabilities</p> <p>Students are able to use the principles, rules, connections, procedures of management science obtained to solve routine tasks occurring at their work.</p> <p>They are able to identify problems and to integrate their knowledge in order to solve the problems.</p> <p>They are able to cooperate with the representatives of other areas of expertise.</p> <p>They are able to use the techniques and methods of problem solving in regard to their application possibilities.</p> <p>They are able to manage time, select among the tasks and are able to focus.</p> <p>They are able to communicate and give a presentation in the right professional manner.</p> <p>They are able to accept themselves and others.</p> <p>They are able to use the rules of positive motivation and the means of efficient communication, and are able to manage conflicts.</p>							

Business Administration and
Management BA
2024

	<p>They are able to manage changes in a professional and humane manner.</p> <p>Attitude</p> <p>They show interest and have the right learning abilities, which make professional development possible with the help of continuous self-learning and further training.</p> <p>They seek life-long learning in the world of work as well as out of work.</p> <p>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.</p> <p>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.</p> <p>They are willing to cooperate and to share their knowledge.</p> <p>They are open to changes and seek to follow and understand those changes.</p> <p>They accept and recognise the importance of career planning.</p> <p>Autonomy and responsibility</p> <p>They are able to solve problems and make a decision independently.</p> <p>They are able to manage, organise and supervise an organisational unit by taking responsibility for the organisation and their colleagues.</p> <p>They take responsibility for keeping professional, legal and ethical norms and rules in connection with their work and behaviour.</p> <p>They recognise and identify themselves with their ethical responsibility in connection with motivating and influencing others.</p> <p>If needed, they face conflicts but seek a mutually acceptable solution.</p> <p>They undertake changes and are active participating individuals of the organisational changes.</p>
Short description of the subject content	<p>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.</p>
Main student's activity forms	<p>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.</p>
Compulsory literature and their accessibility	<p>French-Rayner-Rees-Rumbles (2011) Organizational Behavior. 2nd edition, John Wiley & Sons, Ltd, England</p>
Optional literature and their accessibility	<p>Williams-DuBrin-Sisk (1985) Management & Organization South-Western Publishing Co. USA, DUE Library</p>
Description of assignments/test reports	<p>1. Individual task</p> <p>2. Group assignment</p> <p>The detailed description of the tasks can be seen in Moodle.</p> <p>These tasks cannot be made up for in the examination period.</p>
Description and schedule of term papers	<p>In the 12th week. Make-up term paper in the 13th week.</p>

Business Administration and
Management BA
2024

Thesis research 2. GAZDBA

Subject name		In Hungarian		Szakdolgozat – szakdolgozat készítés GAZDBA				Szintje	A	
		In English		Thesis research GAZDBA				Level	A	
Subject code				DUEN-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 Teacher
Educational goals				The goal of the course is to develop the essential skills required to thesis writing, that is a compulsory task for graduation. The course enables students to find comprehensive solutions to practical problems, as well as to present the findings of their thesis research in a clear and convincing way, both in oral and in writing. In the frame of this course students will get to know the main difference between qualitative and quantitative research methodology and the concise way of reading and quoting scientific literature.						
Typical delivery methods				Theoretical						
				Practice		individual and group discussion, group work, personal consultation				
				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.						
Activity forms of students				Literature level exam						

Business Administration and
Management BA
2024

	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.

Business Administration and
Management BA
2024

Field practice - GAZDBA

Subject name		In Hungarian				Szakmai gyakorlat – GAZDBA				Szintje		A			
		In English				Field practice - GAZDBA				Level		A			
Subject code						DUEN-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 Teacher	
Educational goals						The goal of the course is to develop the essential skills required of employees a workplace and to expand students’ knowledge in the professional field. Students will get to know the main differences and similarities between theoretical and practical knowledge, everyday working life and university student life. Students will have the opportunity to collect and analyse data at a company that might be their future workplace.									
Typical delivery methods						Theoretical									
						Practice		At the internship place completing the necessary requirements jointly stated by the university and the company.							
						Lab									
Requirements (expressed in learning outcomes/competencies to be acquired)						Knowledge Students as potential workers know: the terminology required at the internship place the steps of writing the internship report how to create good working atmosphere to cooperate with the company supervisor									
						Ability Students will be able to: do a thorough planning of their work, accomplish the planned activities, evaluate the results. deliver their tasks to the deadline recognise and solve problems related to working organisations put in practice all acquired knowledge and skills have effective communication with professionals complete tasks both individually and in teamwork collect relevant information and require necessary support so as to write his/her thesis prepare a written report on the field practice as well as on the process of writing the research (Evaluation sheet of the field practice) identify and amend errors and deficiencies that have arisen in the work process									
						Attitude Good workers and good internship students are punctual, honest, hardworking and eager to fulfill the daily tasks precisely. Are patient, have empathy towards co-workers and supervisors. Good, future-oriented interns respect their counterpart, are trustworthy and not aggressive. They are open and willing to discuss all points to clearly understand daily tasks, express their opinion, but without disclosing any important information about the circumstances of their own company.									

