

BULLETIN
UNIVERSITY OF DEBRECEN

Commerce and Marketing
BSC

FACULTY OF ECONOMICS AND BUSINESS

Coordinating Center for International Education

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UNIVERSITY OF DEBRECEN

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

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

Legal status of the University of Debrecen: state university

Founder of the University of Debrecen: Hungarian State Parliament

Supervisory body of the University of Debrecen: Ministry of Education

Accreditation dates and statute numbers:

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

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

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

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

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

Number of Faculties at the University of Debrecen: 14

Faculty of Agricultural and Food Sciences and Environmental Management

Faculty of Child and Adult Education

Faculty of Dentistry

Faculty of Economics and Business

Faculty of Engineering

Faculty of Health

Faculty of Humanities

Faculty of Informatics

Faculty of Law

Faculty of Medicine

Faculty of Music

Faculty of Pharmacy

Faculty of Public Health

Faculty of Science and Technology

Number of accredited programmes at the University of Debrecen:

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

Number of students at the University of Debrecen: 28812

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

Full time teachers of the University of Debrecen: 1421

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

ABOUT THE FACULTY

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

THE ORGANIZATIONAL STRUCTURE OF THE UNIVERSITY

RECTOR OF THE UNIVERSITY OF DEBRECEN

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

FACULTY OF ECONOMICS AND BUSINESS

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

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

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

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

THE ORGANIZATIONAL STRUCTURE OF THE FACULTY

Dean's Office

Head of Dean's Office: Ms. Judit Fróna

Address: 138 Böszörményi út, Debrecen 138

Phone: +36-52-518-678

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

English Program Officer: Ms. Tünde Majorik

Address: 138 Böszörményi út, Debrecen 4032

Phone: +36-52-526-937

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

THE DEPARTMENTS OF THE FACULTY

Department of Agricultural Informatics

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

Department of Business Informatics

Associate Professor, Head of Department Dr. Róbert Szilágyi
(szilagyi.robert@econ.unideb.hu, Bld. D A5)
Associate Professor Dr. Péter József Lengyel
(lengyel.peter@econ.unideb.hu, Bld. D SZ5)
Assistant Professor Dr. Szilvia Borbásné Botos
(botos.szilvia@econ.unideb.hu, Bld. D A10)
Assistant Lecturer Viktor Lászkó Takács
(takacs.viktor@econ.unideb.hu, Bld. D A1)

Department of Logistics Management

Associate Professor, Head of Department Dr. Miklós Pakurár
(pakurar.miklos@econ.unideb.hu, Bld. D 105)

INSTITUTE OF BUSINESS COMMUNICATION AND PROFESSIONAL LANGUAGE STUDIES

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

Associate Professor, Head of Institution Dr. Mária Czeller
(czeller.maria@econ.unideb.hu, Main bld. 202.)
Administrator Ms. Alexandra Jenei
(jenei.alexandra@econ.unideb.hu, Main bld. 202.)
Language Teacher János Farkas
(farkas.janos@econ.unideb.hu, Main bld. 2016B)

INSTITUTE OF APPLIED ECONOMICS SCIENCES

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

Associate Professor, Head of Institute Dr. habil István Szűcs
(szucs.istvan@econ.unideb.hu, TVK 29.)

Administrator Mrs. Ibolya Tóthné Rajtik
(tothne.rajtik.ibolya@econ.unideb.hu, TVK 28.)

Department of Business Economics

Professor, Head of Department Prof. Dr. habil. András Nábrádi
(nabradi.andras@econ.unideb.hu, TVK 28.)

Associate Professor Dr. Adrián Szilárd Nagy
(nagy.adrian@econ.unideb.hu, TVK 32.)

Assistant Professor Dr. Beáta Bittner
(bittner.beata@econ.unideb.hu, TVK 15.)

Department of Enterprise Development

Associate Professor, Head of Department Dr. Zsolt Csapó
(csapo.zsolt@econ.unideb.hu, TVK 41.)

Assistant Professor Dr. Péter Popovics
(popovics.peter@econ.unideb.hu, TVK 40.)

Department of Farm Business Management and Corporate Planning

Associate Professor, Head of Department Dr. habil Ferenc Apáti
(apati.ferenc@econ.unideb.hu, TVK 17.)

Associate Professor Dr. habil. László Szöllősi
(szollosi.laszlo@econ.unideb.hu, TVK 19.)

Assistant Professor Dr. Krisztián Kovács
(kovacs.krisztian@econ.unideb.hu, TVK 15.)

THE DEPARTMENTS OF THE FACULTY

Assistant Professor

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

INSTITUTE OF ECONOMICS

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

Associate Professor, Head of Institute

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

Administrator

Ms. Marianna Zemán
(zeman.mariann@econ.unideb.hu, TVK 119.)

Associate Professor

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

Assistant Professor

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

Assistant Professor

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

Assistant Professor

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

Assistant Professor

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

Assistant Professor

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

Assistant Professor

Dr. Levente Sándor Nádasi
(nadasi.levente@econ.unideb.hu, TVK 116)

Assistant Professor

Dr. Ágnes Szobonyáné Szabó-Morvai
(szabomorvai@econ.unideb.hu, TVK 117.)

INSTITUTE OF MARKETING AND TRADE

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

Professor, Head of Institute

Prof. Dr. Zoltán Szakály
(szakaly.zoltan@econ.unideb.hu, Fényház 206.)

Administrator	Mrs. Renáta Szarvasné Kádár (szarvasne.kadar.renata@econ.unideb.hu, Fényház 205.)
Associate Professor	Dr. Zsolt Polereczki (polereczki.zsolt@econ.unideb.hu, Fényház 203.)
Assistant Professor	Dr. András Fehér (feher.andras@econ.unideb.hu, Fényház 210.)
Assistant Professor	Dr. Tímea Gál (gal.timea@econ.unideb.hu, Fényház 202.)
Assistant Professor	Dr. Marietta Kiss (kiss.marietta@econ.unideb.hu, Fényház 201.)
Assistant Professor	Dr. Enikő Kontor (kontor.eniko@econ.unideb.hu, Fényház 207.)
Assistant Professor	Dr. Mihály Soós (soos.mihaly@econ.unideb.hu, Fényház 204.)
Senior Lecturer	Virág Ágnes Bakosné Kiss (kiss.virag.agnes@econ.unideb.hu, Fényház 204.)

INSTITUTE OF ACCOUNTING AND FINANCE
138 Böszörményi út, Debrecen 4032, Phone: 52/508-444

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

Department of Accounting

Associate Professor, Head of Department	Dr. Ildikó Dékán Tamásné Orbán (orban.ildiko@econ.unideb.hu, Magház 118.)
Assistant Professor	Dr. Attila Rózsa (rozsa.attila@econ.unideb.hu, Magház 119A.)
PhD Student	Alexandra Szekeres (szekeres.alexandra@econ.unideb.hu, Magház 103.)

THE DEPARTMENTS OF THE FACULTY

Department of Controlling

Associate Professor, Head of Department Dr.habil Veronika Fenyves
(fenyves.veronika@econ.unideb.hu, Magház 117.)
Assistant Professor Dr. Bernadett Béresné Mártha
(beresne.martha.bernadett@econ.unideb.hu, Magház 115.)

Department of Finance

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

INSTITUTE OF MANAGEMENT AND ORGANISATION SCIENCES

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

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

Department of Human Resource Management

Associate Professor, Head of Department Dr. habil. Krisztina Dajnoki
(dajnoki.krisztina@econ.unideb.hu, Fényház 10.)
Associate Professor Dr. András István Kun
(kun.andras.istvan@econ.unideb.hu, Fényház 102.)

THE DEPARTMENTS OF THE FACULTY

Department of Tourism and Hospitality Management

Associate Professor, Head of Department Dr. Erika Könyves
(konyves.erika@econ.unideb.hu, Magház 204.)

INSTITUTE OF SPORTS ECONOMICS AND MANAGEMENT

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

Professor, Head of Department Prof. Dr. habil. Attila Borbély
(borbely.attila@econ.unideb.hu, Magház 119.)

**INSTITUTE OF WORLD ECONOMY AND INTERNATIONAL
RELATIONS**

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

Associate Professor, Head of Institute Dr. László Erdey
(erdey.laszlo@econ.unideb.hu, TVK 136.)
Administrator Mrs. Anita Márné Hajdú
(hajdu.anita@econ.unideb.hu, TVK 135.)

Department of Integration

Associate Professor, Head of Department Dr. János Mazsu
(mazsu.janos@econ.unideb.hu, TVK 127.)
Assistant Professor Dr. Fruzsina Szentesiné Sigér
(siger.fruzsina@econ.unideb.hu, TVK 141.)

Department of Business Law

Associate Professor, Head of Department Dr. Géza Károlyi
(karolyi.geza@econ.unideb.hu, TVK 132.)

Associate Professor

Dr. Tamás Fézer
(fezer.tamas@law.unideb.hu)

Assistant Professor

Dr. András Helmeczi
(helmeczi.andras@econ.unideb.hu, TVK 139.)

Department of World Economy and International Business

Associate Professor, Head of Department

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

Assistant Professor

Dr. Tünde Csapóné Riskó
(risiko.tunde@econ.unideb.hu., TVK 134.)

Assistant Professor

Dr. Zsuzsanna Trón
(tron.zsuzsanna@econ.unideb.hu, TVK 131.)

Senior Lecturer

Eszter Tóth
(toth.eszter@econ.unideb.hu, TVK 129.)

Senior Lecturer

Dr. Ádám Márkus
(markus.adam@econ.unideb.hu, TVK 127.)

SOCIAL SCIENCES LIBRARY

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

Head Librarian

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

COMMERCE AND MARKETING BSC PROGRAMME

Programme coordinator: Prof. Dr. habil Zoltán Szakály
(szakaly.zoltan@econ.unideb.hu, TVK 118.)

Objectives and Perspectives

The aim of the programme is to prepare specialists in economics and business with commerce and marketing competence and skills who are able to procure and market various products and services, and organize and manage commercial activities of small and medium enterprises. The programme provides students with the necessary background knowledge to continue to the second (MA) and later the third (PhD) phases of their training.

Duration of Studies: 6 semesters for academic studies

Number of ECTS credits: 180+30

Number of teaching (contact) hours: 1800

Internship: 1 semester

Requirements:

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

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

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

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

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

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

According to the Rules and Regulations of University of Debrecen a student has to complete Physical Education courses at least in two semesters during his/her Bachelor's training.

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

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

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

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

COMMERCE AND MARKETING BSC PROGRAMME

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

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

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

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

The diploma shall be issued in Hungarian and English.

Class behaviour:

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

Commerce and Marketing	Prerequisite	Semesters				Exam type	Credits
		1		2			
		L	S	L	S		
Introduction to Economics		2	0			E	3
Mathematics I.		2	2			P	5
Basics of Marketing		2	1			E	4
Communication Skills		1	1			P	2
Business Informatics		1	2			P	3
Business Civil Law		2	0			E	3
EU studies		2	0			E	3
Philosophy		2	0			E	3
Sociology		2	0			E	3
Total credits of the semester:							29
International Financial Accounting				2	2	E	5
Mathematics II.	Mathematics I.			2	2	E	5
Microeconomics	Introduction to Economics, Mathematics I.			2	2	E	5
Business Economics				2	1	E	4
Finance				2	2	E	4
Basics of Product Policy				2	0	E	3
Elective I.				0	2	P	3
Elective II.				0	2	P	3
Physical Education				0	2	S	0
Total credits of the semester:							32

CURRICULUM OF THE FULL TIME PROGRAMME

Commerce and Marketing	Prerequisite	Semesters				Exam type	Credits
		3		4			
		L	S	L	S		
Statistics I.	Mathematics I.	2	2			P	5
Management		2	0			E	3
Macroeconomics	Microeconomics	2	2			E	5
Management of Value Creating Processes		2	2			E	4
Business Consulting		0	2			P	3
Marketing Management	Basics of Marketing	2	1			E	4
Corporate Finance	Finance	2	2			P	5
Elective III.		2	0			E	3
Physical Education		0	2			S	0
Total credits of the semester:							32
Statistics II.	Statistics I.			2	2	E	5
Environmental Economics				2	0	E	3
International Economics	Macroeconomics			2	1	E	4
Marketing Planning and Audit				2	2	P	5
Marketing Research				0	2	P	3
Marketing Communication				2	0	E	3
The World Economy				2	1	E	3
Elective IV.				0	2	P	3
Total credits of the semester:							29

CAM	Prerequisite	Semester		Exam type	Credits
		5			
		L	S		
Public Economic Law		2	0	E	3
Foreign Trade		2		E	3
Organizational Behaviour		2	1	E	4
Economic Analysis		1	2	P	4
Information Systems		1	2	P	4
Thesis writing 1.		0	4	P	1
Marketing Strategies Specialisation					
Product and Brand Management		2	0	E	3
Pricing Policy in Marketing		2	0	E	3
Consumer Behaviour		2	1	P	4
Services Marketing		2	0	E	3
Total credits of the semester:					32

CURRICULUM OF THE FULL TIME PROGRAMME

CAM	Prerequisite	Semesters				Exam type	Credits
		6		7			
		L	S	L	S		
Media Economics		2	0			E	3
Business Planning		0	2			P	4
Elective V.		1	2			P	4
Thesis writing 2.		0	4			P	2
Marketing Strategies Specialisation							
Marketing Channels Planning and Audit		0	2			P	3
International Marketing		2	1			E	4
Advertising and Advertising Planning		0	2			P	3
Non-profit and SME Marketing		0	2			P	3
Online Marketing		1	1			P	3
Total credits of the semester:							29
Thesis writing 3.				0	4	P	7
Business Practice				0	27	P	20
Total credits of the semester:							27
Total credits of the programme:							210

COURSE DESCRIPTIONS

Subject: **Introduction to Economics** Neptun-code: GT_AKMNE002-17
Institute: Economics
Number of lessons: 2+0 Requirement: Exam Credit: 3
Responsible instructor: Dr. Pál Czeglédi
Instructor: Dr. Levente Sándor Nádasi

Course goals:

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

Course content, topics:

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

Learning methods:

Lectures with ppt presentations together with some calculation problems.

Assessment:

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

- 0 - 50% – fail (1)
- 50%+1 point - 63% – pass (2)
- 64% - 75% – satisfactory (3)
- 76% - 86% – good (4)
- 87% - 100% – excellent (5)

Compulsory readings:

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

Recommended readings:

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

Syllabus

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

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

*LO learning outcomes

Subject: **Mathematics I.** Neptun-code: GT_AKMNE001-17
Institute: Sectoral Economics and Methodology
Number of lessons: 2+2 Requirement: Term mark Credit: 5
Instructor: Dr. habil Sándor Kovács

Purpose of the course:

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

Short subject description and main topics:

Theory of sets. Sets of numbers

Classification and characteristics of one-variable real functions

Theorems of limit calculation

Mathematics of Finance

Limit calculation, continuity, and derivate of functions

Examination of functions, elasticity

Extreme values calculation of functions with practical applications

Practical applications of the differential calculus

Indefinite integrals

Planned teaching activities and methods

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

Evaluation;

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

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

Compulsory literature:

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

Recommended literature:

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

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

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

Weekly schedule	
1.	Theory of sets. Sets of numbers
	TR* Set operations, cardinality, set builder notations
2.	Algebraic preliminaries I.
	TR Real number line, operations, rules for exponents and radicals, operations with algebraic expressions, factoring
3.	Algebraic preliminaries II.
	TR Cartesian coordinate systems, straight lines, distance in the plane
4.	Functions I.
	TR Graph and algebra of functions,
5.	Functions II.
	TR application is business economics, break-even analysis, supply-demand, market equilibrium
6.	Functions III.
	TR Exponential, logarithmic and logistic curves, and its applications
7.	Mathematics of Finance I.
	TR amount of investment, rate of interest, present value, compound interest, mathematical models
8.	Mathematics of Finance II.
	TR Future Value of annuities, annuities due, loans and amortization of debts

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9.	Calculus
	TR limits and continuity and derivatives
10.	Differential calculus I.
	TR rules, higher-order derivatives, marginal functions in economics
11.	Differential calculus II.
	TR first and second, curve sketching,
12.	Differential calculus III.
	TR optimization, elasticity and other applications in business economics
13.	Indefinite Integration I.
	TR Rules of Indefinite Integration
14.	Indefinite Integration II.
	TR applications of indefinite integration in business economics

*TR teaching results

Subject: **Basics of Marketing**

Neptun code: GT_AKMNE009-17

Institute: Marketing and Trade

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Responsible instructor: Dr. Marietta Kiss

Instructor: Dr. Tímea Gál

Course goals:

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

Course content, topics:

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

Learning methods:

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

Assessment:

Composition of the final grade:

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

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

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

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from seminar class for any reason will result in a signature denied. Class participation will be evaluated based on the quantity

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and the quality of individuals' contribution. Participation is particularly essential in our case study coverage. Late assignments will incur a penalty. The amount of the penalty will be a minimum of 50% of the assessed mark for the first week of lateness.

