

COURSE DESCRIPTIONS

Program: BSc in International Business Economics

Subject: Mathematics 2

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:

Combinatorics. Event algebra. The concept of probability, axioms and theorems of probability theory. Classic formula. Sampling. Conditional probability, multiplication rule. The absolute probability theorem, Bayes' theorem. Independence of events. The random variable-discrete type (the distribution of probability, the distribution function, some characteristics of the random variable: expected value, standard deviation). The random variable-continuous type (density function, some characteristics of the random variable: expected value, standard deviation). Notable distributions (discrete): characteristic, hypergeometric, binomial, poisson. Notable distributions (continuous): uniform, exponential. normal and standard normal. Central boundary distribution theorem. Law of large numbers, Chebyshev inequality. Multidimensional distributions. In the case of a two-dimensional random variable, the combined distribution, the boundary distributions, the joint distribution function and its properties, its expected value. Two-dimensional random variable sum expected value, covariance, correlation coefficient, conditional probability distribution. Conditional expected value. Regression function.

Competences: The students

- will possess the basic methods of information gathering and mathematical analysis;
- by applying the theories and methods learned, will be able to 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 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: Economics 2

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 aim of acquiring the professional content of the subject: to contribute to the contents indicated in the professional competencies, with special regard to the acquisition of general macroeconomic knowledge expected by the field, to understand the mechanisms of the main economic processes and to be able to interpret them in an appropriate way in their later work. By doing so, they should be able to understand world economic events and their national economic aspects. The concept, object, methods of analysis of macroeconomics, sectors of the national economy, the measurement, aspects and indicators of macroeconomic performance. The elements of aggregate demand, consumption function, savings function, investment demand, government demand. Commodity market equilibrium, income-expenditure model, the multiplier, the IS curve. The function of money, the demand for money, the money supply, the money market equilibrium, the money market equilibrium and the LM curve, the IS-LM model. The impact of monetary policy, fiscal policy, external shocks on aggregate demand. The basic categories and context of the labour market. The production function and the marginal product of labour, the labour demand curve, the aggregate supply curve, the labour market equilibrium. Macroeconomic balance and stabilization policy. Expansionary fiscal and monetary policy. Macroeconomics is equilibrium and inflation, inflation and the Fisher effect, the quantitative theory of money. Inflation and unemployment, Phillips curve. The open economy, balance of payments and the foreign exchange market, exchange rate systems. The sources, process, equation of economic growth, the stimulation of productivity growth, sustainable development. New directions in economic methodology/economic philosophy.

Competences: The students

- will be familiar with the basic and comprehensive concepts, theories, facts of economics, national economic and international contexts, 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 follow and interpret the global economic and international business processes, the changes in the related policies and legislation relevant to the economic policy and the field, and their effects, and will take these into account in their analyses, proposals and decisions;
- will be receptive to new information, new professional knowledge and methodologies, and 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: Fundamentals of Corporate Economics

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 basic concepts of corporate economics, the target system, stakeholders, organizational frameworks of companies, profit-oriented and non-profit organizations. Establishment, operation and dissolution of companies. Company theories. The environment of companies. The social role of the company. Market and market conditions. The economic role of the state. Characteristics of state-owned enterprises. Alternative economics and responsible business. Globalization and its impact on the activities of companies. The role and functions of competition. Key features of key corporate activities (marketing, innovation, production and service, logistics, human resource management, finance, information and knowledge management). The impact of Industry 4.0 on corporate activity and its elements. Enterprise Resource Planning Systems. The corporate strategy and the process of its implementation.

Competences: The students

- will be familiar with 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 will be 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 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: Business Communication

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:

Communication in personal relationships. The process of communication. Communication as a personal competence. Conflicts in communication. Barriers to communication, physical barriers, semantic barriers. The role of psychological factors in personal communication. Communication during conflicts. Conflict management strategies. It is a competitive, cooperative, compromise, avoidant, adaptable strategy. Communication of cooperation. Communication tools for business cooperation. Team communication. Collaborate and communicate in the team. Communication techniques for problem-solving team meetings. Culture and communication. Planning business communication. Oral forms of business-organizational communication. Preparation for communication. Interviews. Presentations. Meetings, discussions.

Competences: The students

- will know the rules of cooperation in a project, team, or work organization;
- will be able to present a professionally formulated professional proposal and position from a conceptual and theoretical point of view, orally and in writing, in Hungarian and foreign languages, in accordance with the rules of professional communication;
- 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 give lectures and leads debates independently in the work of professional forums within and outside the business organization.