Business Administration and
Management BA
2024

	Autonomy and responsibility In professional questions interns are able to solve problems alone. They can tackle with the daily routine responsibly. Are good individual workers and team workers as well.
Brief description of the subject content	The course familiarizes students with the types of internships. The course presents students the scientific terminology and practical knowledge necessary for successfully completing the internship and making the first steps towards having a work place. The course offers the possibility to make students put their theoretical knowledge into practice. By completing the internship dairy students will be able to receive competent feedback both from company professionals and university staff.
Activity forms of students	Group and individual work at the place of the internship coordinated by the company supervisor.
Compulsory reading and its availability	Individual literature research in case required by the internship place.
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	Internship report that contains the students' name, intership place and weekly activities. The formal requiremets of the final report and in accordance with the University's official style sheet requirements: font 12, line 1.5. Lenghts of the report should be 3-5 pages.
Description of midterm tests	

Business Administration and
Management BA
2024

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-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 (Midterm	5	English
Correspondence	150/15		0		15		0	mark)		
Teacher responsible for the course				Name			Dr. László Balázs		Position	College 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.						
				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.						
				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						
Brief description of the subject content										

Business Administration and
Management BA
2024

	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

Business Administration and
Management BA
2024

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-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	College Professor
Educational goals				<p>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.</p> <p>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.</p> <p>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.</p>						
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: <ul style="list-style-type: none">the types, terminology and main principles of negotiation and business presentationthe steps of making effective business presentationhow to structure business presentationhow to recognize problem solving techniques in company environment						
				Ability Students will be able to: <ul style="list-style-type: none">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 processto 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						

Business Administration and
Management BA
2024

	<p>structure well a business presentation as well as express their opinion. They are open to the novelty of the professional sphere.</p> <p>Autonomy and responsibility Is capable of own opinion formation on professional and social forums. Responsibly represents his/her professional group and company unit.</p>
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 successful bargaining and deals with the effects of a good business presentation.
Activity forms of students	<p>Weekly online tests: 20%</p> <p>Frontal work: 30 %</p> <p>Individual or group work: 35%</p> <p>Test: 15%</p>
Compulsory reading and its availability	<p>Harvard Business Essentials. Negotiation (2003). Boston/Massachusetts: Harvard Business School Press.</p> <p>Shell, G.R. (2006) Bargaining for Advantage: Negotiation Strategies for Reasonable People. Penguin Books, 2nd Edition</p> <p>Materials on MOODLE</p>
Recommended reading and its availability	<p>Roy J. Lewicki, Bruce Barry, and David M. Saunders (2007): Essentials of Negotiation. Boston: McGraw-Hill.</p> <p>Fisher, R and Daniel Shapiro (2005) Beyond Reason: Using Emotions as you Negotiate. Viking Publisher</p> <p>Thomas, J. (2005) Negotiate to Win: The 21 Rules for Successful Negotiating. Collins Publisher</p>
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.

Business Administration and
Management BA
2024

Organizational Communication

Subject name		In Hungarian		Szervezeti kommunikáció				Szintje	A
		In English		Organizational Communication				Level	A
Subject code				DUEN-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	150/39		2		1	0	M (Midterm mark)	5	English
Correspondence	150/15		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					

Business Administration and
Management BA
2024

	concepts, channels, and tools of internal communication. The relationship between leadership styles and organizational 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) 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 6 and 12.

Business Administration and
Management BA
2024

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-TKM-526							
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	E (Exam)	5	English
Correspondence	150/15		5		10		0			
Teacher responsible for the course			Name		Dr. Tamás Kőkuti			Position	College 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: <ul style="list-style-type: none">•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							

Business Administration and
Management BA
2024

	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 Materials on MOODLE
Recommended reading and its availability	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	

Business Administration and
Management BA
2024

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		Andrea Keszi-Szeremlei Dr.			Position	college 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.						
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 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.						