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

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

Compulsory readings:

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

Recommended readings:

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

Syllabus

Week	Topics
1.	Orientation, course overview. Introduction to the use of MyMarketingLab LO: Students have a basic overview of the semester's topic, and they are introduced to the use of the e-learning materials.
2.	<i>Part 1: Defining Marketing and the Marketing Process</i> Marketing: Creating Customer Value and Engagement LO: Students can define marketing, marketing process, and basic concepts of marketing (needs, wants, demand, market, exchange, and customer value). They are introduced to the marketing management orientations.

3.	<p>Company and Marketing Strategy: Partnering to Build Customer Engagement, Values, and Relationships LO: Based on the companywide strategic planning process, students are introduced to the marketing planning process, including basic concepts such as segmentation, targeting, positioning, and integrated marketing mix.</p>
4.	<p><i>Part 2: Understanding the Marketplace and Consumer Value</i> Analyzing the Marketing Environment LO: Students know the two levels of the marketing environment: Microenvironment (the company, suppliers, marketing intermediaries, competitors, publics, customers) and Macroenvironment (demographic, economic, natural, technological, political, and social, cultural environments).</p>
5.	<p>Managing Marketing Information to Gain Customer Insights LO: Students understand the marketing information system and its parts (internal databases, marketing intelligence, and marketing research). They know the marketing research process.</p>
6.	<p>Consumer Markets and Buyer Behavior LO: Students know the Model of Consumer Behavior and the characteristics of its parts.</p>
7.	<p>Business Markets and Business Buyer Behavior LO: Students can distinguish between business markets and consumer markets, and they know the Model of Business Buyer Behavior and its parts.</p>
8.	<p><i>Part 3: Designing a Customer Value-Driven Strategy and Mix</i> Customer-Driven Marketing Strategy: Creating Value for Target Customers LO: Students understand the three parts of the value-creating marketing strategy (segmentation, targeting, and positioning).</p>
9.	<p>Products, Services, and Brands: Building Customer Value LO: Students can define and classify products, and they understand fundamental product decisions (attributes, branding, packaging, labeling, and support services).</p>
10.	<p>New-Product Development and Product Life-Cycle Strategies LO: Students know the new product development process and product life cycle strategies.</p>

COURSE DESCRIPTIONS

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

Subject: **Communication Skills** Neptun-code: GT_AKMNE004-17
 Institute: Management and Organisation Sciences
 Number of lessons: 1+1 Requirement: Term mark Credit: 2
 Responsible instructor: Dr. Csilla Juhász
 Instructor: János Farkas

Course goals:

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

Course content, topics:

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

Learning methods:

Lectures and training with practices. Essay writing

Assessment:

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

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

Compulsory readings:

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

Recommended readings:

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

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

Syllabus

Week	Topics
1. lecture	Basic knowledge of Communication LO: The student understands the communication process
2. seminar	Requirements of essay LO: They will be able to write an essay, and understand the requirements

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

Subject: **Business Informatics** Neptun-code: GT_AKMNE015-17
Institute: Applied Informatics and Logistics
Number of lessons: 1+2 Requirement: Term mark Credit: 3
Responsible instructor: Dr. habil László Várallyai
Instructors: Dr. habil Róbert Szilágyi, Dr. Szilvia Botos Borbásné, Viktor László Takács

Course goals:

The course is designed to reach a basic level of business informatics knowledge. This knowledge will help them in the following courses and as well as in practice. They must learn how to collect data from the internet, and they must solve complex exercises with the use of the Office program family. The course is mainly application and practice oriented.

Course content, topics:

The course is designed to reach a basic level of business informatics knowledge. This knowledge will help them in the following courses and as well as in practice. They must learn how to collect data from the internet, and they must solve complex exercises with the use of the Office program family. The course is mainly application and practice oriented.

Learning methods:

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

Assessment:

Participation in seminars is mandatory.

For the completion of the semester, students must pass a problem-solving test during the semester.

30% theoretical exam, 45% Excel practical exam, 25% Database practical exam

The sum of points the notes are the followings:

0 - 60 % fail,

61 -70 % pass,

71 -80 % satisfactory,

81 -90 % good,

91 – 100 % excellent.

Compulsory readings:

Department teaching materials: Business informatics, electronic booklet 2011

Presentation of lecture and seminars

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Recommended readings:

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

Ullman, J.D., Widom J.: Adatbázisrendszerek, Alapvetés, Panem Prentice Hall, 1998.

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

Syllabus

Week	Topics
1.	Introduction –basic questions Information, system (data, information, knowledge, system categories, system approach) LO*: The use of spreadsheet: basic, formatting, data format
2.	LO: The use of spreadsheet: links, (SUM, COUNT, MIN, MAX, AVERAGE)
3.	Information technologies LO: The use of spreadsheet: logical operators (IF, AND, OR); Search functions (VLOOKUP, INDEX, MATCH)
4.	The use of spreadsheet: Matrix functions
5.	Information society LO: The use of spreadsheet: Pivot tables
6.	
7.	Databases LO: Database: Creation of relation tables, the role of keys
8.	LO: Database creation, sheet, form creation
9.	Relation model LO: Database queries (QBE, SQL)
10.	LO: Database report creation
11.	Multidimensional data modeling LO: Independent practical problem solving, task presentation

12.	LO: Independent practical problem solving, task presentation
13.	Automatic business intelligence and the ERP LO: Independent practical problem solving, task presentation
14.	LO: Independent practical problem solving, task presentation

*LO learning outcomes

COURSE DESCRIPTIONS

Subject: **Business Civil Law** Neptun-code: GT_AKMNE008-17
Institute: World Economy and International Relations
Number of lessons: 2+0 Requirement: Exam Credit: 3
Responsible instructor: Dr. Géza Károlyi
Instructor: Dr. András Helmecki

Course goals:

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

Course content, topics:

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

Learning methods:

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

Assessment:

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

points grade

0-7 1 (fail)

8-9 2 (satisfactory)

10-11 3 (fair)

12-13 4 (good)

14-15 5 (excellent)

Compulsory readings:

handout (electronically sent to the students)

Recommended readings:

Syllabus

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

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

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14.	Consultation LO: the knowledge of the most important legal rules and solutions according to the topic
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*LO learning outcomes

Subject: **EU Studies**

Neptun-code: GT_AKMNE010-17

Institute: World Economy and International Relations

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Eszter Tóth

Course goals:

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

Course content, topics:

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

Learning methods:

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

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

Assessment:

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

Compulsory readings:

- Handouts and presentations uploaded in the Moodle
- Horvath, Z. (2011): Handbook on the European Union. 4th edition, HVG-Orac Lapkiadó Kft, Budapest.
- Birol A. Yesilada – David M. Wood (2010): The Emerging European Union, 5th edition, Longman-Pearson, Washington.

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- Jacques Pelkmans: European Integration – Methods and Economic Analysis – Part 2 (Ch 5-Ch10), Part3 Ch 11, Ch 12.
- Internal Market - Brochure of the European Commission
- or other study materials that are given during the classes.

Recommended readings:

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

Syllabus

Week	Topics
1.	<ul style="list-style-type: none"> • Introduction to the course
2.	<ul style="list-style-type: none"> • General Introduction of the European Union
3.	<ul style="list-style-type: none"> • History and Development of European Integration I
4.	<ul style="list-style-type: none"> • History and Development of European Integration II
5.	<ul style="list-style-type: none"> • The Institutional Structure of the European Union
6.	<ul style="list-style-type: none"> • The Internal Market and the Four Freedoms
7.	An external speaker from the Eurodirect Debrecen Office
8.	<ul style="list-style-type: none"> • The Union's Competences, • Decision-making and Legislation in the EU, • EU Law
9.	<ul style="list-style-type: none"> • The Budget of the EU
10.	<ul style="list-style-type: none"> • The Economic and Monetary Union,
11.	<ul style="list-style-type: none"> • The Common Agricultural Policy and the Common Fisheries Policy
12.	<ul style="list-style-type: none"> • Regional Policy – Economic, Social and Territorial Cohesion in the EU
13.	<ul style="list-style-type: none"> • Justice and Home Affairs in the European Union, The External Policies of the European Union, Enlargement policy
14.	<ul style="list-style-type: none"> • Summary of the course

* LO learning outcomes: At the end of the semester in the exam period written exams are organized to check students' knowledge

Subject: **Philosophy** Neptun-code: GT_AKMNE011-17
Number of lessons: 2+0 Requirement: Exam Credit: 3
Responsible instructor: Dr. István Kelemen
Instructor: Dr. Lajos Horváth

Course goals:

The course aims to represent the main intellectual traditions of modern western philosophy and to discuss a few contemporary philosophical issues. Other main objectives are to foster analytic skills and critical thinking. Examining philosophical problems allows reflecting on our current understanding of reality, language, mind, and the overall interrelations between fields of inquiries.

Course content, topics:

The class consists of two parts. The first part focuses on the main ideas of modern philosophy, including the movement of enlightenment, rationalism, empiricism, and Immanuel Kant's Copernican turn. Besides, the first part will discuss topics of epistemology, the problems of meaning, and relativism. The second part focuses mainly on the questions of the modern and contemporary philosophy of mind. After a short historical introduction, the concepts of mind and consciousness will be analyzed. The second half of the class examines the main contemporary critiques of the modern conception of mind and consciousness and introduces contemporary mind sciences as well.

Learning methods:

The lectures will consist of interpretations and discussions of basic philosophical ideas. The compulsory reading will be available on the homepage of the Institute of Philosophy:

[http://filozofia.unideb.hu/oktatas/kurzusoldalok/English Seminar/](http://filozofia.unideb.hu/oktatas/kurzusoldalok/English%20Seminar/) Password: Philosophy2018

Assessment:

The assessment consists of a written exam (multiple-choice test). The student must read the compulsory texts, and the written exam will consist of questions about the main ideas and relations discussed in the lectures and the texts.

Compulsory readings:

- Susan Blackmore: Egos, bundles, and theories of self. In: Blackmore, S. (Ed.), *Consciousness: An Introduction*. OUP, New York, 2018. (pp. 435-463)
- Anthony Kenny: Language. In: Kenny, A.: *A New History of Western Philosophy*. OUP, Oxford, 2010. (pp. 848-864)

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- Anthony Kenny: Knowledge. In: Kenny, A.: A New History of Western Philosophy. OUP, Oxford, 2010. (pp. 588-624)
- Thomas Dixon: Science and Religions – A Very Short Introduction, OUP, Oxford, 2008.
- Stephen Mumford: Metaphysics – A Very Short Introduction, OUP, Oxford, 2012.
- Jennifer Nagel: Knowledge – A Very Short Introduction, OUP, Oxford, 2014.
- Science and Religion – A Very Short Introduction

Recommended readings:

Edward Craig: Philosophy: A Very Short Introduction. OUP, Oxford. 2012.
Susan Blackmore: Consciousness: A Very Short Introduction. OUP, Oxford, 2005.

Anthony Kenny: Knowledge. In: Kenny, A.: A New History of Western Philosophy. OUP, Oxford, 2010. (pp. 588-624)

Syllabus

Week	Topics
1.	Introduction to philosophy LO: To gain a general overview of the aims of philosophical thinking.
2.	Philosophy and the early modern period LO: Short introduction to the rationalist enterprise of modern philosophy.
3.	Philosophy and the modern age LO: To give an outline of modern thinking with respect to societal and scientific changes.
4.	The question of knowledge and language LO: To overview the examination of the role of language in philosophical thinking.
5.	Philosophy and science LO: To gain an overview of the relationship between philosophical thinking and science.
6.	The crisis of modern and the postmodern LO: A discussion regarding skepticism and relativism in our contemporary worldview.

7.	The narrative of western ethics LO: In this lecture, we examine and criticize the basic ethical tenets of the western world.
8.	The early modern concept of mind LO: To represent the early modern conception of mind as a theatre and to discuss the problem of representation.
9.	The doctrine of the ghost in the machine LO: The overview of the critique of the notion of the mind from the angle of the philosophy of language.
10.	Mind-body dualism and its ramifications LO: To scrutinize the contemporary critiques of the dualist worldview.
11.	Consciousness and animal minds LO: An introduction to the heated debates of contemporary consciousness studies.
12.	Philosophical problems of artificial intelligence LO: To discuss the short history of the relation of human and machine intelligence.
13.	The problem of the self LO: To give a skeletal outline of the basic notions of the self.
14.	Overview and discussion. Sample test presentation. LO: To summarize the conclusions of the historical and problem-centric discussions of the lectures. Sample test presentation.

*LO learning outcomes

COURSE DESCRIPTIONS

Subject: **Sociology** Neptun-code: GT_AKMNE013-17
Institute: Management and Organisation Sciences
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. György Norbert Szabados

Course goals:

The objective of the course is to get students familiar with the discipline of sociology, its terms, international history, research methodology. Moreover, students of the course will get an insight into specific fields of sociology (such as demography, social stratification, poverty, etc.)

Course content, topics:

Sociology and social sciences. Definitions, approaches. The history of sociology. The practice of social research. The sociology of specific fields (such as demography, social stratification, poverty, family, etc.)

Learning methods:

In the framework of the course, lectures are held weekly. Based on its slides, together with the introduced professional literature, the students will prepare for the colloquium individually by learning.

Assessment:

Colloquium (written exam).

Compulsory readings:

Ferrante, J. (2011): *Sociology-A global perspective*. 7th Ed. Wadsworth Cengage Learning, Belmont, USA.

Recommended readings:

Henslin, J.M. (2009): *Essentials of Sociology. A Down-to-Earth Approach*. Pearson, Boston.

Giddens, A. (2006): *Sociology*. 5th Ed. Polity Press, Maldon, USA.

Syllabus

Week	Topics
1.	Sociology and social sciences, society. Definitions, approaches. I. LO: Students will acquire the most important findings of the lecture.
2.	Sociology and social sciences, society. Definitions, approaches. II. LO: Students will acquire the most important findings of the lecture.

3.	History of sociology (Saint-Simon, Comte, Weber, Spencer, Durkheim, Veblen, Marx) LO: Students will acquire the most important findings of the lecture.
4.	History of sociology (Parsons, Merton, Frankfurt School, Elias, Aronson, Riesman, Mills) LO: Students will acquire the most important findings of the lecture.
5.	Postmodern theories I. (Giddens, Berger, Beck) LO: Students will acquire the most important findings of the lecture.
6.	Postmodern theories II. (Ritzer, Hradil, Schulze) LO: Students will acquire the most important findings of the lecture.
7.	Sociology and Hungary. LO: Students will acquire the most important findings of the lecture.
8.	The practice of social research. Approaches, concepts. LO: Students will acquire the most important findings of the lecture.
9.	The practice of social research. Qualitative approaches. LO: Students will acquire the most important findings of the lecture.
10.	The practice of social research. Quantitative approaches. LO: Students will acquire the most important findings of the lecture.
11.	The sociology of the family. LO: Students will acquire the most important findings of the lecture.
12.	Demographic issues. LO: Students will acquire the most important findings of the lecture.
13.	The sociology of poverty I. LO: Students will acquire the most important findings of the lecture.
14.	The sociology of poverty II. LO: Students will acquire the most important findings of the lecture.

