

## COURSE DESCRIPTIONS

**Program: BSc in International Business Economics**

**Subject: Mathematics 1**

Number of hours: 45

Credits: 6

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The concept of sets, functions. Operations with sets and functions. Number sequences: monotony; limitation; convergence. Endless row. Limit of functions, continuity. Differential calculus: the relationship between differential quotient, differentiability and continuity. Examination of functions: monotony; extreme; convex-concave, inflection point. Multivariate functions: contours; partial derivative; extreme. Examine multivariate functions. Economic applications: extreme value tasks, financial calculations. Indefinite integral. Definite integral, Newton-Leibniz formula; applications.

Competences: The students

- will possess the basic methods of information gathering and mathematical analysis;
- will apply the theories and methods learned, they will explore, systematize and analyse facts and fundamental connections;
- will be receptive to new information, new professional knowledge and methodologies, and open to taking on new, independent and cooperative tasks and responsibilities;
- will be able to take responsibility for their analyses, conclusions and decisions.

Teaching methodology:

The curriculum is processed through lectures, seminars, and on the basis of the student's work done individually or in groups. The seminars are aimed at the practical application of theoretical knowledge, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in different situations. The processing of the curriculum is supported by modern ICT tools, self-assessment tasks, examples and other educational aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

**Subject: Informatics**

Number of hours: 30

Credits: 4

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Basic knowledge of Excel, file operations, general functions. Operations with rows, columns, worksheets. Data entry options. Formatting options within cells. Adjusting field sizes, merging cells, types of line breaks. Hiding rows, columns, worksheets. Value curves. Document settings. Formulas and functions. Input methods. Frequently used functions. Converting functions and formulas to values. Error messages, error analysis. Other operations: freezing panes; naming cells and cell ranges. Sorting data; find and replace; operations with tables. Managing objects and shapes. Using text boxes, symbols. Charts and graphs. Chart types. Creating graphs and charts. Modifying charts: moving; resizing; formatting data series; changing chart type; changing source data. Creating slide show in PowerPoint. Inserting, formatting text, tables, text boxes, graphic elements (images, lines, charts). Modifying slide layout after creation. Setting slide properties (themes, background, header, footer). Transitions between slides, animations, hyperlinks. Projection settings. Options for printing slide shows. Applications of artificial intelligence in computer science.

Competences: The students

- will be proficient in basic methods of information gathering, mathematics and statistical analysis;
- will be able to communicate in writing, orally and with modern info-communication tools, in a foreign language;
- will be receptive to new information, new professional knowledge and methodologies, and are open to taking on new, independent and cooperative tasks and responsibilities;
- under general professional supervision, he/she will independently perform and organize the tasks specified in the job description.

Teaching methodology:

The curriculum is based on seminars and work done by the student individually or in a group. The seminars are aimed at the practical application of theoretical knowledge, during which students solve tasks under the guidance of the instructor, process case studies, develop and present proposals for solving problems in different situations. The processing of the curriculum is supported by modern ICT tools, self-assessment tasks, examples and other educational aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

**Subject: Economics 1**

Number of hours: 45

Credits: 6

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Economy, scarcity, resources. Economic models. Measuring economic performance. The market and the market mechanism. Consumer choice. Indifference curves, rate of substitution, marginal rate. The utility function, the marginal utility. Budget straight. The consumer's optimal decision. Analysis of demand. The effect of incomes, prices and expectations on demand. Individual and market demand. The demand price and the consumer surplus. Theoretical foundations of company and production. The production function (short-term, long-term). Costs of production. Cost functions. Marginal cost, average cost. Shifting cost curves. The competitive market. Profit maximization. The supply curve of the competitive firm. Individual and market offer. The supply price, the producer surplus. Competitive market equilibrium, momentary, short-term and long-term market equilibrium. Imperfect market competition, monopoly. Main market forms. The effects of monopoly on income distribution and welfare. The market for factors of production. Saving and investing. International trade and comparative advantage. Trade policy. Market failures, externalities and welfare losses.

Competences: The students

- will have knowledge of the basic, comprehensive concepts, theories, facts, national economic and international contexts of economics, with regard to the relevant economic actors, functions and processes;
- will have mastered the basic theories and characteristics of the micro and macro levels of organization of the economy, and is in possession of the basic methods of information collection, mathematics and statistical analysis;
- will be receptive to new information, new professional knowledge and methodologies, and are open to taking on new, independent and cooperative tasks and responsibilities.