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: Accounting

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:

Entrepreneurship and accounting. The concept, purpose and areas of accounting. The regulation of accounting, The Accounting Act. Types, information content and parts of accounting reports. The concept of the balance sheet, the content of each balance sheet line. The concept and types of the Profit and Loss Account, the categories of results. The content elements of the supplementary annex and the business report. The rules of auditing, disclosure, deposit, and disclosure. The concept and tasks of accounting closure, the issues of inventory and stock-taking, valuation principles and procedures.

Competences: The students

- will be familiar with the basic concepts of accounting, the accounting information system, the parts of the financial statements and the accounting processes supporting them;
- will know the relationships of accounting, will have an overview of the most important theoretical approaches, and will have mastered the basics of an accounting way thinking;
- will be able to cooperate with other fields of knowledge and socio-economic subsystems;
- 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, under general professional supervision, to independently perform and organize the tasks specified in their job description;
- will 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: Management

Number of hours: 30

Credits: 4

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 (planning, leadership, organization, management), contingency theory, the system of environmental factors influencing the operation of organizations. The differences between manager, leader and governor. Management planning function. The basics of a strategy (its interpretation, objectives, planning and process). Problem identification, problem solving and decision-making. Types of decisions. Advantages and disadvantages of group decision-making. Types, advantages and disadvantages of decision-making procedures. Leading groups, groups in the organization, group types, group roles. Leadership control in the organization, types of control. The role and tools of time scheduling in managerial work.

Competences: The students

- will know the rules and ethical norms of cooperation in a project, team, work organization, project management, economic activities, and project designs;
- will be able to organize, manage and control smaller businesses;
- will be receptive to new information, new professional knowledge and methodologies, and 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: General English 2

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:

Vocabulary Development and Grammar Skills: Travelling; Holidays; Sights and sounds of a place; Story-telling; Past simple tense: regular and irregular forms. Writing short reports. Flats, houses, floor-plans. Asking for and giving directions; Writing a postcard. There is/There are; There was/There were; The Present Progressive tense; Present Simple or Present Progressive. Food and drinks; At a restaurant; Predicting the future. Future plans. Countable and uncountable nouns; to be going to...; quantifiers: much, a lot, etc. Comparing and contrasting things, people; checking out of a hotel. Adjectives and adverbs; comparative and superlative forms of adjectives; comparative structures.

Competences: The students

- will recall and strengthen their knowledge of the most basic grammatical structures, the most important functional language elements and vocabulary used in everyday situations;
- the students' openness to foreign languages will increase, and their self-confidence will be strengthened; their language learning strategies will have improved.

Teaching methodology:

Interactive group work with lots of pair and small group speaking opportunities. Simultaneous development of the four skills. Classroom work supported by the exploitation of the possibilities provided by the interactive whiteboard. Doing grammar drills at home.

Compulsory and Recommended Literature: as announced by the teachers.

Subject: Environmental Economics

Number of hours: 45

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:

Interpretation and principles of sustainable development. The relationship between economic growth and environmental quality. Environmental impact. Kuznets curves. Characterization of well-being, well-being indicators. Macroeconomic indicators. Unevenness of income distribution. Measuring human development. UNDP index. Ecological footprint and its calculation. Natural resources. Overuse of public goods. Depleting and renewable resources. Non-extractable natural resources. Monetary assessment of the environment. The economics of environmental pollution. Basic types of pollution. External influences. Optimal size of externalities. Pigou and Coase's theories and environmental policy implications. Reducing pollution. Environmental policy instruments. Earth's atmosphere and climate change. Means of regulating environmental protection. Direct intervention, incentive-based regulation, self-regulation. Environmental regulation in the EU. Environmental risks of businesses. Eco-friendly products.

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 be receptive to the opinions of others towards sectoral, regional, national and European values (including social, social, ecological, sustainability aspects);
- will be receptive to new information, new professional knowledge and methodologies, and 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: The European Union and its Economic Policy

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:

Interpretation and areas of economic policy. Its role and significance in national and international aspects. Basics of integration theory. The EU and the liberal ideology. The development, structure and foundations of the functioning of the European Union. The EU's institutional system. Competences of the European Union. Decision-making and law-making in the EU. EU law. The internal market and the four fundamental freedoms. EU internal policies. The economic policy of the EU, the areas of economic policy. Economic and Monetary Union. Competition policy. Agricultural policy. Transport policy. Regional aid. Employment and social policy. Industrial and enterprise policy. Research and technological development policy. Energy policy. Environmental policy. Consumer policy. The EU's external policies. Enlargement of the European Union. Questions of economic philosophy of globalization and sustainability. Integration challenges and solutions in our days. Crisis management in the EU, opportunities for the emergence of new economic philosophical trends.