*LO learning outcomes

Subject: **International Financial Accounting I.**

Neptun-code: GT_AKMNE005-17

Institute: Accounting and Finance

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

Responsible instructor: Dr. Ildikó Dékán Tamásné Orbán

Instructors: Mirjam Hamad, Alexandra Szekeres, Dr. Attila Rózsa

Course goals:

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

Competences:

Knowledge:

The subject will provide students with an international perspective on financial accounting including theory, practice, and its applications under International Financial Reporting Standards (IFRS).

Capabilities:

Students will be able to understand the information presented in financial statements prepared under International Financial Reporting Standards (IFRS). Nevertheless, students will become capable of accounting for several business transactions and preparing different financial statements or extracts.

Attitudes:

Students will accept the importance and necessity of financial reporting and accounting under IFRS.

Autonomy, responsibility:

Students will become responsible for improving their knowledge in financial and corporate reporting.

Course content, topics:

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

Learning methods:

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

Assessment:

Signature: More than 3 missed seminars are not allowed.

Written exam with theoretical and practical examples, tests, essays (50% - 2, 62,5% - 3, 75% - 4, 87,5% - 5)

Compulsory readings:

David Alexander and Christopher Nobes: Financial Accounting: An International Introduction, Prentice Hall, 2016, 6th Edition, chapters 1, 2, 3, 6, 8, 9, Appendix A

Conceptual Framework for Financial Reporting 2010 (the IFRS Framework) approved by the IASB, the Framework is available at <http://www.ifrs.org/News/Press>

[Releases/Documents/ConceptualFW2010vb.pdf](http://www.ifrs.org/News/Press/Releases/Documents/ConceptualFW2010vb.pdf)

Related International Accounting Standards/International Financial Reporting Standards: IAS 1, IAS 7, IAS 8, IAS 10, IAS 16, IAS 33, IAS 38, IAS 40, IFRS 5, IFRS 8, the standards are available at <http://www.ifrs.org/IFRSs/Pages/IFRS.aspx> (free registration required)

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

Recommended readings:

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

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

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

COURSE DESCRIPTIONS

Week	Topics
1.	Introduction. The context of accounting, basic requirements. The purposes and users of accounting. Fundamentals of financial accounting LO: Students will be able to understand the fundamentals of financial accounting
2.	Basic financial statements, statement of financial position, statement of profit or loss, statement of cash flows LO: Students will be able to understand the basic financial statements
3.	Introduction to International Accounting Standards/International Financial Reporting Standards, the IASB's Conceptual Framework LO: Students will be able to understand the structure and governance of the IFRS Foundation
4.	The double-entry bookkeeping system. Journals, journalizing and posting transactions, adjusting and closing procedures, composition of financial statements LO: Students will be able to understand the the double-entry bookkeeping system
5.	The contents of financial statements, statement of financial position, comprehensive income (CI) other comprehensive income (OCI). LO: Students will be able to understand the the contents of financial statements under IFRS
6.	The contents of financial statements, statement of changes in equity, statements of cash-flows, Notes LO: Students will be able to understand the the contents of financial statements under IFRS
7.	Events after the reporting period, accounting policies LO: Students will be able to understand the definitions and significance of reporting period, events after reporting period, accounting policies
8.	Earnings per Share (EPS) LO: Students will be able to understand how Earnings per Share is calculated under IFRS

9.	Operating Segments LO: Students will be able to understand how operating segments are disclosed under IFRS
10.	Non-current Assets Held for Sale and Discontinued Operations LO: Students will be able to understand the accounting treatment of Non-current Assets Held for Sale and Discontinued Operations under IFRS
11.	Financial reporting issues, recognition of assets and liabilities, revenues/expenses. LO: Students will be able to understand the recognition of assets, liabilities and revenues/expenses under IFRS
12.	Measurement of the elements of financial statements. Accounting for property, plant and equipment: recognition and initial measurement LO: Students will be able to understand the measurement of the elements of financial statements under IFRS
13.	Depreciation of cost of assets. Measurement subsequent to initial recognition under IFRS LO: Students will be able to understand the depreciation of cost of assets
14.	Investment properties LO: Students will be able to understand the accounting treatment of investment properties under IFRS

COURSE DESCRIPTIONS

Subject: **Mathematics II.** Neptun-code: GT_AKMNE014-17
Institute: Sectoral Economics and Methodology
Number of lessons: 2+2 Requirement: Exam Credit: 5
Prerequisite: Mathematics I. Neptun-code: GT_AGMNE010
Instructor: Dr. habil Sándor Kovács

Purpose of the course:

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

Required professional competences which are established and further enhanced on the merits of this subject:

Knowledge:

Student should obtain the methods for gathering and analyzing information and solving problems.

Skills:

Develop the ability to perform simple economic calculations, cost finding. Based on the mathematical knowledge, students should be able to arrange, analyse Data and find correlations.

Attitude:

Student will be committed to accurate and quality first class work and will strive for preciseness

Autonomy and responsibility:

Support students to take responsibility for their work and decisions.

Short subject description and main topics:

Definite integrals

Matrix Algebra

Functions of Several variables

Combinatorics

Probability counting

Markov Chains

Planned teaching activities and methods:

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

Evaluation:

Evaluation will be made according to the results of the midterm (in the 8th week) and final (15th week) tests and will also be based on the performance on the practices. Each student gets a recommended grade in case the final score from both tests reaches at least the half of the obtainable total. Every student must receive a signature too. Those students who were not able to obtain signature or grade during the learning period, will be given 3 extra chance during the examining period. In case the student has already obtained a grade but would like to better the results, the better result will be valid. This means that there is no place for spoiling the accomplished result.

Compulsory literature:

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

Recommended literature:

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

M. Spiegel – J. Schiller – A. Srinivasan (2001): Probability and Statistics, McGraw Hill, USA, ISBN: 0-07-139838-4

S. Warner – S.R. Costenoble (2007): Finite Mathematics and applied calculus. Thomson Higher Education, USA, Belmont, CA, ISBN: 0-495-01631-4

COURSE DESCRIPTIONS

Weekly schedule	
1.	Definite Itegration I.
	TR*Rules of Integral calculus, Fundamental theorem of calculus, Area Under Curve
2.	Definite Itegration II.
	TR Applications in business economics: continuous income streams, consumers' surplus
3.	Matrix Algebra I.
	TR Matrix operations and its practical applications
4.	Matrix Algebra II.
	TR Gauss-Jordan elimination for solving systems of linear equations
5.	Matrix Algebra III.
	TR Solving Leontief I/O models, Game theory problems
6.	Functions of several variables I.
	TR 3 dim spaces and graphing, determination of the domain of a function with several variables
7.	Functions of several variables II.
	TR Partial derivatives, maximum and minimum of multivariable functions
8.	Functions of several variables III.
	TR Cobb-douglas function, Supplementary commodities, finding the maxima and minima of multivariable functions, Lagrange multiplier
9.	Combinatorics
	TR Permutation and combinations, Poker hands and other problems
10.	Introduction to probability counting
	TR Probability, estimated probability, odds, odds ratio
11.	Classic and geometric probability
	TR application of the classic and geometric definition to real-life problems
12.	Conditional probability and probability of multiple independent events
	TR Application of conditional probability to real-life problems

13.	Probability trees and Bayes rule
	TR application of Bayes's theorem in marketing, trading, economics
14.	Markovian Chains: definitions and notions
	TR Applications of Markovian chains

Varian, H. R. (2009). *Intermediate Microeconomics: A Modern Approach*. Eighth Edition. W. W. Norton & Company, Inc.

Bergstrom, TH. C., Varian, H. R. (2010). *Workouts in Intermediate Microeconomics: for Intermediate Microeconomics: A Modern Approach*, Eighth Edition. W. W. Norton & Company, Inc.

Week	Topics
1.	Principles of microeconomics, equilibrium analysis LO: Opportunity cost, optimisation, models
2.	Demand, supply, and equilibrium, Price elasticity, and other elasticities LO: Demand, Supply, Price elasticity
3.	The budget constraint LO: Income, marginal rate of transformation, the opportunity set
4.	Consumer preferences and utility LO: Indifference curves, the marginal rate of substitution, marginal utility
5.	Consumer choice LO: constrained optimisation, interior solution, corner solution
6.	Individual demand curve and Engel curve LO: price-consumption curve, individual demand, income-consumption curve, Engel curve
7.	Management and owner of firms, Economic cost, Production LO: profit maximisation, explicit and implicit costs, production function, short-run, long-run
8.	Short-run production, Returns to scale LO: average product of labour, marginal product of labour
9.	Cost functions LO: marginal cost, long-run cost, economies of scale
10.	Perfect competition I. LO: Criteria of the model, price-takers, break-even point, shut-down decision

COURSE DESCRIPTIONS

11.	Perfect competition II. LO: supply curve, the industry in the long run
12.	Consumer and producer welfare LO: consumer surplus, producer surplus
13.	Monopoly LO: marginal revenue, market power, entry barriers, natural monopoly, deadweight loss
14.	Summary LO: synthesis

Subject: **Business Economics**

Neptun-code: GT_AKMNE017-17

Institute: Applied Economics Sciences

Number of lessons: 2+1

Requirement: Exam

Credit: 4

Instructor: Dr. Péter Popovics

Course goals:

This course is preparing the students - working later as senior leaders - for the economic issues used in everyday life, providing them with a summary of economics. Topics covered by the leaders are regularly encountered daily. With their acquired knowledge, they can analyze, make decisions, and manage the workflows of the competitive sector and public sector organizations. They can recognize, analyze, and solve emerging problems.

Course content, topics:

Capacity utilization and economies of scale, analysis of financial investments, complex assessment of investments, balance analysis from a managerial point of view, analysis of investment loan business plan according to the criteria of different banks, corporate asset valuation, management marketing, tax optimization, organizational development, competitiveness and sustainability, economic effects of introducing corporate governance, economic effects of quality management, economic effects of quality management.

Learning methods:

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

Assessment:

Conditions for obtaining a signature:

- Compulsory seminar attendance (max. 3 absences)
- Problems related to the theoretical material presented at the lecture will be solved in the exercises, so the material of the lecture must be known.
- In the context of lecture topics, students should be given a lecture, during which the students will deepen their understanding of a particular professional issue and present it through a practical example. (30%)
- At the end of the semester 1 compulsory practical exam. (70%)
- To obtain the signature, you must reach at least 60% of the above.

How to check:

To obtain a colloquium grade (K):

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

COURSE DESCRIPTIONS

Evaluation:

- Under 59%: (1) fail
60-69%: (2) satisfactory
70-79%: (3) medium
80-89%: (4) good
90-100%: (5) excellent

Compulsory readings:

1. Nickels, William G. – McHugh, James M. – McHugh, Susan M. (2008): *Understanding Business*. Eighth edition, McGraw-Hill/Irwin, New York, selected parts. (Available at the Social Sciences Library.)
2. Paul G. Keat – Philip K.Y. Young: *Managerial Economics: Economic Tools for Today's Decision Makers*. Pearson, 2014.

Recommended readings:

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

Week	Topics
1.	Theoretical foundation LO: Reviving the theoretical foundations.
2.	Economic psychology and economics LO: Overview of basic economic calculations
3.	Microeconomic basics LO: Interpretation of basic microeconomic functions
4.	Capital market pricing LO: Keeping market portfolios
5.	Cash flows and capital costs LO: Calculation of NPV
6.	Taxes and cash flows LO: Practical questions of capital cost determination
7.	Harmonizing cash flows and capital costs LO: Cash flow for a given year
8.	Corporate Property Valuation (Goodwill, Brand and Brand Value) LO: Methodology for Determining Corporate Property Value.
9.	Economic analyzes LO: Interpretation of various economic indicators
10.	Financial options LO: European and American options

11.	Investment Theory LO: Capital Market Efficiency
12.	Economic effects of organizational development; Financial and Economic Impact of HR Management. LO: Optimizing your wage management is its potential.
13.	Analyzing and controlling corporate production. Efficiency. LO: Optimizing company production.
14.	Economic, social, and ecological aspects of competitiveness and sustainability. LO: Economic aspects of social responsibility.

COURSE DESCRIPTIONS

Subject: **Finance** Neptun-code: GT_AKMNE018-17
Institute: Accounting and Finance
Number of lessons: 2+2 Requirement: Exam Credit: 4
Responsible instructor: Dr. Balázs Fazekas

Course goals:

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

Course content, topics:

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

Learning methods:

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

Assessment:

Requirements for getting the signatures:

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

Learning materials:

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

Grading system:

Exam opportunities:

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

registered for the exam is below ten, the teachers are not liable to keep the exam.

Topics and structure of tests:

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

Evaluation of tests:

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

under 60%: 1, fail

60-69%: 2, pass

70-79%: 3, satisfactory

80-89%: 4, good

90-100%: 5, excellent

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

Compulsory readings:

Topics of the lectures and seminars.

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

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

Recommended readings:

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

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

COURSE DESCRIPTIONS

Week	Topics
1.	Syllabus. Money: functions and evolution. Modern money, inflation, exchange rates. I. LO: Students understand the economic relevance of money and its role in the economy.
2.	Syllabus. Money: functions and evolution. Modern money, inflation, exchange rates. II. LO: Students understand the economic relevance of money and its role in the economy.
3.	Principles of the time value of money and future value LO: Students understand the basic principles of time value.
4.	Present value and interest rates LO: Students understand basic time value calculations.
5.	Annuities LO: Students can value cash flow streams.
6.	Financial markets, financial intermediaries LO: Students understand the logic of financial markets and financial intermediation.
7.	Banking and monetary policy I. LO: Students understand the basics of monetary policy and the banking system.
8.	Banking and monetary policy II. LO: Students understand the basics of banking services.
9.	Basics of securities LO: Students understand the logic of securities markets. Students are familiar with the major securities.
10.	Bonds. LO: Students understand bond markets.
11.	Shares LO: Students understand stock markets.
12.	Financial intermediaries LO: Students are familiar with financial intermediaries
13.	Stock Exchanges I. LO: Students understand the basics of trading with securities on open markets.
14.	Summary

Subject: **Basics of Product Policy**

Neptun code: GT_AKMNE012-17

Institute: Marketing and Trade

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Dr. Tímea Gál

Course goals:

Provide students with a high level of understanding of the sorting of commercial goods, standards, quality, and quality management from the point of view of consumers and business life, consumer protection, trademarks, labels, packaging, handling, and storage of goods.

Course content, topics:

Introduction, defining goods and commercial goods, some historical background, principles of sorting goods, defining quality, the composition of quality, quality control, quality management, product safety, standards, quality assurance, labels, trademarks, consumer protection, packaging, handling, storage of goods.

Learning methods:

Lectures, in-class discussions

Assessment:

Written exam in the examination session.