Teaching methodology:

The curriculum is processed through lectures, seminars, and on the basis of the student's work done individually or in groups. The seminars are aimed at the practical application of theoretical knowledge, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in different situations. The processing of the curriculum is supported by modern ICT tools, self-assessment tasks, examples and other educational aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

**Subject: Law**

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Basic legal concepts. Hierarchy of laws. Fundamental Law. Application of law. Structure of legal system. Structure of Civil Code; subjects of civil law. Concept, principles of civil law. The individual as a legal subject. The legal personality of legal entities. General rules governing contracts. General rules of civil liability. Legal regulation of economy. Functions of law in economic relations, main areas of legal regulation in economic life. Subjects of economic law, characteristics, forms of their relationships. Contract types in economic law. Decisions by government authorities, local governments affecting activities of economic entities. Law of business entities: formation, forms, management, liability, supervision, minority rights. Consumer protection, competition law. Dissolution of business entities (with/without a legal successor); liquidation, voluntary dissolution, bankruptcy proceedings. Law of sole proprietorships. Role of courts in commercial law, with regard to commercial courts. Unfair market practices. Fundamental provisions of labor law. Commercial criminal law. Legal regulations of intellectual property.

Competences: The students

- will understand the processes, legal and ethical requirements of sales and business development activities;
- will be able to monitor and interpret global economic and international business trends, as well as changes in economic policy and relevant sector-specific policies and regulations, their impacts, taking these into account in analyses, recommendations, and decisions;
- even in situations requiring a complex approach or unexpected decision-making, will strive to make decisions while taking into account laws and ethical standards;
- will take responsibility for complying with professional, legal, and ethical standards and rules regarding their work and conduct.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: General English 1**

Number of hours: 45

Credits: 0

Assessment: Signature

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

English: Getting to know each other; completing a form. Revision of basic grammar, to be, asking yes- or no questions, personal and possessive pronouns. Talking about jobs and family. Booking a room. Writing an informal e-mail. The Present Simple Tense.. The possessive 's'. Daily routine. Telling the time. Ordering food. Asking wh-questions. Adverbs of frequency. Giving the date, telling the time. Talking about ability. Talking about likes and dislikes, hobbies. Free time activities. Possessive pronouns, object pronouns. The auxiliary 'can'; Verb phrases.

Competences: The students

- will review and expand their knowledge of basic grammatical structures, linguistic functions, and vocabulary.
- will be able to handle basic communication situations both in writing and orally, and take the next step toward mastering professional language.

Teaching methodology:

Classes are conducted in accordance with the traditions of communicative language teaching. The curriculum is covered through seminars as well as through work completed by students independently or in groups. The coverage of the curriculum is supported by modern ICT tools, self-assessment exercises, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Study and Research Methodology**

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

General characteristics of higher education. Types of classes, assignments, exams. Self-awareness regarding learning methods: motivation to learn, learning styles, learning strategies. Learning techniques and methods: reading, studying from textbooks, note-taking. Source-based learning: library and internet use. Exam preparation and taking exams. Short presentations. Shaping study habits: optimal external and internal conditions, time management. Characteristics of academic and business research. The necessity of research. Research directions. Induction and deduction. Knowledge skills and research. The continuity of research. Research and ethics. The research process. Research problems and hypotheses. Research design. Research objectives. Designing research methods, issues of measurement. Task plan, timeline, and budget. Conducting research. Sources of secondary and primary information. Methods of data collection. Data preparation and analysis. The research study. Presenting research results. Specific research studies. Applications of research methodology in project work. The use of artificial intelligence in education and research.

Competences: The students

- will be familiar with learning and research methods, as well as their digital possibilities and approaches;
- will be capable of collaborating with other fields of knowledge and socio-economic subsystems;
- will be receptive to new information, new professional knowledge, and methodologies, and will be open to taking on new tasks and responsibilities that require both independence and collaboration.

Teaching methodology:

The course material is covered through seminars and through work completed by students independently or in groups. The seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Psychology – Economic Psychology**

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Basic concepts of psychology. Interdisciplinary sources and focuses of behavioral economics. Rationality and irrationality. The relationship between values, perception, and behavior. Economic utility vs. pleasure: The foundations of activation theory. Fundamental psychological mechanisms influencing interpersonal behavior. The role of emotions in decision-making. The foundations of behavioral economics. Decision-making under uncertainty: heuristic thinking, social heuristics. Problems of group decision-making, the arduous path to a good decision. Economic-psychological aspects of cooperation and competition: basic concepts of game theory, single-person game theory dilemmas. Everyday trap situations. Present orientation vs. future orientation. Economic-psychological aspects of cooperation and competition.