Competences:

The students

- will have the knowledge of the basic, comprehensive concepts, theories, facts, national economic and international contexts of economics, in relation to relevant economic actors, functions and processes;
- will follow and interpret the global economic and international business processes, the changes in the related policies and legislation relevant to the economic policy and the field, and their effects, and will take these into account in their analyses, proposals and decisions;
- will be receptive to the opinions of others towards sectoral, regional, national and European values including social, social, ecological, sustainability aspects.

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: Economic History and Economic Philosophy

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:

It is a world-system approach to the history of the economy, a system of connections. The European Development Model and Hungary. Characteristics of the development of the Hungarian economy in different historical periods. The impact of philosophy on the economy. European Development Model and Hungary. The model of organic and subsequent development. The characteristics of the development of the Hungarian economy in the XVI-XX. centuries. The "search for a way" of the Hungarian economy after the 1956 revolution. The Consolidation of the Kádár Regime – Economy and Society in the Socialist Decades. The Impact of Regime Change on the Hungarian Economy. The relationship between economic performance and the structure of the economy. Changes and events after the turn of the millennium.

Competences:

The students

- will have the knowledge of the basic, comprehensive concepts, theories, facts, national economic and international contexts of economics, in relation to relevant economic actors, functions and processes;
- will follow and interpret the global economic and international business processes, the changes in the related policies and legislation relevant to the economic policy and the field, and their effects, and will take these into account in their analyses, proposals and decisions;
- will be receptive to the opinions of others towards sectoral, regional, national and European values including social, social, ecological, sustainability aspects.

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: Corporate Finance

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 basis for investment decisions. Measurement of corporate financial reports and corporate financial performance. Financial reports. Market added value. An overview of the annual report of a large international company. Analysis of financial statements. Liquidity, asset management, debt servicing, profitability, market value ratios. Capital investment and financing decisions and net present value are the rule. Cash flow circles and actors in the macroeconomy. The macroeconomic model of deleveraging. The time value of money. Interest, discounting, annuities. The net present value as a decision criterion. General and specific cases of capital valuation. General principles of evaluation. Valuation of bonds. Valuation of shares. Generalized dividend model. The company's capital needs and ways of raising capital. Planning of capital needs, market opportunities for capital acquisition. Examples of the calculation of the company's capital requirement. The capital-budget principles. The investment problem, investment, operating cash flows. The relationship between risk and return. Investment portfolios. Examination of portfolio risk. Example of risk calculation. The cost of capital. Capital cost calculation using CAPM model. The effect of the funding metastasis.

Competences:

The students

- will have mastered the basic theories and characteristics of the micro and macro levels of organization of the economy, and will be in possession of the basic methods of information collection, mathematics and statistical analysis
- will follow and interpret the global economic and international business processes, the changes in the related policies and legislation relevant to the economic policy and the field, and their effects, and will take these into account in their analyses, proposals and decisions,
- will 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: Business English 2

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:

1. Effective oral and written communication with business partners.
Communication via the phone, making and receiving phone calls, leaving and taking messages. Strategies to bridge communication breakdowns: paraphrasing, politely requesting repeating, etc.
Business correspondence: types of business letters and e-mails (asking for and giving information on products/services/terms of delivery etc. placing and confirming orders, asking for quotation, inviting business partners, accepting and politely declining invitations, placing complaints, responding to complaints etc.) Conventions of business letter/e-mail writing (content, structure and style), professional terms and conventional phrases used. Writing business reports.
Successful presentations: main parts, attention grabbing introductions, effective closings; discourse markers; visual backup, style, handling questions.)
Simulation: handling complaints. (Expressing dissatisfaction politely, making requests and demands, in writing and orally)
Case study: analysing data regarding consumer satisfaction about a product or a service; designing, writing up and presenting an action plan to remedy the situation.
2. Business ethics and etiquette
The relevance of cultural awareness in business communication. Safe topics of small talk, rules of polite behaviour and interaction in different cultures, aspects of body language and their relevance in polite communication. Different patterning of interaction, business negotiations and presentations in different cultures.
Case studies: analysing conflicts stemming from cultural differences. Roleplays: handling cultural clashes in business life.
Hospitality rules in different cultures, customs regarding gift giving, dress codes, time management in different cultures.
Business ethics: basic principles of ethical business conduct; unethical business practices and their consequences.
Case studies: analysing cases of unethical business behaviour. Simulation: how to resolve a business issue without breaking the rules of ethical behaviour.
3. Marketing
The concept of marketing. Marketing mix (4P). The most frequently used ways of influencing customers (advertising, sales, prize draws).
Case studies: typical features of effective marketing campaigns.
Small group project work: designing a marketing campaign and presenting it to the potential customer.

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 communicate in writing, orally and with modern info-communication tools, in a foreign language.

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, 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.