Compulsory readings:

•Lecture slides (downloadable from Moodle)

•Atiyah and Adams' Sale of Goods, 13/E

ISBN-10: 1292009330 • ISBN-13: 9781292009339

©2016 • Pearson • Paper, 632 pp

Published 31 May 2016

•Managing Quality: Integrating the Supply Chain, Global Edition, 6/E

S. Thomas Foster

ISBN-10: 1292154217 • ISBN-13: 9781292154213

©2017 • Pearson • Paper, 480 pp

COURSE DESCRIPTIONS

Week	Topics
1.	Introduction to the course. History of commercial goods, definitions. LO: Students will be able to interpret the theory into practice.
2.	Basics of sorting of commercial goods. LO: Students will be able to interpret the theory into practice
3.	Definition, the composition of quality. LO: Students will be able to interpret the theory into practice.
4.	Marketing and quality. LO: Students will be able to interpret the theory into practice.
5.	Quality claims, quality management, and assurance. LO: Students will be able to interpret the theory into practice.
6.	Evaluating quality, successful commercial goods, quality awards. LO: Students will be able to interpret the theory into practice.
7.	Legal means of quality assurance, product safety, standards. LO: Students will be able to interpret the theory into practice.
8.	Quality assurance and providing information on quality: labels, trademarks. LO: Students will be able to interpret the theory into practice.
9.	Other labels and trademarks (social, environmental, moral responsibility), product testing. LO: Students will be able to interpret the theory into practice
10.	Consumer protection policy of the EU. LO: Students will be able to interpret the theory into practice
11.	Consumer protection in Hungary. LO: Students will be able to interpret the theory into practice
12.	Packaging: definitions, function, methods LO: Students will be able to interpret the theory into practice
13.	Packaging materials, special packaging methods, international regulation of packaging, packaging of dangerous goods. LO: Students will be able to interpret the theory into practice
14.	Protective packaging: physical, chemical, biological hazards. Handling, transporting, and forwarding, storing goods. LO: Students will be able to interpret the theory into practice

Subject: **Statistics I.** Neptun-code: GT_AKMNE021-17
Institute: Sectoral Economics and Methodology
Number of lessons: 2+2 Requirement: Exam Credit: 5
Instructor: Prof. Dr. Péter Balogh

Purpose of the course:

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

Short subject description and main topics:

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

Planned teaching activities and methods:

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

Evaluation:

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

Compulsory literature:

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

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

Recommended literature:

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

COURSE DESCRIPTIONS

Weekly schedule	
1.	The statistical concepts and sub-areas. Statistical basic concepts of the population, criteria, parameters, sample. The statistical work phases.
	TR: The basic concepts of statistics. Data collection and utilization methods, data sources. Statistical opportunities in the Excel spreadsheet program. Functions and procedures, basic statistical operations.
2.	Sampling procedures, random sample, systematic error parameter. Databases. The criteria of a good database. Database design rules.
	TR: Independent and identically distributed samples, simple sample, stratified sample. Group of samples, non-random sampling techniques, combined and artificial samples. Non-responses in the sample. Selection rate calculation.
3.	Levels of measurement data. Definition of the data for the different scales of measurement. Data Representations.
	TR: Definition of the data for the different scales of measurement. Creating and interpreting charts.
4.	Relative numbers. Correlations between the relative numbers
	TR: Distribution, coordination, comparative calculation of performance ratios. Determination of the intensity ratios.
5.	Central indicators: median, mode, mean.
	TR: Calculation of central indicators at different levels of measurement variables.
6.	Central values: arithmetic, geometric, harmonic, quadratic. Calculation of weighted averages.
	TR: Means (arithmetic mean and the main characteristics, other types of means, and typical fields of application).
7.	The measures of variability: standard deviation, variance, range, absolute, relative differences in coefficient of variation, the relative coefficient of variation.
	TR: Calculation of dispersion from the population and sample.
8.	The measurement of concentration, Lorenz curve. Herfindahl-Hirschman-index. Correlation between concentration and dispersion.
	TR: The practice of concentration analysis.

9.	Indices
	TR: Basics of the calculation of the value-, price- and volume indices. The Laspeyres and Paasche indexes. Index relationships. The Fisher's indices.
10.	The normal distribution as a model. Distribution and density function. Skewness and kurtosis characterization.
	TR: Preparation of Normal Distribution. Analysis of density and distribution functions. Standardization. Calculation of skewness and kurtosis, practical interpretation.
11.	Standard values and regularities of normal distribution. Tests of normal distribution.
	TR: Standard values and regularities of normal distribution. Tests of normal distribution.
12.	One-sided asymmetrical and two-sided symmetrical probabilities.
	TR: One-sided asymmetrical and two-sided symmetrical probabilities.
13.	Student's t-distribution. The standard error of the mean. Confidence interval.
	TR: Determination of standard error. Confidence intervals were calculated for different probabilities. Practical application of the confidence intervals.
14.	Statistical hypothesis tests, non-parametric tests. Chi-square test.
	TR: Independence testing, fit testing, homogeneity test. Chi-square tests.

COURSE DESCRIPTIONS

Subject: **Management** Neptun-code: GT_AKMNE022-17
Institute: Management and Organisation Sciences
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. György Norbert Szabados

Course goals:

The main objective of the course: to acquire managerial theoretical basic concepts, organizational specifications, forms, and to prepare students for managerial tasks associated with the management of an organization.

Course content, topics:

Introduction to management. Manager's job. Traditional and contemporary challenges. Management and the environment. Managerial tasks.

Learning methods:

In the framework of the course, lectures are held weekly. Based on its slides, together with the introduced professional literature, the students will prepare for the colloquium, which is fulfilled by the preparation of a written essay and presentation of it.

Assessment:

Colloquium (written essay+presentation).

Compulsory readings:

Griffin, R. (2013): Management. 11th Ed. South Western Cengage Learning. Mason, USA:

Recommended readings:

Robbins, S.P.-Coulter, M. (2012): Management. 11th Ed. Pearson. New Jersey. USA.

Week	Topics
1.	Introduction to management I. LO: Students will acquire the most important findings of the lecture.
2.	Introduction to management II. LO: Students will acquire the most important findings of the lecture.
3.	Managing and the manager's job. LO: Students will acquire the most important findings of the lecture.

4.	Traditional issues. LO: Students will acquire the most important findings of the lecture.
5.	Contemporary issues. LO: Students will acquire the most important findings of the lecture.
6.	Culture of organizations. LO: Students will acquire the most important findings of the lecture.
7.	Ethical and social issues. LO: Students will acquire the most important findings of the lecture.
8.	Concepts and dynamics of groups. LO: Students will acquire the most important findings of the lecture.
9.	Management of groups. LO: Students will acquire the most important findings of the lecture.
10.	The managerial style. LO: Students will acquire the most important findings of the lecture.
11.	Change management LO: Students will acquire the most important findings of the lecture.
12.	Organizational forms LO: Students will acquire the most important findings of the lecture.
13.	Organizational development LO: Students will acquire the most important findings of the lecture.
14.	CSR LO: Students will acquire the most important findings of the lecture.

COURSE DESCRIPTIONS

Subject: **Macroeconomics** Neptun-code: GT_AKMNE023-17
Institute: Economics
Number of lessons: 2+2 Requirement: Exam Credit: 5
Prerequisites: Microeconomics Neptun-code: GT_AKMNE016-17
Instructor: Dr. Pál Czeglédi

Course goals:

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

Course content, topics:

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

Learning methods:

Lectures and seminars, calculations, and graphical illustrations.

Assessment:

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

0 - 50% – fail (1)

50%+1 point - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

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

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

Recommended readings:

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

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

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

Subject: **Management of Value Creating Processes**

Neptun-code: GT_AKMNE027-17

Institute: Applied Informatics and Logistics

Number of lessons: 2+2 Requirement: Term mark

Credit: 4

Instructors: Dr. Miklós Pakurár

Course goals:

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

Course content, topics:

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

Learning methods:

Interactive lectures, discussions, consultations, and problem-solving

Assessment:

Colloquium

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

Compulsory readings:

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

Recommended readings:

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

COURSE DESCRIPTIONS

Week	Topics
1.	<p>LO: Introduction. The structure of value creating processes. Production processes. Service processes. The role of the operations manager. The evolution of operations management. Supply chain management. Globalisation. Productivity and competitiveness.</p> <hr style="width: 50%; margin-left: auto; margin-right: auto;"/> <p>Students should know the basic functions and features of the value creating processes and should understand the process of the evolution of management.</p>
2.	<p>LO: Strategy. The steps of strategy formulation: primary task, core competencies, order winners and order qualifiers, positioning the firm, and strategy deployment. Hoshin kanri and balanced scorecard as methods of strategy deployment. Operations strategy.</p> <hr style="width: 50%; margin-left: auto; margin-right: auto;"/> <p>Students should know the steps of strategy formulation and should understand the relationships between strategy deployment and business development.</p>
3.	<p>LO: Decision analysis support tools and processes. Optimist and pessimist decision-maker. The meaning and usage of the coefficient of optimism. Decision-making criteria: maximax, maximin, equal likelihood, and Hurwitz.</p> <hr style="width: 50%; margin-left: auto; margin-right: auto;"/> <p>Students should use the decision criteria to mitigate the risk and should know the difference between pessimistic and optimistic decisions.</p>
4.	<p>LO: Quality and quality management. The TQM and quality management systems. Quality tools. The focus of quality management: the customer. Quality improvement. Lean six sigma. ISO 9000.</p> <hr style="width: 50%; margin-left: auto; margin-right: auto;"/> <p>Students should know the methods of quality measurement and the techniques of quality improvements and should be able to conform to the changing demand of the customer.</p>

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

COURSE DESCRIPTIONS

9.	<p>LO: Process design and technology. Outsourcing, process selection with break-even analysis. Process analysis, using process flowcharts, process development. Technology decisions: financial justification and technology primer.</p> <hr/> <p>Students should know the steps of process design. Should know how to select the best production or service process using adequate methods and should understand the interrelations between the importance of process plan, process selection, and business competitiveness.</p>
10.	<p>LO: Capacity and facilities planning. The basics of facility layouts. Basic layouts: process layouts, product layouts, and fix position layouts. Planning of process layouts, service layouts, product layouts, and hybrid layouts.</p> <hr/> <p>TE: Should know the main types of facility layouts and the means of their designs and should understand the relationship between the facility layout and the capacity utilization.</p>
11.	<p>LO: Facility location decision support tools. The types of facilities. Site selection. The factors of the global supply chain. Location analysis techniques: location factor rating, center-of-gravity technique, and load-distance technique.</p> <hr/> <p>Students should know the types of facilities, the factors that influence facility locations, and the techniques of facility locations, and should understand the relationship between the geographic location of facilities and efficient operation of facilities.</p>

12.	<p>LO: Human resources in operations management. HR and quality management. The changing nature of HR management. Contemporary trends in HR management. Management of diversities in HR. Job design, job analysis, and the learning curve.</p> <hr/> <p>Students should know the characteristics of modern HR management and the methods of work design and work analysis and should understand the role of human resources as the primary resource in business operations.</p>
13.	<p>LO: Work measurement decision analysis support Tools. Time studies: stopwatch study, normal time, number of cycles, elemental time files, and predetermined motion times. Work sampling.</p> <hr/> <p>Students should know the traditional work measurement methods, stopwatch study, and work sampling, and should understand that the traditional methods are needed presently mainly in services.</p>
14.	<p>LO: Project management. The elements of a project plan. Global differences in project management. The control of projects: time, cost, performance, and communication. Project planning with Gantt chart and CPM/PERT. Microsoft Project. Project crashing, time-cost analysis.</p> <hr/> <p>Students should know the characteristics of projects, the procedure of project planning, and the methods (Gantt diagram, CPM/PERT, Microsoft Project). They can control the project implementation and should understand the importance of project management in the areas of production, services, and researches.</p>

COURSE DESCRIPTIONS

Subject: **Business Consulting** Neptun-code: GT_AKMNE025-17
Institute: Rural Development and Tourism
Number of lessons: 0+2 Requirement: Term mark Credit: 3
Instructor: Éva Suta

Course goals:

The subject aims to get the students acquainted with the basis of the developing and supporting extension service and with the knowledge relating to general and professional methodology. Within all these, the primary objective is to introduce the elements of business extension service, to detail the process and the tools of extension, and to get to know the operation of extension organizations.

The students will be able to reveal and define the existing problems and select the necessary extension organization

Course content, topics:

Basic terms of Business Consulting
Types and process of Business Consulting
Decision Making and Business Reorganization

Learning methods:

knowledge building, lecture, explanation

Assessment

Mark of written exam

Compulsory readings:

Ray, G. L.: Extension Communication and Management, Kalyani Publishers, 2015

Recommended readings:

Nell, W.T. – Napier, R.J.: Strategic Approach to Farming Success, International Farm Management Association, 2005

Week	Topics
1.	Business Consulting forming and development
2.	Basic terms of Business Consulting (Importance, Definitions, Goals of Business Consulting)
3.	Main specifications of Business Consulting and importance of Hungarian economic life
4.	Main areas of Business Consulting, knowledge-intense services main characteristics
5.	Business Consulting as a service, Features of Consultant
6.	Different types of Business Consulting
7.	Process of Business Consulting
8.	Psychology of Business Consulting, coaching
9.	Knowledge transfer methods I (Individual and group communications methods)
10.	Knowledge transfer methods II (Public communications methods, training organization)
11.	Decision Making
12.	Chrysis Forecast
13.	Business Reorganization
14.	Written exam or Test

COURSE DESCRIPTIONS

Subject: **Marketing Management** Neptun code: GT_AKMNE024-17
Institute: Marketing and Trade
Number of lessons: 2+1 Requirement: Exam Credit: 4
Prerequisites: Basics of Marketing Neptun-code: GT_AKMNE009-17
Instructor: Dr. Marietta Kiss

Course goals:

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

Course content, topics:

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

Learning methods:

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

Assessment:

The calculation of the final grade is as follows:

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

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

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

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

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

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

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

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

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

Compulsory readings:

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

COURSE DESCRIPTIONS

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

Recommended readings:

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

Week	Topics
1.	Lecture: Orientation, course overview LO: Students have a basic overview of the semester’s topic.
2.	Lecture: Review of Basics of Marketing I. Seminar: Introduction to the use of the simulation game, forming teams; trial round LO: Students will get a review of their previous knowledge about the definition of marketing, marketing process, the basic concepts of marketing (needs, wants, demand, market, exchange, and customer value), the marketing management orientations, the marketing planning process, including the integrated marketing mix. They review the two levels of the marketing environment: Microenvironment (the company, suppliers, marketing intermediaries, competitors, publics, customers) and Macroenvironment (demographic, economic, natural, technological, political and social, cultural environments) as well as the marketing information system and its parts (internal databases, marketing intelligence, and marketing research).

3.	<p>Lecture: Review of Basics of Marketing II. LO: Students will get a review of the Model of Consumer Behavior, the difference between business and consumer markets, and the Model of Business Buyer Behavior. They review the three parts of the value creating marketing strategy (segmentation, targeting and positioning), the definition and classification of products and the basic product decisions (attributes, branding, packaging, labeling, and support services), the new product development process and product life cycle strategies as well as the basic pricing strategies, additional considerations affecting pricing decisions and special pricing strategies (new-product pricing, product mix pricing, price adjustments, and price changes).</p>
4.	<p>Lecture: Marketing Channels: Delivering Customer Value Seminar: Simulation game Level1, round1 LO: Students can define supply chain and intermediaries and distinguish among types of distribution systems. They understand channel design decisions and marketing logistics. Students are introduced to the use of the simulation game.</p>
5.	<p>Lecture: Retailing and Wholesaling LO: Students can distinguish between wholesaling and retailing activities and identify and characterize different wholesalers and retailers.</p>
6.	<p>Lecture: Engaging Customers and Communicating Customer Value Seminar: Simulation game Level1, rounds2-3 LO: Students can identify the elements of the integrated marketing communications, to describe the communication process, and to identify the steps in developing effective marketing communications programs.</p>
7.	<p>Lecture: Advertising and Public Relations LO: Students understand two basic marketing communication tools (advertising and PR), their uses, advantages and disadvantages, and types.</p>

COURSE DESCRIPTIONS

8.	<p>Lecture: Personal Selling and Sales Promotion Seminar: Simulation game Level2, round4 LO: Students understand two further marketing communication tools (personal selling and sales promotions), their uses, advantages and disadvantages, and types.</p>
9.	<p>Lecture: Direct, Online, Social Media, and Mobile Marketing LO: Students know direct marketing as a communication tool and its newest forms, online, social media, and mobile marketing.</p>
10.	<p>Lecture: Creating Competitive Advantage Seminar: Simulation game Level3, round5 LO: Students understand competitor analysis and basic competitive strategies to be able to form sound marketing strategies.</p>
11.	<p>Lecture: The Global Marketplace LO: Students understand major international marketing decisions: analyzing the international marketing environment, deciding whether to go global, deciding which markets to enter, deciding how to enter the market, deciding on the global marketing program, deciding on the global marketing organization.</p>
12.	<p>Lecture: Social Responsibility and Ethics Seminar: Simulation game Level3, rounds6-7 LO: Students will know the role of social responsibility and ethics in marketing.</p>
13.	<p>Lecture: Managing the Marketing Organization LO: Students will know the possibilities to organize a marketing department as well as some questions of the implementation and control of marketing plans</p>
14.	<p>Lecture: Revision Seminar: Team presentations, evaluation of the semester LO: Students will review what they have learnt during the semester. They develop their presentation skills and receive feedback on their work in the semester from the team members and the instructor.</p>

Subject: **Corporate Finance** Neptun-code: GT_AKMNE026-17
Institute: Accounting and Finance
Number of lessons: 2+2 Requirement: Exam Credit: 4
Prerequisites: Finance Neptun-code: GT_AKMNE018-17
Responsible instructor: Dr. Patrícia Becsky-Nagy
Instructors: Dr. Balázs Fazekas

Course goals:

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

Course content, topics:

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

Learning methods:

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

Assessment:

Requirements for getting the signatures:

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

Learning materials:

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

Grading system:

Exam opportunities:

For passing the course, the requirement is to take a successful exam. Exam dates will be published for every week during the exam period. The limit of exams is 1.5 times the number of students who are entitled to taking the exam.