Business Administration and
Management BA
2024

	<ul style="list-style-type: none"> - 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.
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.vsfs.cz/el/6410/leto2014/N_OP/um/Fernandez_2013_Company_Valuation_Methods_SRN-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	
Description of midterm tests	

Business Administration and
Management BA
2024

Analysis of Business Cases

Subject name		In Hungarian		Üzleti esettanulmányok elemzése				Szintje	A	
		In English		Analysis of Business Cases				Level	A	
Subject code				DUEN-TVV-119						
Responsible educational unit				Institute for Social Sciences Department of Economic and Management Sciences						
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			50		0		10			
Teacher responsible for the course				Name		Dr. Anita Varga			Position	College Associate Professor
Educational goals				By the end of the course the students have more knowledge in social sciences. They will collect methodological skills and will have the necessary professional and general education. With their economic, business, management and sociological skills they will be able to analyse different markets and maintain a company's competitive advantage.						
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 Students will have the necessary knowledge both in professional and general fields, know how to combine their economic, business, management and sociological skills, know the domestic business models and some special types of innovation.						
				Ability Students will be able to investigate business problems with a board view, to identify the synergy structure of business activity, to apply both theoretical and practical analysing systems and tasks (planning, managing, using alternatives, control), to use in practice the process of planning – managing –preparation of decision – decision-making – control and handle its cause-effect relation in competitive situation.						
				Attitude They are open and willing to discuss all points of the cases, as well as express their opinion, but without disclosing any important information about the circumstances of their own company. They have sensibility to find potentials for development.						
				Autonomy and responsibility Students feel responsibility for both their development and environment. They cooperate with each other. They have sensibility to find possible resolving opportunities for problems.						
Brief description of the subject content				The value chain and creation of double value both for buyers and suppliers. The technical and economic connections of value chain. The customer value and logistic buyer satisfaction. The customer value and the internet. The supply chain: system (network) of business relationships. The role of suppliers. Potential suppliers and the internet. Evaluation of suppliers, the criteria of						

Business Administration and
Management BA
2024

	supplier evaluation in internet. Strategic procurement. The methods and importance of demand anticipation in production logistics. Resource planning systems with buyer's cooperation. Management of customer relationship (CRM). The criteria of CRM systems (soft wares). The importance of services and its logistic problems. International transport. Competitiveness and supply chain management. Integration of supply chain. Measurement of supply chains. Tendencies in supply chain management.
Activity forms of students	Case study analysis, Presentations, Individual work, Frontal class work, Essay writing
Compulsory reading and its availability	Foley, James F. (2013) The global entrepreneur: taking your business international. 3 rd ed. Jamric Press Internat, DUE Library Thierry Burger-Helmchen (ed) (2012) Entrepreneurship - Creativity and Innovative Business Models. InTech. ISBN 978-953-51-0069-0 Materials on MOODLE
Recommended reading and its availability	W. Chan Kim – Renee A. Mauborgne (2015) Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business Review Press Marc A. Annacchino, P.E. (2003) New Product Development From Initial Idea to Product Management. Elsevier Inc. ISBN: 978-0-7506-7732-5 Peter Thiel - Blake (2014) Master Zero to One: Notes on Startups, or How to Build the Future. Crown Business, DUE Library
Hand-in Assignments/ measurement reports	Processing and analysis of 2 case studies with suggestions as well. The teams choose the cases. (On week 8 th and 10 th)
Description of midterm tests	Midterm test on week 12 th . Supplementary test on week 13 th .

Business Administration and
Management BA
2024

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-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	College 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 <ul style="list-style-type: none">- 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%					

Business Administration and
Management BA
2024

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
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.

Business Administration and
Management BA
2024

E-business

Subject name		In Hungarian		E-business			Szintje	A	
		In English		E-business			Level	A	
Subject code				DUEN-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		2		1	E (Exam)	5	English	
Correspondence	15		10		5				
Teacher responsible for the course				Name		Szilvia Kovács		Position	Associate professor
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		In a classroom with the use of projector or computer in each lecture.			
				Practice					
				Lab		In a classroom with the use of projector or computer in each seminar.			
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					
Brief description of the subject content				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					
				The development of e-commerce, concept, individual elements of the conceptual, legal and technical support and manifestations.					

Business Administration and
Management BA
2024

	In B2B, B2C, B2A and C2a relations overview, features. The internet concept, development and opportunities. Risk Factors of the internet. The economic benefits, the risks of electronic commerce.
Activity forms of students	Weekly online tests: 20% Frontal work: 30 % Individual or group work: 35% Test: 15%
Compulsory reading and its availability	Colin Combe: Introduction to e-business Elsevier, 2016. ISBN–13: 978-0-7506-6731-9, online: http://kolegijfama.eu/materialet/Biblioteka%20Elektronike/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf
Recommended reading and its availability	http://www.freebookcentre.net/Business/E-Business-Books.html
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 weekly online tests and a vocabulary test after each topic.