Competences: The students

- will be receptive to new information, professional knowledge, and methodologies, and is open to taking on new tasks and responsibilities, whether independent or requiring collaboration;
- will strive to develop their knowledge and professional relationships, including through collaboration with colleagues;
- will strive to make self-directed learning a tool for achieving their professional goals.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the instructor's guidance, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Statistics**

Number of hours: 45

Credits: 5

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The role of statistics; the statistical reporting system. Statistical populations, measures of central tendency, and statistical series. Interpretation and types of ratios. The concept and types of measures of central tendency. Positional measures of central tendency. The role of averaging; types of averages; their use in economic practice. Dispersion and its measures. Analysis based on one or more variables. Relationships between variables. Standardization. Time series analysis and forecasting. Value, price, and volume indices. Index series. Sampling procedures in practice. Key properties of sample characteristics. Statistical estimation. Interval estimation, confidence intervals in stratified sampling, sample size. Hypothesis testing. One-sample and two-sample statistical tests, other methods. Calculation of bivariate correlation and regression. Calculation of multivariate correlation and regression. Determination of the linear regression function. Analysis of time series components.

Competences: The students

- will possess a command of basic methods of data collection and mathematical analysis;
- will be able to apply learned theories and methods to identify, organize, and analyze facts and fundamental relationships;
- will be receptive to new information, new professional knowledge, and methodologies, and will be open to taking on new tasks and responsibilities that require both independent work and collaboration;
- will take responsibility for their analyses, conclusions, and decisions.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Finance**

Number of hours: 45

Credits: 5

Assessment: Exam mark

### The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

### Knowledge:

The concept and origins of money. The forms and functions of money. The development of monetary systems. The process of money creation. The relationship between economic policy and fiscal policy. Monetary policy and its tools. The banking system and its institutions. Single-tier banking system, two-tier banking system. The role of the central bank and commercial banks. Banking operations, financial services. Money circulation. General rules of money circulation. Types of payment methods. Domestic payment systems. Fiscal policy, institutions of the fiscal system. Institutional framework of financial supervision. Securities: definition and classification. Participants in the securities market. Investment and ancillary investment services, financial instruments. Institutions providing investment services. The concept and operation of the stock exchange. The development, structure, and institutions of international financial systems. The financial system of the European Union, the EMU, and issues of financial stability. The EU's fiscal system. Financial crises and problems in financial systems.

### Competences: The students

- will possess knowledge of the fundamental, comprehensive concepts, theories, and facts of economics, as well as their national and international contexts, with regard to relevant economic actors, functions, and processes;
- will have mastered the fundamental theories and characteristics of the micro- and macro-levels of economic organization and will possess basic methods of data collection, mathematical, and statistical analysis;
- will be able to follow and interpret global economic and international business processes, changes in economic policy and relevant sector-specific policies and legislation, as well as their impacts, and take these into account in their analyses, recommendations, and decisions. will be capable of collaborating with other fields of knowledge and socio-economic subsystems.

### Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Sociology**

Number of hours: 30

Credits: 3

Assessment: Term mark

### The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

### Knowledge:

The emergence of sociology and its place within academic disciplines. Major trends and schools of thought in sociology. The beginnings of sociology in Hungary its current areas of focus. Basic methodological concepts. Fundamental concepts of social structure and stratification. The historical evolution of the structure of Hungarian society. Inequality, poverty. The Hungarian social system. The role and various forms of social mobility. Channels of mobility. Mobility processes in Hungarian society. Migration. Basic demographic concepts, key demographic groups. The process, stages, and characteristics of socialization. Small social groups, group dynamics, relationship between group and individual. Social roles, role conflicts, methods of conflict resolution. Basic concepts of family sociology. Theories of family development and changes at the turn of the millennium. Culture, norms, values, attitudes. Value systems, value system analyses. The role of schools in preserving and transmitting culture. Deviant behavior. characteristics of deviant behavior in Hungary. Recognizing and addressing deviance. Religion in modern society. Social role of churches and their social teachings. Settlement structure: city and village. Characteristics of the domestic settlement structure. The public sphere. Public sentiment and public opinion. Mass communication. Integrity management; organizational culture and organizational value system change.

### Competences: The students

- will master the fundamental theories and characteristics of the micro-, macro-levels of economic organization and will be proficient in basic methods of data collection, mathematical and statistical analysis;
- will be able to collaborate with other fields of knowledge and socio-economic subsystems;
- will be receptive to new information, new professional knowledge, methodologies, open to taking on new tasks, responsibilities that require independence and collaboration;
- will be receptive to the opinions of others, to sectoral, regional, national, and European values (including social, ecological, and sustainability considerations).

### Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Marketing**

Number of hours: 45

Credits: 5

Assessment: Exam mark

### The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

### Knowledge:

The concept of marketing and the evolution of its role. The marketing mix. Marketing orientation. Legal and ethical considerations in marketing. Understanding consumer behavior. Factors influencing consumer behavior. The purchasing process. Modeling consumer behavior. Protection of consumer interests. Organizational behavior. Characteristics of the organizational market. Factors influencing organizational activities. Models of organizational behavior. The organizational purchasing process. Market segmentation, target group formation, positioning. Marketing research. The process and tools of marketing research. The marketing mix. Product policy. Product definition, levels of utility, the product life cycle, supply, and product policy decisions. Characteristics of service marketing. Pricing policy. Prices and pricing, pricing principles and methods, and pricing in practice. The sales system. Definition, functions, sales channel planning, centralization, decentralization, sales system management, integration, the role of distribution in the sales system. Tools of marketing communication. Advertising, personal selling, sales promotion, public relations activities.

### Competences: The students

- will understand the most important relationships, theories, and conceptual frameworks related to the field of marketing; the concept, principles, tools, and methodology of marketing in both the business and nonprofit sectors; the role of marketing in the operations of a company or institution, as well as its relationship to other organizational processes and functions;
- will understand consumer and buyer behavior processes and the field of consumer protection;
- will demonstrate problem-solving skills and proactive behavior to ensure high-quality work; acts constructively, cooperatively, and proactively in projects and group tasks

### Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

**Subject: Physical Education**

Number of hours: 30

Credits: 0

Assessment: Signature

The aim of the subject:

Learning about, mastering, and putting into practice the principles of a healthy lifestyle.

Knowledge:

The basics of health promotion. The physical and mental aspects of health. Health as a value; disease prevention. Healthy nutrition, leisure activities, mental and physical activity. The role of sports in maintaining and improving health. Health-related tasks (developing endurance and fitness, counteracting orthopedic conditions; independent relaxation exercises). Tasks related to the development of physical culture (developing physical conditioning and coordination skills tailored to individual abilities; developing motor skills to an appropriate level). Key tasks: simple exercises, exercise sequences (neck, torso, arms, legs), skill-building exercises (exercises to improve endurance, strength, stretching and relaxation, speed, agility, and movement coordination).

Competences: The students

- will be familiar with health promotion methods and the principles of a healthy lifestyle;
- will be able to perform basic exercises related to physical activities that improve quality of life and fitness.

Teaching methodology:

Instruction in theoretical knowledge by an instructor, along with exercises designed to stabilize and improve health, physical fitness, and overall well-being.

Compulsory and Recommended Literature: as announced by the teachers.

## **Subject: Business English 1**

Number of hours: 45

Credits: 3

Assessment: Mid-term grade

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

### **Knowledge to be acquired in English:**

#### 1. Labour market.

Skills, knowledge and attitudes needed to do different jobs; job descriptions: activities, responsibilities, duties.

Basic parts of job advertisements. Writing job advertisements. Composing a CV and a covering letter: formal requirements.

Simulation: choosing the most suitable candidate for a vacancy.

#### 2. Commerce

Describing products, highlighting distinct features of products. The most frequent commercial services.

Naming and describing forms of trading and types of retail establishments. (barter transactions, e-commerce, wholesalers and retailers, domestic and multinational chain stores, etc.) Comparing their services and listing their advantages and disadvantages.

Simulation of a sales situation: presenting a product, comparing it with similar products, setting the price, recommending related services, agreeing on payment method. Functional language, phrases and expressions needed to conduct sales negotiations,

Methods and procedures used to analyse commercial activities: analysing data, understanding and describing trends based on different types of charts, graphs, diagrams. Vocabulary used to describe trends.

Presentation: analysing sales trends based on a graph.

#### 3. Knowledge of companies.

Corporate forms and their definition: vocabulary for company description, company history.

Comparison of companies. Requirements for starting a business. Structure of the companies.

Organization chart. Company structure, areas of responsibility, areas of responsibility, responsibilities, superiors and subordinates. Role play: Dealing with conflicts (inappropriate work performance, expressing dissatisfaction, explanation, agreement) Preparation for company presentation, gathering information. Single presentation.

### Competences:

The students

- will possess the basic professional vocabulary of economics in their native language and at least one foreign language.
- will understand and use the typical online and printed literature of the field in Hungarian and foreign languages.
- will be able to communicate in writing, orally and with modern info-communication tools, in a foreign language.

### Teaching methodology:

The curriculum is processed in seminars and on the basis of the student's work done individually or in a group. At the seminars, students solve tasks under the guidance of the instructor, acquire professional linguistic vocabulary, practice adequate foreign language behaviour in various business situations, process case studies, and develop and present proposals for solving problems in different situations. The processing of the curriculum is supported by modern ICT tools, self-assessment tasks, examples and other educational aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.