COURSE DESCRIPTIONS

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

Topics and structure of tests:

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

Evaluation of tests:

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

under 60%: 1, fail

60-69%: 2, pass

70-79%: 3, satisfactory

80-89%: 4, good

90-100%: 5, excellent

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

Compulsory readings:

Topics of the lectures and seminars.

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

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

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

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

COURSE DESCRIPTIONS

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

Subject: **Statistics II.** Neptun-code: GT_AKMNE028-17
Institute: Sectoral Economics and Methodology
Number of lessons: 2+2 Requirement: Exam Credit: 5
Prerequisites: Statistics I. Neptun-code: GT_AKMNE021-17
Instructor: Prof. Dr. Péter Balogh

Purpose of the course:

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

Short subject description and main topics:

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

Planned teaching activities and methods:

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

Evaluation:

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

Compulsory literature:

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

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

Recommended literature:

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

COURSE DESCRIPTIONS

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

10.	Multi correlation and regression. A good model and measurement criteria. Elasticity concept, measuring. Partial elasticities. Cobb-Douglas function.
	TR: Example for the Elasticity. Partial elasticities. Using Cobb-Douglas functions in practice.
11.	Time series analysis. Trend, cycle, seasonality, and error. The decomposition of the time series. An analysis of the time series means (mean size of the phenomenon, the mean of the absolute and relative changes).
	TR: Example for stock and flow types of time series.
12.	Time series analysis. Trend analysis: moving averages, trend analytical calculation (linear regression).
	TR: Representing together the moving average method and the original time series. Example of a linear trend calculation and interpretation of the parameters.
13.	Seasonal character and measurement. Additive and multiplicative models. Seasonal differences and seasonal indices calculation, interpretation, and use. Seasonal adjustment. Extrapolation.
	TR: Examples of seasonal differences and seasonal indices calculation and interpretation. Examples for extrapolation. Making computer time series analysis and interpretation of the outputs.
14.	Summary
	TR: Practice for the exam.

COURSE DESCRIPTIONS

Subject: **Environmental Economics** Neptun-code: GT_AKMNE029-17

Institute: Economics

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Dr. Mihály Dombi

Course goals:

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

Competences:

Knowledge:

- a comprehensive and fundamental knowledge of the concepts, theories, facts, national and international relations of economics with regard to relevant economic players, functions and processes.
- a clear understanding of the most relevant correlations, theories related to trade and marketing and their constituent conceptual structure.
- all the basic vocabulary of economics in their mother tongue and at least one foreign language.

Capabilities:

- follow and interpret processes in the world economy and international business, changes and their impacts in relevant professional policies and regulations concerning economic policies in the given professional areas; take all these into consideration in their analyses, proposals or decisions.
- become capable of recognizing economic, marketing and commercial issues, planning their resolutions and realizing them.
- acquire a body of knowledge to cooperate with other research areas and social-economic sub-systems.

Attitudes:

- They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.
- In decision-making that is unexpected or requires a complex approach, they will seek to bring a decision taking full account of regulations and ethical norms.

-They will be ready to accept others' opinion with regard to sectoral, regional, national and European values (including societal, social, ecological and sustainability issues as well).

Autonomy, responsibility:

-They will take responsibility for their analyses, conclusions and decisions.

-They will take responsibility for the development and justification of professional viewpoints.

-They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.

Course content, topics:

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

Learning methods:

Lectures, case studies, processing of scientific articles and other sources of information

Assessment:

Projector

Compulsory readings:

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

Recommended readings:

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

Brown, Lester R.: Plan B 4.0: Mobilizing to Save Civilization. W.W. Norton & Company, 2009 – Earth Policy Institute, <http://www.earthpolicy.org/index.php?/books/pb4>

Available at: http://www.earthpolicy.org/images/uploads/book_files/pb4book.pdf

COURSE DESCRIPTIONS

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

Subject: **International Economics** Neptun-code: GT_AKMNE005-17
Institute: Economics
Number of lessons: 2+1 Requirement: Exam Credit: 4
Prerequisites: Macroeconomics Neptun-code: GT_AKMNE004-17
Instructor: Dr. Pál Czeglédi

Course goals:

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

Course content, topics:

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

Learning methods:

Lectures and seminars

Assessment:

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

0 - 50% – fail (1)

51% - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

Compulsory readings:

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

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

Recommended readings:

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

COURSE DESCRIPTIONS

Week	Topics	Chapter
1.	Principles of international economics LO: trade patterns, figures of international relations	1.
2.	The classical model of international trade, theory of comparative advantage LO: Adams Smith, absolute advantage, comparative advantage, Ricardo model	2. 3.
3.	The general equilibrium solution of the classical model LO: marginal rate of transformation, production possibilities frontier	2. 3.
4.	Standard model of international trade LO: increasing marginal rate of transformation, community indifference curve	2. 3.
5.	Heckscher-Ohlin theorem, Leontief paradox LO: factor endowment, factor intensity, Stolper-Samuelson effect	4. 5.
6.	International trade policy, tariffs LO: tariffs, effects of tariff on social welfare	6.
7.	Nontariff barriers and arguments for protection LO: quotas, infant industry protection	7.
8.	The balance of payments LO: current account, capital account, financial account, deficit of BoP	12.
9.	Exchange rate, foreign-exchange market, exchange rate determination LO: spot exchange rate, forward rates, arbitrage, depreciation, appreciation	13.
10.	Purchasing power parity, real exchange rate LO: absolute and relative PPP, undervalued currency, overvalued currency	14.

11.	Interest parity LO: uncovered interest rate parity, covered interest rate parity	15.
12.	Basic theories of balance of payments LO: elasticities approach to the balance of trade, J curve effect, absorption approach	17.
13.	International monetary system LO: Gold Standard, Interwar period, Bretton Woods Agreement, Exchange rate regimes	19.
14.	Summary	

Subject: **Marketing Planning and Audit**

Neptun code: GT_AKMNE024-17

Institute: Marketing and Trade

Number of lessons: 2+2

Requirement: Exam

Credit: 5

Instructor: Dr. Zsolt Polereczki

Course goals:

Students are introduced to the theoretical and practical issues of marketing planning and analysis.

Competences:

Knowledge: A detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres. An understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the SMEs and non-profit organisations. .

Capabilities: Be able to perform a basic analysis of concepts constituting the knowledge system of trade and marketing, synthesize their correlations and adequately evaluate the data obtained.

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

Autonomy, responsibility: They will take responsibility for their analyses, conclusions and decisions.

Course content, topics:

The course covers the following topics: Basic concepts of strategic marketing planning, The relationship between corporate strategies and functional organizational strategies, The marketing plan as part of the business plan I. The marketing plan as part of the business plan II. Development of marketing plan, Marketing strategy case study, Introduction, situation analysis, environmental assessment, Definition of objectives I., Definition of objectives II., Strategy development, Development of marketing tactics, Methods of implementation and control, Forecasting methods in marketing

Learning methods:

Learn about the curriculum of lectures.

Assessment:

Oral exam

Recommended readings:

William Cohan: The marketing plan

Week	Topics
1.	Basic concepts of strategic marketing planning LO: Practice about the curriculum of lectures
2.	The relationship between corporate strategies and functional organizational strategies LO: Practice about the curriculum of lectures
3.	The marketing plan as part of the business plan I. LO: Practice about the curriculum of lectures
4.	The marketing plan as part of the business plan II. LO: Practice about the curriculum of lectures
5.	Development of marketing plan LO: Practice about the curriculum of lectures
6.	Marketing strategy case study LO: Practice about the curriculum of lectures
7.	Introduction, situation analysis LO: Practice about the curriculum of lectures
8.	Environmental assessment LO: Practice about the curriculum of lectures
9.	Definition of objectives I. LO: Practice about the curriculum of lectures
10.	Definition of objectives II. LO: Practice about the curriculum of lectures
11.	Strategy development LO: Practice about the curriculum of lectures
12.	Development of marketing tactics LO: Practice about the curriculum of lectures
13.	Methods of implementation and control LO: Practice about the curriculum of lectures
14.	Forecasting methods in marketing LO: Practice about the curriculum of lectures

COURSE DESCRIPTIONS

Subject: **Marketing Research**

Neptun code: GT_AKMNE040-17

Institute: Marketing and Trade

Number of lessons: 0+2

Requirement: Exam

Credit: 3

Instructor: Dr. Mihály Soós

Course goals:

The aim of the course is to train professionals who are familiar with the theoretical and methodological basis of the marketing research. They can solve the marketing questions of marketing issues in different areas of business.

Competences:

Knowledge:

They are familiar with marketing concepts and theories. It possesses knowledge of commercial, logistic and marketing methods and possesses the user level. He knows the practical functioning of economic organizations at the skill level, with particular regard to marketing and trade processes. They know the techniques of providing customer relationship tasks.

Capabilities:

Using their knowledge of theoretical, conceptual and methodological knowledge, they collect and systematize the facts and data needed to perform his duties; explores easier causal relationships and draws conclusions, formulates suggestions in routine processes in the organization. Communicate effectively in writing and orally. Can connect with clients and partners. Ability to contribute to questionnaires and market research. At the skill level, it applies its knowledge of the practical functioning of business organizations, with particular regard to marketing and trade processes.

Attitudes:

They critically look at his work. They are committed to quality work, adheres to the relevant professional, legal and ethical rules and norms. They strive to develop its knowledge and working relationships. In the project, in the working group they are happy to work, cooperative and open, helpful, and in every respect strives for precision. Accepting leadership, employee criticism, and support. They strive to develop the business and marketing activities and adapt it to a changing economic and legal environment. They are represent their work organization and work responsibly.

Autonomy, responsibility:

They are responsible for, and is responsible for, their own work and decisions. They perform their job as a self-employed person, producing their professional calculators, reports and smaller presentations on their own. If

necessary, they will be required to work with a staff member or a manager. They can measure whether they are able to perform a task assigned to it. In addition to general professional supervision, management and control, they are deliberately planning their tasks in their job descriptions, organizing it independently and regularly checking their work. He identifies communication and language deficiencies, identifies the possibilities for further development.

They relies on its staff and leadership assistance.

Course content, topics:

The course covers the following topics: The concept, process and the types of marketing research. Problem-solving, research question and hypothesis assertion. Making a research plan for qualitative and quantitative researches. Creation and experimentation, co-creation, crowdsourcing, netnography, eye-tracking, basics of questionnaire editing, questionnaire editing in practice. Testing theory and practice, sampling. Application of computer programs in marketing research (SPSS). Data capture and data analysis through a concrete example, key information on making a research study.

Learning methods:

The signature is a must for visiting the lessons and the preparation and presentation of the following research and research plan. Missing, the hour can be up to 30%.

The expected structure, content and scope of the research report:

1. Introduction - justification, significance, objectives and hypotheses (1-2 pages)
2. Material and method - detailed description of the methodology (basic population, sample size, sampling, representatively, questioning method, questionnaire, data processing) (2-3 pages)
3. Results and evaluation - Presentation of the results of the questionnaire with tables, figures and explanations. It is important to compare the background variables! (Page 8-10)
4. Conclusions and suggestions - conclusions drawn from the results and presentation of the conclusions from the conclusions and hypothesis analysis (1-2 pages)
5. Summary - who does not read the full report, learn about the relevant information (1-2 pages)

Annex - questionnaire

The minimum number of participants in the online questionnaire survey is 100, which is representative gender breakdown.

COURSE DESCRIPTIONS

The presentation is a summary of the research report for a 10-minute presentation.

Assessment:

Written exam

Compulsory readings:

The material of the lectures

Recommended readings:

Phillip Kotler, Marketing management

Week	Topics
1.	The concept, process and types of marketing research LO: Practical discussion of the lecture material
2.	Problem solving, research question and hypothesis statement, secondary research LO: Practical discussion of the lecture material
3.	Research plan I.-II. - qualitative research LO: Practical discussion of the lecture material
4.	Research plan II. - quantitative research LO: Practical discussion of the lecture material
5.	Observation and experiment, basics of questionnaire editing, questionnaire editing in practice LO: Practical discussion of the lecture material
6.	Netnography, Co-creation, Crowdsourcing LO: Practical discussion of the lecture material
7.	Eye tracking examination LO: Practical discussion of the lecture material
8.	Group consultation on individual questionnaires LO: Practical discussion of the lecture material
9.	Testing theory and practice LO: Practical discussion of the lecture material
10.	Research plan - sampling LO: Practical discussion of the lecture material
11.	Application of computer programs in marketing research, the SPSS. LO: Practical discussion of the lecture material

12.	Data capture and data analysis through a concrete example, main information on making a research study LO: Practical discussion of the lecture material
13.	Preservation of oral presentations and submission of research plans LO: Practical discussion of the lecture material
14.	Preservation of oral presentations and submission of research plans LO: Practical discussion of the lecture material

COURSE DESCRIPTIONS

Subject: **Marketing Communication** Neptun code: GT_AKMNE041-17
Institute: Marketing and Trade
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. Mihály Soós

Course goals:

Students will know the basics of corporate / marketing communication, the structure and elements of the communication mix, and the organization and direction of the communication process and its phases, the issues of the marketing communication profession and the industry's representatives. The course focuses on the main forms of corporate market orientated communication (classical advertising, Internet and electronic communications, direct marketing, sales promotion) mainly from the corporate decision-making side. The course intensively builds on existing marketing knowledge.

Competences:

Knowledge:

Graduates will have acquired

- a thorough knowledge of cooperation in projects, teams or work organizations; of the rules and ethical norms of project management.
- a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; the structure, operation and relation systems of organizations in the given professional areas; the behaviour of players and its decisive factors in external and internal environments, information gathering for decision-making; and motivational factors.
- a clear understanding of the most relevant correlations, theories related to trade and marketing and their constituent conceptual structure.
- a detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres.
- an understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the organization.
- an appropriate knowledge and understanding of consumers, the behaviour of buyers and consumer protection.

Capabilities:

Graduates will

-
- be capable of performing market research tasks for the preparation of decision-making in trade and marketing; developing marketing plans, carrying out research and analysing fundamental correlations.
 - have the ability to conduct efficient work in economic, marketing and commercial projects and in business organizations.
 - acquire the necessary knowledge and skills to manage marketing and commercial organizations and enterprises.
 - be able to get a good understanding of the use of the typical online, printed technical literature of trade and marketing in Hungarian and in a foreign language.
 - become capable of recognizing economic, marketing and commercial issues, planning their resolutions and realizing them.

Attitudes:

They critically look at his work. They are committed to quality work, adheres to the relevant professional, legal and ethical rules and norms. They strive to develop its knowledge and working relationships. In the project, in the working group they are happy to work, cooperative and open, helpful, and in every respect strives for precision. Accepting leadership, employee criticism, and support. They strive to develop the business and marketing activities and adapt it to a changing economic and legal environment. They are represent their work organization and work responsibly.

Autonomy, responsibility:

They are responsible for, and is responsible for, their own work and decisions. They perform their job as a self-employed person, producing their professional calculators, reports and smaller presentations on their own. If necessary, they will be required to work with a staff member or a manager. They can measure whether they are able to perform a task assigned to it. In addition to general professional supervision, management and control, they are deliberately planning their tasks in their job descriptions, organizing it independently and regularly checking their work. He identifies communication and language deficiencies, identifies the possibilities for further development.

They relies on its staff and leadership assistance.

Course content, topics:

The course covers the following topics: The economic importance of communication. Information and technology determination of communication. Strategic issues of communication planning. Communication goals and hierarchies of effectiveness. Coexistence of communication tools. Steps for strategic planning of communication. The

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subjects of communication. Communicating company: identity. Digital corporate identity. Brand Communications. Formal issues of corporate image. The means of communication. Mass Communication Tools. Advertising. Public Relations. Direct acting tools. Data-base marketing. Loyalty programs. Sales promotion. Direct marketing communication. Basic questions of interpersonal communication, negotiation techniques. Customer Relationship Management. Indirect communication tools. Product Communication - Product Design. Wrapping. Event and experience marketing. Product placement - product placement. The channels of communication. Transformation of the advertising environment. Main technological and social trends of the change in the advertising environment. Issues of classification of marketing communication tools. Communicating the audience. Volunteer Messaging: Voice Mail as a Communication Tool. Sincere message creation: from participation to shared value creation.

Learning methods:

To complete the semester, as a precondition for signing, every student has to process the full marketing communication of a specific company or brand and present it before the grade.

Assessment:

Written exam

Compulsory readings:

The material of the lectures

Recommended readings:

Phillip Kotler, Marketing management

Week	Topics
1.	Introduction of the course, the requirements system and the instructor LO: Practical discussion of the lecture material
2.	The economic importance of communication. Information and Technology Determination of Communication LO: Practical discussion of the lecture material
3.	Strategic issues of communication planning. Communication goals and effectiveness hierarchies LO: Practical discussion of the lecture material

4.	Coexistence of communication tools. The steps of strategic planning of communication LO: Practical discussion of the lecture material
5.	The subjects of communication. Communicating company: identity. Digital corporate identity. Brand Communications. Formal issues of corporate image LO: Practical discussion of the lecture material
6.	The means of communication. Mass Communication Tools. Advertising. Public Relations LO: Practical discussion of the lecture material
7.	Direct acting tools. Database Marketing. Loyalty programs. Sales promotion. LO: Practical discussion of the lecture material
8.	Direct marketing communication. Basic questions of interpersonal communication, negotiation techniques. Customer Relationship Management. Indirect communication tools. Product Communication - Product Design. Wrapping. LO: Practical discussion of the lecture material
9.	Event and experience marketing. Product placement - product placement. Channels of communication LO: Practical discussion of the lecture material
10.	Transformation of the advertising environment. Main technological and social trends of the change in the advertising environment. A question of classifying marketing communication tools. LO: Practical discussion of the lecture material
11.	Communicating the audience. Volunteer Messaging: Voice Mail as a Communication Tool. Sincere message creation: from participation to shared value creation. LO: Practical discussion of the lecture material
12.	Keep presentations LO: Practical discussion of the lecture material
13.	Keep presentations LO: Practical discussion of the lecture material
14.	Keep presentations LO: Practical discussion of the lecture material

COURSE DESCRIPTIONS

Subject: **The World Economy** Neptun-code: GT_AKMNE120-17
Institute: World Economy and International Relations
Number of lessons: 2+1 Requirement: Exam Credit: 3
Instructor: Dr. László Erdey

Course goals:

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

Course content, topics:

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

Learning methods:

Interactive lectures

Assessment:

The calculation of the final grade is as follows:

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

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

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

Compulsory readings:

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

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

Recommended readings:

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

The continuously updated content in Facebook group: DEGTTKTKNG

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

COURSE DESCRIPTIONS

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

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

COURSE DESCRIPTIONS

13.	Development and Underdevelopment in the Developing World LO: To outline the multiple definitions of development To acquaint you with the major economic problems inhibiting development in vast parts of the world that are economically underdeveloped To describe the major theories and perspectives on development To examine the causes of poverty in the world today To explore the role of women in the world economy and gender roles in the workplace To shed light on development strategies such as in East Asia To introduce sustainable development as an important strategy in light of the world's limits on growth
14.	Summary and Assessment

Subject: **Public Economic Law** Neptun-code: GT_AKMNE032-17
Institute: World Economy and International Relations
Number of lessons: 2+0 Requirement: Exam Credit: 3
Responsible instructor: Dr. Géza Károlyi
Instructor: Dr. András Helmecci

Course goals:

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

Autonomy, responsibility:

Course content, topics:

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

Learning methods:

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

Assessment:

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

points grade

0-59 1 (fail)

60-69 2 (satisfactory)

70-79 3 (fair)

80-89 4 (good)

90-100 5 (excellent)

Compulsory readings:

Ppts distributed among students electronically

Recommended readings:

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

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

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

COURSE DESCRIPTIONS

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

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

COURSE DESCRIPTIONS

Subject: **Foreign Trade** Neptun-code: GT_AKMNE042-17
Institute: World Economy and International Relations
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. Tünde Csapóné Riskó

Course goals:

Provide students with a high level of understanding of the types, participants, documents, terms, rules and risks of international business.

Competences:

Knowledge: Graduates will have acquired: a comprehensive and fundamental knowledge of the concepts, theories, facts, national and international relations of economics with regard to relevant economic players, functions and processes; a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; know-how with respect to selling and trading activities and their legal and ethical requirements; a thorough knowledge of the operation and organization of trade companies, the key workflows and techniques of commercial activities; all the basic vocabulary of economics in English language.

Capabilities: Graduates will follow and interpret processes in the world economy and international business, changes and their impacts in relevant professional policies and regulations concerning economic policies in the given professional areas; take all these into consideration in their analyses, proposals or decisions; be able to get a good understanding of the use of the typical online, printed technical literature of trade and marketing in English language; be able to use info-communication tools orally and in writing in English language.

Attitudes: For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork. They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.

Autonomy, responsibility: They will be able to manage, organize and control organizational units, working groups and undertakings or small economic operators in business organizations, taking responsibility for the organization and employees. They will take responsibility for the development and justification of professional viewpoints.

Course content, topics:

Introduction; History and development of trade, defining terms; Systematisation of foreign trade transactions; Steps of foreign trade transactions; International Commercial Terms, Incoterms 2020; The most common methods of payment; Most common documents and securities in international trade; Risks and risk management.

Learning methods:

Lectures

Assessment:

Written exam in the examination session.

Compulsory readings:

- Gerald Albaum – Edwin Duerr – Alexander Josiassen: International marketing and export management. Pearson, 2016
- S. Tamer Cavusgil – Gary Knight – John Riesenberger: International business: The new realities, Global edition. Pearson, 2016

Recommended readings:

International Chamber of Commerce: Incoterms 2020

Week	Topics
1.	Introduction to the course and to international trade LO: Students will understand the basics of international trade, its history and development + aim of the course and the course requirements as well.
2.	Types of traders; systematisation of foreign trade transactions LO: Students will understand the types of traders and the systematisation of foreign trade transactions
3.	Steps of foreign trade transactions; First step of foreign trade transactions LO: Students will understand the steps of foreign trade transactions and the first step of foreign trade transactions in more details.

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4.	Foreign trade contracts LO: Students will understand the types and content of foreign trade contracts.
5.	Managing foreign trade transactions LO: Students will understand how to manage foreign trade transactions.
6.	International Commercial Terms, INCOTERMS 2020 LO: Students will understand the International Commercial Terms, INCOTERMS 2020.
7.	Calculation of offer price based on certain transport parities LO: Students will understand how to calculate offer price based on certain transport parities.
8.	Calculation of offer price based on certain transport parities LO: Students will understand how to calculate offer price based on certain transport parities.
9.	Most common methods of payment in foreign trade LO: Students will understand the most common methods of payment in foreign trade
10.	Most common methods of payment in foreign trade LO: Students will understand the most common methods of payment in foreign trade
11.	Most common methods of payment in foreign trade LO: Students will understand the most common methods of payment in foreign trade
12.	Most common documents and securities in international trade LO: Students will understand the most common documents and securities in international trade
13.	Special foreign trade transactions (countertrade, licensing, franchising, contract work, reexport, etc.) LO: Students will understand some special foreign trade transactions
14.	Risks and risk management methods in international trade LO: Students will understand the risks and risk management methods in international trade

Subject: **Organizational Behaviour** Neptun-code: GT_AKMNE039-17
Institute: Management and Organisation Sciences
Number of lessons: 2+1 Requirement: Exam Credit: 4
Instructor: Dr. Mária Ujhelyi

Course goals:

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

Course content, topics:

Within this course, the following topics will be covered:

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

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

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

Learning methods:

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

Assessment:

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

Compulsory readings:

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

Recommended readings:

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

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

COURSE DESCRIPTIONS

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

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

COURSE DESCRIPTIONS

Subject: **Economic Analysis** Neptun-code: GT_AKMNE038-17
Institute: Accounting and Finance
Number of lessons: 1+2 Requirement: Exam Credit: 4
Responsible instructor: Dr. Vilmos Lakatos

Course goals:

Students become acquainted with the aims, necessity, and methods of business analysis during the teaching of the subject

Course content, topics:

The concept, the definition of economic analysis, analysis of activities, complex analysis. Solving practical tasks, numerical examples.

Learning methods:

Transfer of theoretical and practical knowledge through illustrative examples and tasks. Seminar sessions help to solve examples.

Assessment:

The acquired knowledge is accounted for in the form of a written dissertation. The structure of the dissertations: tests of theoretical material, true-false statements, and short questions (definitions, formulas, relations), as well as practical, computational problems.

Students must take two midterm tests (A+B) during the semester (planned on the 6th and 12th weeks).

Both tests must each reach at least 50%, and the average test result must reach at least 60%.

Students are required to present the case studies detailed in the first seminar in the last three weeks of the semester. The written and presented performance of the case studies represents 10% of the semester assessment.

Failed term grade can be rewritten as regulated by the Statutes of Examination and Teaching during the examination period. Personal attendance is required. Students cannot miss more than three seminars.

The term grade evaluated according to the following grading schedule (A + B midterm test + mini case study):

- > 60% – 1
- 60% - 69% – 2
- 70% - 79% – 3
- 80% - 89% – 4
- 90% - 100% – 5

Compulsory readings:

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

R. P McAfee- Lewis T.R. – Dale D.J.: Introduction to Economic Analysis
Version 2.1 Saylor Foundation, 2009. ISBN 13: 9780982043097

Recommended readings:

Makwana A.K. – Datta K.K.: Economic Analysis. Agrimoon.com
<https://agrimoon.com/economic-analysis-pdf-book-free-download/>

Lipsey, R. and A. Chrystal. 2015. Economics. 13th ed. Oxford: Oxford University Press.

Foley, D., 2004. Adam's Fallacy: A Guide to Economic Theology. Cambridge, MA: Harvard University Press.

Week	Topics
1.	Introduction - basic issues LO: Knows the role of analytical work in managerial decision making.
2.	General aspects of economic analysis LO: Knows the task, purpose, basic methods and analysis tools of economic analysis
3.	Market activity analysis LO: Knows the tasks of market activity analysis
4.	Analysis of productive activity LO: Knows the basic production value indicators.
5.	Analysis of service provider activity LO: Knows the analytical features of service activities.
6.	Quality analysis – Midterm test A LO: Knows the indicators of quality development.
7.	Analysis of commercial activity LO: Knows the analytical tasks of commercial enterprises.
8.	Inventory management analysis LO: Knows the indicators of the size and composition of stocks, stock management.

COURSE DESCRIPTIONS

9.	The report as an information base for the analysis LO: You know the parts of the annual and simplified annual report.
10.	Property situation analysis LO: Knows the basic contexts of wealth analysis.
11.	Financial situation analysis LO: Knows the indicators of the analysis of the financial situation as well as the liquidity balance.
12.	Profitability analysis Presenting mini case studies - Midterm test B LO: Knows the main tasks of analyzing the profitability situation.
13.	Analysis of business efficiency Presenting mini case studies Midterm LO: Knows efficiency and complex efficiency indicators.
14.	Presenting mini case studies Summary LO: Has a thorough knowledge of economic analysis.

Subject: **Business Informatics** Neptun-code: GT_AKMNE053-17
Institute: Applied Informatics and Logistics
Number of lessons: 1+2 Requirement: Term mark Credit: 4
Responsible instructor: Dr. habil László Várallyai
Instructor: Dr. Péter József lengyel

Course goals:

The general objective of the course is to familiarize students with the role and functions of modern information systems. The course is also about the information management of modern corporate. In this context, students will learn about the basic types of information systems, the functional subsystems of integrated enterprise management systems, and the links of the modules. The course is also about how the use of ERP data.

Course content, topics:

Information and system theory
Data and information modeling
Modeling Business Processes
Types of information systems
Integrated enterprise information systems
Management information systems
Business intelligence
Evaluation and selection of information systems
Implementation of information systems.
Infrastructure Management (Information Resource Management)
Operation of information systems

Learning methods:

Lectures about the theoretical topics.
Practical learning in the computer lab using Excel's Power BI plugin and related ERP software

Assessment:

- Practical exams:
- Theoretical test (first half): 15%
 - Theoretical test (second half): 15%
 - Power BI exam: 35%
 - ERP exam: 35%
- Grades:
- 0–60% – 1 (fail)
 - 61–70% – 2 (pass)
 - 71–80% – 3 (satisfactory)

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- 81-90% – 4 (good)
- 91-100% – 5 (excellent)

Compulsory readings:

[A] Introducing Microsoft Power BI (ISBN 9781509302284),
<https://aka.ms/IntroPowBI/StdPDF>

[B] Agroi Informatics Miklós Herdon (2013) (ISBN:978-963-473-671-4)
https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011_0009_Herdon_Miklos-Agroinformatics/adatok.html

[C] Presentation of lecturer, which can be found in the e-Learning system

Recommended readings:

[1] Information System Planning Mohammed Bin Yusoff (2014)
https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011-0021_51_information_system_planning/adatok.html

[2] <https://open.sap.com/>

[3] Concepts in Enterprise Resource Planning, Third Edition by Ellen F. Monk and Bret J. Wagner (2009)

ISBN 1423901792

[4] Analyzing Data with Power BI and Power Pivot for Excel (Business Skills) 1st Edition ISBN-10: 150930276X

[5] Management Information Systems 12th edition Laudon K.C., Laudon J.P. (2012) ISBN-10: 0-13-214285-6

Week	Topics
1.	
	LO*: Registration week
2.	Information and system theory
	LO: Advanced Excel
3.	Data, information modelling
	LO: Power Pivot in Excel
4.	Modeling Business Processes
	LO: Relation based database creation
5.	Types of information systems
	LO: Database creation queries, lists
6.	Introduction to integrated enterprise information system part 1
	LO: Practical exam,

7.	Introduction to integrated enterprise information system part 2
	LO: ERP system introduction
8.	Management information systems
	LO: Handling of ERP system
9.	Evaluation and selection of information system
	LO: Modules of ERP system
10.	Implementation of the information system
	LO: ERP Data export, ETL process
11.	Infrastructure Management (Information Resource Management)
	LO: Use of PowerBI
12.	Business intelligence
	LO: Power BI practice
13.	Operation of information systems
	LO: Data visualisation
14.	Theoretical exam
	LO: Practical exam

Subject: Product and Brand Management

Neptun code: GT_AKMNE600-17

Institute: Marketing and Trade

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Dr. Mihály Soós

Course goals:

The course aims to enable students to get acquainted with the critical issues of product and brand strategies and, in addition to theoretical grounding, with the help of case studies, can obtain useful knowledge in practice. The students acquire the basic knowledge of the subject within the framework of the Product and Brand Management object.

Course content, topics:

The course covers the following topics: The basic conceptions of marketing-oriented product innovation and the types of new products. Relationships between Enterprise Product Policy and Product Innovation. Tools and tests - to incorporate user properties and preferences into design. Product development is an organizational backbone. Organizational culture, organizational behavior, and product innovation. Developing and testing the new product concept. Brand Policy decisions. Brand Extension. Global Brand Strategies. The role of marketing in design and technical development. Design and packaging

Learning methods:

In addition to the interactive lectures, students during the semester are working on case studies in groups of 3-4. Their scope is 15 pages + the attachments. Case study analyzes are protected by presentations in the form of presentations. In developing the themes, the students rely on learned theoretical models and concepts and supplement them with additional literature. Depending on the topic, the analyzes may rely on secondary data, on their observations, on in-depth interviews with consumers and experts, and their revealing exploration of their research results

Assessment:

Written exam

Compulsory readings:

The material of the lectures

Recommended readings:

Phillip Kotler, Marketing management

Ulrich, K. – Eppinger, S. (2011): Product Design and Development. McGraw Hill Book Co, pp: 415

Baker, M. – Heart, S. (2007): Product Strategy and Management, Pearson Education, pp: 570

Week	Topics
1.	The concept, interpretation, and role of product management in marketing. LO: Practical discussion of the lecture material
2.	The product as a key element of the marketing mix (physical, functional, aesthetic and marketing characteristics) LO: Practical discussion of the lecture material
3.	Product levels, product range, product design LO: Practical discussion of the lecture material
4.	Product development (goals, forms, and processes) LO: Practical discussion of the lecture material
5.	The service product and its features LO: Practical discussion of the lecture material
6.	The product's market life curve LO: Practical discussion of the lecture material
7.	The brand as an identifier and distinctive product indicator LO: Practical discussion of the lecture material
8.	Branding, brand image, brand value LO: Practical discussion of the lecture material
9.	Falling factors and failure factors in product management LO: Practical discussion of the lecture material
10.	Brand types and characteristics LO: Practical discussion of the lecture material
11.	Brand strategies, relationships between market challenges, position, and brand management. LO: Practical discussion of the lecture material
12.	Ansoff and BCG Matrix Strategies LO: Practical discussion of the lecture material
13.	Student presentations LO: Practical discussion of the lecture material
14.	Student presentations LO: Practical discussion of the lecture material

Subject: **Pricing Policy in Marketing**

Neptun code: GT_AKMNE601-17

Institute: Marketing and Trade

Number of lessons: 2+0

Requirement: Exam

Credit: 3

Instructor: Dr. Fehér András

Course goals:

The course aims to develop students' general literacy, the acquisition, and application of the basic concepts of pricing; to introduce key pricing issues through practical examples, marketing thinking, approach.

Course content, topics:

During the semester, students will get acquainted with the basic concepts closely related to the pricing and then with different price strategies and pricing targets. After listening to the subject, students will be able to perform an independent price calculation, analyze the consumer price, and they make different discounts. They must interpret consumers' responses to price changes.

Learning methods:

Theoretical teaching materials (slides), case studies, scientific articles, and calculation tasks to help deeper acquiring.

Assessment:

Examination of written exams (multiple-choice tests, true and false questions, calculation tasks)

Compulsory readings:

- Nagle, T.; Hogan, J.; Zale, J. (2014): Strategy and Tactics of Pricing, The: Pearson New International Edition. Pearson, ISBN: 9781292023236
- The material of the lectures

Recommended readings:

- Raju, J. – Zhang, Z. (2010): Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability. Financial Times Press, ISBN: 9780134384993
- Cram, T. (2005): Smarter Pricing: How to capture more value in your market. Pearson, ISBN: 9780273706137
- Doolan, K. (2015): Mastering Services Pricing: Designing pricing that works for you and for your clients. Pearson, ISBN: 9781292063362

Week	Topics
1.	Describe the system of requirements and previous experiences. LO: Learn about the purpose and performance of the exercises.
2.	Introduction and definitions of pricing LO: Detailed knowledge of the curriculum.
3.	Customers' parts: perils and pitfalls of pricing LO: Detailed knowledge of the curriculum.
4.	Customers' parts: segmenting by price sensitivity LO: Detailed knowledge of the curriculum.
5.	Competitors' parts: Pricing's role in positioning and differentiation LO: Detailed knowledge of the curriculum.
6.	Competitors' parts: Prices and price competition LO: Detailed knowledge of the curriculum.
7.	Companies' parts: Fixing the right price – structures, segments and stairways LO: Detailed knowledge of the curriculum.
8.	Companies' parts: Communicating prices – creating positive perceptions LO: Detailed knowledge of the curriculum.
9.	Companies' parts: How to get higher prices LO: Detailed knowledge of the curriculum.
10.	Companies' parts: Keeping discipline, measuring results LO: Detailed knowledge of the curriculum.
11.	Smart pricing: How Google use pricing innovation for profitability LO: Detailed knowledge of the curriculum.
12.	New trends in pricing LO: Detailed knowledge of the curriculum.
13.	Security and legal background of pricing LO: Detailed knowledge of the curriculum.
14.	Presentation of the case studies LO: Presentation of the case study.

COURSE DESCRIPTIONS

Subject: **Consumer Behaviour**

Neptun code: GT_AKMNE602-17

Institute: Marketing and Trade

Number of lessons: 2+1

Requirement: Term mark

Credit: 4

Instructor: Dr. Enikő Kontor

Course goals:

The aim of this course to introduce to the world of consumer behaviour. This borrows from several social sciences, including psychology, sociology to explain consumer behaviour in the marketplace. In this course, the student will explore how learning, perceptions, personality, and attitudes influence behaviour of consumers, how this behaviour changes during one's lifecycle, and how cultural influences are on consumers.

Course content, topics:

The topics of the course are the following: an introduction to consumer behaviour; how consumers see the world and themselves; consumers as decision-makers; consumers and their social groups; culture and consumers

Learning methods:

Theoretical lectures using modern information and communication technology. Illustration of the theoretical material through case studies.

Seminars:

- group project work
- case studies
- presentation of group work

Assessment:

- Two exams: a midterm and a final comprehensive exam
- Group project:

owritten analysis

opresentation

Compulsory readings:

Solomon, M. R. (2017): Consumer Behaviour: Buying, Having, and Being, Global Edition, 12/E, Pearson

Recommended readings:

Schiffman, L. G. and Kanuk, L. L. (2000) Consumer Behaviour. Prentice Hall, New Jersey.

Week	Topics
1.	<p>Buying, Having, and Being: An Introduction to Consumer Behaviour</p> <p>LO: Consumers' impact on marketing strategy; Marketing's impact on consumers; Shopping, buying and evaluating</p>
2.	<p>Perception</p> <p>LO: The perceptual process, sensory system, sensory threshold, perceptual selection, personal selection factors</p>
3.	<p>Learning and Memory</p> <p>LO: Behavioural learning theories: classical conditioning, operant conditioning, cognitive learning theory; marketing application of learning principles; the role of learning in memory</p>
4.	<p>Motivation and Affect</p> <p>LO: The motivation process, motivational strength, motivational direction, motivational conflict, classify of consumer needs</p>
5.	<p>Personality, Lifestyles, and Values</p> <p>LO: The psychoanalytical perspective on personality, brand personality; Values: core values, the values link to consumer behaviour, the Rokeach Value Survey, the means-end chain model; Lifestyle and consumption choices, lifestyle marketing</p>
6.	<p>Attitudes and Persuasive Communications</p> <p>LO: The function of attitudes, how do we form attitudes, multi-attribute attitude models, Fishbein models, how do marketers change attitudes,</p>
7.	<i>Midterm exam</i>

COURSE DESCRIPTIONS

8.	<p>Decision Making 1</p> <p>LO: Consumers as problem-solvers, perspectives on decision-making, types of consumer decision</p>
9.	<p>Decision Making 2</p> <p>LO: Steps in the decision-making process (problem recognition, information search, evaluation of alternatives, product choice, behaviour after buying)</p>
10.	<p>Groups and Social Media</p> <p>LO: Reference groups, type of reference groups, social influence, opinion leadership, word-of-mouth communication, the social media revolution</p>
11.	<p>Income and Social Class</p> <p>LO: Consumer spending and economic behaviour, income patterns, consumer confidence; Social class, the component of social class, social mobility, measurement of social class, how social class affects purchase decisions</p>
12.	<p>Subcultures</p> <p>LO: Subcultures and consumer identity, ethnic and racial subcultures, ethnicity and marketing strategy, religious subcultures</p>
13.	<p>Culture</p> <p>LO: Culture and consumption, cultural systems, magic, myth and rituals, sacred and profane consumption</p>
14.	<p><i>Final comprehensive exam</i></p>

Subject: **Services Marketing**
Institute: Marketing and Trade
Number of lessons: 2+0
Instructor: Dr. Marietta Kiss

Neptun code: GT_AKMNE603-17
Requirement: Exam Credit: 3

Course goals:

This course aims to provide an up-to-date and comprehensive overview of the services marketing industry, focusing strongly on customer satisfaction, service quality, and customer service. The fundamentals of services marketing presented in a strategic marketing framework; however, the examples of the practical application of concepts help in bridging the gap between theory and practice. Real-world examples feature a wide array of businesses representing a variety of industries: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and “other services”. The course introduces services marketing not only as an essential focus for service firms but also as a source of competitive advantage for companies that market tangible products. The course aims to give students valuable insights and skills to help them understand – and succeed in – today’s business environment.

Course content, topics:

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

Learning methods:

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

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Assessment:

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

Seminar work (including individual and group work, written homework, and oral presentations) is also evaluated by the instructor.

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

The course is ended with an examination.

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

The calculation of the final grade is as follows:

- case presentation + hand-out	10+5%
- seminar work	15%
- examination	70%

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

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

Compulsory readings:

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

Recommended readings:

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

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

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

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7.	<p>Promoting Services and Educating Customers LO: Students are introduced to the role and challenges of marketing communications in case of services, the marketing communications planning and marketing communications mix for services.</p>
8.	<p>Designing and Managing Service Processes. Balancing Demand and Productive Capacity LO: Students will know service process management tools, namely flowcharting and blueprinting, they are introduced to some process redesign questions and the topic of customers as co-producers, including self-service technologies. Consequences and possible solutions of fluctuating demand for services are discussed, including managing capacity and demand, queuing systems, and reservations.</p>
9.	<p>Crafting the Service Environment LO: First, students get an insight into the purpose of service environments and customer reactions to those environments, then dimensions of service environment are discussed.</p>
10.	<p>Managing People for Service Advantage LO: Students will know why service employees are crucially important, they are introduced to the cycles of failure, mediocrity, and success, and the importance of and relationship with human resource management in case of services.</p>
11.	<p>Managing Relationships and Building Loyalty LO: Students understand why customer loyalty is essential, then managing customer-firm relationships is discussed. Loyalty building and customer defection reducing strategies as well as CRM strategies are also discussed.</p>
12.	<p>Complaint Handling and Service Recovery LO: Students understand customer complaining behavior, customer responses to and principles of effective service recovery, service guarantees, and managing abusive and opportunistic customer behavior.</p>

13.	Improving Service Quality and Productivity LO: Service quality is defined, GAP model and other possibilities for measuring and improving service quality (e.g., Servqual model) are discussed.
14.	Striving for Service Leadership LO: The following topics are discussed: service-profit chain; integrating marketing, operations, and human resources; creating a leading service organization; and leadership, culture, and climate in service organizations.

COURSE DESCRIPTIONS

Subject: **Media Economics** Neptun-code: GT_AKMNE049-17
Institute: Applied Economics Sciences
Number of lessons: 2+0 Requirement: Exam Credit: 3
Instructor: Dr. Adrián Szilárd Nagy

Course goals:

The aim of the course is that the students get to know the world of media economics and its different schools.

- to detail and analyze the general features of media markets, to present their specific appearance in different industries.
- to examine newspaper publishing, radio, and television, as well as to cover new types of media that have developed with the development of information communication possibilities.

After completing the course, students will be able to orient themselves in the world of media economics and relate analytically to the phenomena, cases, and contexts of media.

Course content, topics:

The subject, characteristics, and basic concepts of media economics. Characteristics of products and demand on the media markets. Characteristics of supply, market structures, and competition. Economic characteristics of advertisements and commercials. Paper industry: types, production, distribution, and demand of papers, the structure of paper markets. The radio market. Television market: products, supply, distribution, consumption, structure. The concept and use of new media. New media: content services and markets. Media regulation. Measuring media consumption.

Learning methods:

The theoretical material is presented in the form of lectures, but there are also opportunities to comment, discuss, and ask questions.

From the theoretical material presented in the semester, the examination takes place in a colloquium in oral and/or written form.

Permissible absence is possible according to the Faculty's Code of Conduct in Education and Examinations.

Assessment:

Colloquium, in the framework of which the student reports on the knowledge and skills acquired during the semester. The theoretical material is evaluated in the form of a written and/or oral exam.

Compulsory readings:

Alan B. Albarran: *The Media Economy*, Routledge, 2017

<https://ebookcentral.proquest.com/lib/debreceen/detail.action?docID=466242>

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Week	Topics
1.	Orientation week
2.	The subject of media economics, basic concepts
3.	Characteristics of products and demand in media markets
4.	Characteristics of supply, market structures, and competition
5.	Economic characteristics of advertisements and commercials
6.	Types and demand for papers
7.	Production and distribution of papers, the structure of paper markets
8.	The radio market
9.	Television market: product and supply
10.	Television market: distribution, consumption, structure
11.	The concept and use of the new media
12.	The new media: content services and markets
13.	Measuring media consumption
14.	Media regulation

COURSE DESCRIPTIONS

Subject: **Business Planning** Neptun-code: GT_AKMNE047-17
Institute: Applied Economics Sciences
Number of lessons: 0+2 Requirement: Exam Credit: 4
Instructor: Dr. László Szöllősi

Course goals:

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

Course content, topics:

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

–Student presentations;

Learning methods:

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

Following the submission of the business plan, the students will give an oral presentation and defend their work in 15 minutes.

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

Assessment:

The semester ends with a professional grade. The final grade includes the result of the home essay (business plan) prepared based on the regulations and submitted to the deadline (max. 20 points), the result of oral presentation (max. 5 points) and the result of the written exam written in the exam period (up to 65 points). The result of the home essay is determined by its professional, methodological quality, and numerical accuracy of the data contained therein. The semester is considered as completed if both business plans are submitted; the presentation and the exam are successful (minimum 50% performance).

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

Compulsory readings:

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

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

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

COURSE DESCRIPTIONS

Recommended readings:

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

Week	Topics
1.	<p>Introduction of the requirements; Elements; LO: Students know the basic concepts and elements of business planning.</p>
2.	<p>Planning in businesses, types of business plans; the process and methodology of business planning; LO: Students know the various plans, their specifics, and the basic relationships between them. They are familiar with the primary goals and objectives of the business planning, the main processes of planning, the necessary information, and their resources; they can develop business concepts and know the main content and structure of business plans.</p>
3.	<p>Strategic planning, strategy creation in enterprises, strategic planning process, phases, strategic planning tools, and methods; LO: Students know the fundamental methodological and professional issues of strategic planning; they can draft long-term vision, mission, and strategic goals, and assign them medium-term goals and actions.</p>
4.	<p>Action planning, aspects of action planning, planning of innovation; Business planning, business planning practice, methods, and content; Executive summary; General company description; LO: Students know the methodological and professional issues of action (tactical) planning, know the practice, methods, and detailed content of it. They know the necessary professional and content elements of writing an executive summary. They are familiar with the content and professional elements of a factual presentation of an existing or starting business.</p>

5.	<p>Sectorial analysis; LO: Students are familiar with the leading professional and methodological issues of sectorial analysis, they can collect secondary data, to present an industry and to make findings and conclusions about the situation of the proposed enterprise within the industry.</p>
6.	<p>Products and services; LO: Students know the technique of presenting the product/service and the professional questions needed to present the product/service market needs. They can collect and process-related data.</p>
7.	<p>Operational plan; LO: Students know the professional issues to be addressed in the operational plan. They can compile and professionally view the real processes of a given production/service/trade activity. They can identify and calculate the resources (fixed and current assets) needed to implement the business concept and their quantity.</p>
8.	<p>Marketing plan; LO: Students know the professional questions to be answered in the marketing plan and the methods to be applied (PEST, SWOT, Porter’s five forces model). Based on this, they can collect data and compile a marketing situation report. They can formulate marketing objectives and related marketing strategy. They are familiar with the core professional issues and relationships of market segmentation, target market definition, target-market strategies, pricing and sales promotion, and marketing budgeting.</p>
9.	<p>Management and organization; Capitalization and structure; LO: Students can develop and present a human resource policy and strategy related to the needs derived from the operational plan. They are familiar with the principles of corporate finance and able to make decisions about involving external financial resources.</p>

COURSE DESCRIPTIONS

10.	<p>Financial plan I; LO: Students know the financial statements of business activity, the data and methods necessary to prepare these statements, and the relationships between real and financial processes. They can compile, evaluate, and analyze a sales plan, cost plan, profit, and loss plan. They know the professional and methodological context of the compilation of a balance sheet. They can prepare and evaluate a cash flow plan.</p>
11.	<p>Financial plan II; LO: Students know the methods and indicators used to analyze the financial plan data: Breakeven analysis, investment analysis (net present value, internal rate of return, profitability index, discounted payback period), financial indicators (liquidity measurement ratios, debt and credit ratios, profitability ratios, efficiency ratios, capital structure ratios, financial strength ratios, growth rates).</p>
12.	<p>Risk management; Schedule of major milestones; LO: Students know the forms and types of risks that can arise in the business and the general tools and methods that can be applied to control them. They know the sensitivity analyses and able to perform critically and scenario analysis of the business plan. They can view and timely schedule the tasks required to carry out a business concept.</p>
13.	<p>Presentation of business plan – professional and structural content; LO: Students know the professional and structural content of the presentation of a business plan.</p>
14.	<p>Student presentations; LO: As a result of the presentation, students will be able to highlight and introduce the most important relationships and develop their presentation and debate skills.</p>

Content and form requirements of the business plan

The required structure and content requirements of the business plan:

Cover page;

Contents;

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

Annexes;

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

Formal requirements of the business plan:

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

COURSE DESCRIPTIONS

Subject: **Marketing Channels Planning and Audit**

Neptun code: GT_AKMNE605-17

Institute: Marketing and Trade

Number of lessons: 0+2

Requirement: Term mark

Credit: 3

Instructor: Dr. Zsolt Polereczki

Course goals:

Students are introduced to the topic of planning and analyzing marketing channels.

Course content, topics:

The course aims at getting to know different types of marketing channels, examining the methods of marketing channels and the strategic tasks of the sales system

Learning methods:

Learn about the curriculum of lectures and exercises. Preservation of an oral presentation as a condition of signing. Exercises are mandatory.

Assessment:

Written exam

Recommended readings:

Couglan, A.T., Stern, L.W., Anderson, E., El-Ansary, A.I.: Marketing Channels (6th edition)2006, Prentice Hall

Week	Topics
1.	Introduction in commerce
2.	Commercial forms, business types
3.	Cooperative strategies in marketing channels
4.	Consumer behaviour in commerce
5.	Strategy in shopkeeping
6.	Selection policy
7.	Planning of product range
8.	Price and action planning in commerce
9.	Communication in commerce
10.	Services in commerce
11.	Shop evolving
12.	Site selection
13.	Goods and information flows in commerce
14.	Measuring performance among commercial companies

Subject: **International Marketing** Neptun code: GT_AKMNE606-17
Institute: Marketing and Trade
Number of lessons: 2+1 Requirement: Exam Credit: 4
Instructor: Dr. Marietta Kiss

Course goals:

This course focuses on marketing strategy and marketing management within the context of global and international markets. By using video and text cases beside lecture presentations, it aims to enhance students' skills in developing effective marketing strategies and making proper decisions in international contexts.

Course content, topics:

The course includes the following topics: international marketing planning; motivators and barriers of international expansion; international marketing research; political, economic, and sociocultural environment of international marketing; micro-environment of international marketing; international market selection; international market entry strategies; product, pricing, distribution, and marketing communication decisions in international marketing.

Learning methods:

Lecture presentations (students are provided with lecture slides), class discussions, teamwork (text and video case study analysis, presentation and discussion), a textbook for studying at home, and e-learning materials (online assignments/homework).

Assessment:

The calculation of the final grade is as follows:

homework & seminar tasks	30%
written exam	70%

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

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

The final result will contain the homework & seminar task results in case of repeated examinations, too.

Compulsory readings:

Hollensen, Svend (2017): Global Marketing. 7/E, Pearson, ISBN-10: 1292100117, ISBN-13: 9781292100111

COURSE DESCRIPTIONS

Recommended readings:

Albaum, Gerald–Duerr, Edwin–Josiassen, Alexander (2016): International Marketing and Export Management. 8th Edition, Pearson, ISBN-10: 1292016922, ISBN-13: 9781292016924

Cateora, Philip R.–Gilly, Mary C.–Graham, John L. (2009): International Marketing. 14th Edition, McGraw-Hill

Keegan, Warren J.–Green, Mark C. (2017): Global Marketing plus MyMarketingLab with Pearson eText. Global Edition, 9th Edition, Pearson, Boston, ISBN-10: 1292150882, ISBN-13: 9781292150888

Week	Topics
1.	<p style="text-align: center;">Introduction to International Marketing</p> <p>LO*: Students will know the essence of global and international marketing, the 5-step process of international marketing planning in relation to strategic planning, the factors of the problem of going abroad or not, the international marketing concepts, the problem of standardization and differentiation, and the forces behind them.</p>
2.	<p style="text-align: center;">Initiation of Internationalization</p> <p>LO: Students will understand the proactive and reactive motives, as well as internal and external triggers for internationalization, and they will know the internationalization barriers/risks.</p>
3.	<p style="text-align: center;">International Marketing Research</p> <p>LO: Students will understand the information need for major international marketing decisions and the categorization of data for assessment of market potential in a country. They will know the role of secondary research (both internal and external) and that of primary research (both quantitative and qualitative) in international market research, including the research design in case of primary research. They will have an insight into other research methods (e.g., continuous research, Delphi studies, sales forecasting) as well as the international marketing information systems.</p>

4.	<p>Macro-Environment Analysis I.: The Political and Economic Environment</p> <p>LO: Students will have an insight into the effects of home and target country political/legal environment on their international activities, including various trade barriers. They will know the effects of the economic environment, including the economic indicators to be used for assessment, types of countries based on their economic development, and stages of economic integration, including the EU. They will have insight into the business opportunities provided by low-income countries.</p>
5.	<p>Macro-Environment Analysis II.: The Sociocultural Environment</p> <p>LO: Students will know the different approaches of culture, the layers and elements of culture, and theories of cultural differences (high and low context cultures, Hofstede's cultural dimensions). They will know how to manage cultural differences, and they will understand the convergence and divergence of national cultures.</p>
6.	<p>Micro-Environment Analysis</p> <p>LO: Students will understand the competition analysis of an industry (Porter's five forces model), the strategic groups, the value chain analysis, and the role of resources and competences in internationalization.</p>
7.	<p>The International Market Selection Process</p> <p>LO: Students will understand the potential determinants of the firm's choice of foreign markets, the process of international market segmentation, the market expansion strategies, and the global product/market portfolio.</p>
8.	<p>Some Approaches to the Choice of Entry Mode. Export as a Foreign Market Entry Mode</p> <p>LO: Students will know the various internal and external factors affecting the foreign market entry mode decision, and the characteristics of entry modes being taken into account when deciding about them. Students will have an insight into the various indirect and direct export modes, they will know the questions of choice of intermediaries and the evaluation of international distributor partners. They will have an insight into the cooperative export modes as well.</p>

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9.	<p>Intermediate Market Entry Modes: Contract Manufacturing, Licensing, Franchising, Joint Venture/Strategic Alliances LO: Students will have an in-depth knowledge of the characteristics of contract manufacturing, licensing, franchising, joint ventures/strategic alliances, and other intermediate entry modes.</p>
10.	<p>Hierarchical Market Entry Modes LO: Students will know the characteristics of domestic-based and resident sales representatives, foreign sales branch and foreign sales subsidiary, production subsidiary, regional headquarters, and transnational organization. They will have an insight into the establishment of wholly owned subsidiaries via greenfield investment or acquisition.</p>
11.	<p>Designing the International Marketing Program I: Product Decisions LO: Students will understand the need for standardization and adaptation of the international marketing mix as well as the forces supporting each. They will know the dimensions of international product and service offerings, the product life cycle, and the international product life cycle concepts. They will have an insight into the new product development process for international markets, the product-communication mix, the questions of product positioning and branding in international markets, and the role of the Internet in co-creation of products and services.</p>
12.	<p>Designing the International Marketing Program II: Pricing Decisions LO: Students will be able to compare international pricing strategies with domestic pricing strategies, they will understand the various internal and external factors influencing international pricing decisions, they will be able to use the international pricing strategies, they will understand transfer pricing and currency issues, the effect of the Internet on international pricing, the terms of sale, delivery and payment.</p>

13.	Designing the International Marketing Program III.: Distribution Decisions LO: Students will know the external and internal determinants of channel decisions, including the structure of the channel, managing and controlling the channel, and managing logistics. They will understand the impact of the Internet on channel decisions, international retailing, and grey marketing.
14.	Designing the International Marketing Program IV.: Communication Decisions LO: Students will know the elements of and factors influencing the international communication process, they will have an understanding of the five major communication tools (advertising, public relations, sales promotion, direct marketing, personal selling) in international contexts, and they will know the online communication decisions.

Subject: Advertising and Advertising Planning

Neptun code: GT_AKMNE607-17

Institute: Marketing and Trade

Number of lessons: 0+2

Requirement: Term mark

Credit: 3

Instructor: Dr. Enikő Kontor

Course goals:

This course aims to introduce the concepts of advertising, ad planning strategies, communication skills, and professional development. The primary objective is to gain an understanding of the entire advertising campaign process: everything from marketing strategy, planning, and research to media, creative development, and budgeting.

Course content, topics:

The topics of the course are the following: the advertising context, the classification of the ad; Ethical issues, the legal and regulatory framework; The theoretical background to advertising; The importance of branding; Agency structures and client/agency relationship; Analysing the advertising audience; Creative strategy and tactics; Media planning, objectives, and strategy; Defining, understanding and measuring new media advertising; The development of international advertising

Learning methods:

Theoretical lectures using modern information and communication technology. Illustration of the theoretical material through case studies.

Seminars:

- group project work
- case studies (advertising campaigns)
- presentation of group work

Assessment:

- Two exams: a midterm and a final comprehensive exam
- Group project – advertising campaign – media and creative strategy:
o written analysis
o presentation

Compulsory readings:

Fill, C., Hughes, G., De Francesko, S. (2013): Advertising: strategy, creativity and media, Pearson

Recommended readings:

Marla R. Stafford, M. R., Faber, R. J. (2015): Advertising, Promotion, and New Media, Routledge

Yeshin, T. (2006): Advertising, Cengage Learning EMEA

Week	Topics
1.	The advertising context LO: the nature of the ad, the historical development of the ad, the environment in which ad exist
2.	The classification of advertising LO: The types, functions, and roles of ad, the benefit, and limitation of ad
3.	Ethical issues, the legal and regulatory framework LO: Understanding the ethics of ad, ethical criticism, ad and children, green ad, ad regulation
4.	The theoretical background of advertising LO: Understanding the advertising process: the models of the ad; how the ad works: from theory to practice; ad awareness and effectiveness
5.	The importance of branding and the advertising contribution LO: The advantages of branding, the dimensions of branding, brand valuation, the role of the ad in branding and building brand values
6.	Agency structures and client/agency relationship LO: Advertising agency: structure and personnel; the agency/client relationship, the criteria for agency selection
7.	Analysing the advertising audience, the roles of segmentation, targeting, and positioning LO: Understanding consumer behaviour, consumers and brand loyalty, consumer understanding of ad; Segmentation-targeting-positioning, changing brand positioning
8.	<i>Midterm exam</i>

COURSE DESCRIPTIONS

9.	<p>Creative strategy and tactics</p> <p>LO: The role of the creative brief, determining the creative platform, Styles of ad formats, Ad approaches: how to get an ad noticed</p>
10.	<p>Media planning, objectives, and strategy</p> <p>LO: The role of media planning, the various media channels: their advantages and disadvantages, the media strategy and plan</p>
11.	<p>Defining, understanding and measuring new media advertising</p> <p>LO: The interaction of traditional and new media, the netvertising image, essential elements of internet ads, banners, pop-ups, and online sponsorship, other new media ad forms</p>
12.	<p>Other areas of advertising</p> <p>LO: The corporate and B2B sectors, services ad, the non-profit sector</p>
13.	<p>The development of international advertising</p> <p>LO: The development and management of global brands, the international consumer and ad, to move towards global marketing communication</p>
14.	<p><i>Final comprehensive exam and presentation of an advertising plan</i></p>

Subject: Non-profit and SME Marketing

Neptun code: GT_AKMNE608-17

Institute: Marketing and Trade

Number of lessons: 0+2

Requirement: Term mark

Credit: 3

Instructor: Dr. Zsolt Polereczki

Course goals:

Introducing students with the basics of nonprofit and small business marketing.

Course content, topics:

During the course, students will learn about the development of the nonprofit sector, its features, the possibilities of using the marketing toolkit in this environment, the domestic features of small businesses, the range of marketing tools applicable to SMEs, and the special conditions of their application.

Learning methods:

Learn about the curriculum of lectures.

Assessment:

Written exam and presentation

Recommended readings:

Slides (teaching materials of lecture)

Scientific articles to each topic

Walter Wymer; Patricia Knowles; Roger Gomes: Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organizations. SAGE Publications. 2006

Week	Topics
1	Introduction to nonbusiness marketing LO: Detailed knowledge of the curriculum.
2	Socially responsible marketing LO: Detailed knowledge of the curriculum.
3	Sport marketing LO: Detailed knowledge of the curriculum.
4	Cultural marketing LO: Detailed knowledge of the curriculum.
5	Political marketing LO: Detailed knowledge of the curriculum.

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6	Practice (Nonprofit marketing) LO: Detailed knowledge of the curriculum.
7	Rule of SMEs in the macroeconomy LO: Detailed knowledge of the curriculum.
8	Innovation I. LO: Detailed knowledge of the curriculum.
9	Innovation II. LO: Detailed knowledge of the curriculum.
10	Market orientation among SMEs LO: Detailed knowledge of the curriculum.
11	Project management LO: Detailed knowledge of the curriculum.
12	Practice (SME marketing) LO: Detailed knowledge of the curriculum.
13	Student presentations LO: Detailed knowledge of the curriculum.
14	Student presentations LO: Detailed knowledge of the curriculum.

Subject: **Online Marketing**
Institute: Marketing and Trade
Number of lessons: 1+1
Instructor: Dr. Fehér András

Neptun code: GT_AKMNE609-17

Requirement: Term mark Credit: 3

Course goals:

Within the framework of the course, students can learn about the wide range of business applications of the Internet. During the lectures, it will be possible to get acquainted with the Hungarian and foreign theoretical results related to the topic. While solving independent tasks (case studies), the student's creativity and ability to adapt the learned knowledge is the expectation. At the end of the semester, students demonstrate their acquired knowledge by processing a case study and writing a written exam.

Course content, topics:

During the semester, students will get acquainted with the basic concepts closely related to online marketing strategies and online marketing methods. After listening to the subject, students will be able to perform an independent online marketing strategy and process. They must interpret consumers' responses to online methods.

Learning methods:

Theoretical teaching materials (slides), case studies, scientific articles to help deeper acquiring.

Assessment:

Presentation. Examination of written exams (multiple-choice tests, true and false questions).

Compulsory readings:

- Chaffey, D.; Ellis-Chadwick, F. (2019): Digital Marketing, 7th Edition, The: Pearson New International Edition. Pearson, ISBN: 978-1-292-24159-3
- The material of the lectures

Recommended readings:

- Chaffey, D.; Hemphill, T.; Edmundson-Bird, D. (2019): Digital Business and E-Commerce Management, 7th Edition. The: Pearson New International Edition. Pearson, ISBN: 978-1-292-19334-2

COURSE DESCRIPTIONS

Week	Topics
1.	Describe the system of requirements and previous experiences. LO: Learn about the purpose and performance of the exercises.
2.	Introducing digital marketing LO: Detailed knowledge of the curriculum.
3.	Online marketplace analysis: micro-environment LO: Detailed knowledge of the curriculum.
4.	The digital macro-environment LO: Detailed knowledge of the curriculum.
5.	Digital marketing strategy LO: Detailed knowledge of the curriculum.
6.	Digital media and the marketing mix LO: Detailed knowledge of the curriculum.
7.	Relationship marketing using digital platforms LO: Detailed knowledge of the curriculum.
8.	Delivering the digital customer experience LO: Detailed knowledge of the curriculum.
9.	Campaign planning for digital media LO: Detailed knowledge of the curriculum.
10.	Marketing communications using digital media channels LO: Detailed knowledge of the curriculum.
11.	Evaluation and improvement of digital channel performance LO: Detailed knowledge of the curriculum.
12.	Presentation I. LO: Detailed knowledge of the curriculum.
13.	Presentation II. LO: Presentation of the case study.
14.	Pre-examination LO: Take a written exam.