

## Course Descriptions



**WEKERLE INTERNATIONAL UNIVERSITY**

### CORE DATA

<b>Course unit:</b>	<b>Macro-economic Finance</b>		
<b>Course unit code:</b>			<b>Credits:</b> 6
<b>Total number of contact lessons:</b>	lectures	30 lessons	<b>Type of course:</b> mandatory
	practice	30 lessons	
<b>Assessment:</b>	Exam mark		
<b>Aims of subject:</b>	Contribution to the content specified under professional competencies, with particular emphasis on enabling students to understand the impact of macroeconomic financial processes on a company's sustainable development and competitiveness. Students should be able to collect macroeconomic financial information, interpret and analyse it independently, and apply it to corporate-level decision-making.		
<b>Topics:</b>	The global functioning of the financial system. Indicators suitable for measuring national economic performance and the relationships among them. The significance of monetary and fiscal policy for national economic processes and actors. Risks in the financial system and financial stability. The role of capital markets in the real economy and financial stability. The impact of international financial processes on the national economy, financial markets, and businesses.		
<b>Competences</b>			
<b>Knowledge:</b>	The student has mastered the concepts, theories, processes, and characteristics of economics and the micro- and macro-levels of economic organization, and is familiar with key economic facts. Understands the structure and operation of economic organizations, as well as their domestic and international networks of relationships and their informational and motivational factors, with particular regard to the institutional environment. Possesses comprehensive knowledge of the most important interrelationships between the economic system and other subsystems of society.		
<b>Skills:</b>	With relevant knowledge, the student is capable of participating in social and public life in a well-prepared and active manner. They are able to identify and understand social issues and process new developments..		

<b>Attitudes:</b>	The students is open and receptive to new developments in economic theory and practice.
<b>Autonomy:</b>	In areas of significance from an organizational, strategic, and managerial perspective, the candidate independently selects and applies relevant problem-solving methods and performs economic analysis, decision-preparation, and advisory tasks on their own.
<b>Term requirements:</b>	Ongoing mid-semester assessment of work completed in the seminar, including evaluation of individual and group work.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	Written/oral assessment of the theoretical and practical material covered during the semester.
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

**WEKERLE INTERNATIONAL UNIVERSITY**

### CORE DATA

<b>Course unit:</b>	<b>Money and Capital Markets</b>		
<b>Course unit code:</b>			<b>Credits:</b> 3
<b>Total number of contact lessons:</b>	lectures	15 lessons	<b>Type of course:</b> mandatory (Pre-req.: Corporate Finance)
	practice	15 lessons	
<b>Assessment:</b>	Term mark		
<b>Aims of subject:</b>	Contributing to the content specified under professional competencies, with particular emphasis on helping students understand the functioning of money and capital markets, the opportunities offered by the stock market, and the main theoretical and practical issues related to corporate financing. The students understand the operational mechanisms of money and capital markets, are able to interpret and analyse processes with national and global implications, and recognize their impact on businesses. They learn about the characteristics and valuation of portfolios and futures contracts.		
<b>Topics:</b>	The structure of money and capital markets and their role in the economy. Stock market fundamentals. The basics of investment decisions. Measuring portfolio performance. Analysing portfolio performance and risk. Constructing optimal portfolios. Arbitrage transactions and valuation models. Futures contracts and their main characteristics. Analysis of the risks of futures contracts. Currency risk and management options. Managing money and capital market risks in corporate decision-making. IPO, or the opportunities inherent in going public and maintaining a stock market presence.		

<b>Competences</b>	
<b>Knowledge:</b>	The students possess proficiency in identifying, formulating, and solving problems, as well as in gathering and processing information using state-of-the-art, theoretically rigorous mathematical, statistical, econometric, and modelling methods, and are aware of their limitations. They are familiar with the rules and professional and ethical standards of business, economic organizations, and project planning and management.
<b>Skills:</b>	The students are capable, with relevant knowledge, of participating in social and public life in a well-prepared and active manner. They are able to identify and understand social issues and process new developments.  They form their own opinions based on their own analysis and are able to defend them in discussions.
<b>Attitudes:</b>	The students are open-minded and receptive to new developments in economic theory and practice. They are committed to high-quality work. In projects and group assignments, they are decisive, constructive, cooperative, proactive, tolerant, and inclusive.
<b>Autonomy:</b>	The students select and apply relevant problem-solving methods independently in areas of significance from an organizational, strategic, and managerial perspective; they perform economic analysis, decision-preparation, and advisory tasks independently
<b>Term requirements:</b>	Midterm exam; continuous assessment of seminar work throughout the semester; evaluation of individual and group work;  written and oral assessment of theoretical and practical knowledge acquired during the semester.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	---
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

**WEKERLE INTERNATIONAL UNIVERSITY**

### CORE DATA

**Course unit:**

**Sales Management**

**Course unit code:**

**Credits:**

3

**Total number of contact lessons:**

lectures

15 lessons

practice

15 lessons

**Type of course:**

elective  
(one is mandatory out of two)

**Assessment:**

Term mark

**Aims of subject:**

Contribution to the content specified under professional competencies, with particular emphasis on enabling students to understand the sales process and operations within traditional and hybrid sales systems. Students should be able to apply various sales techniques in a targeted manner and evaluate their effectiveness.

**Topics:**

The definition and strategic role of sales management. Personal selling within a multi-channel sales system. Multi-channel (hybrid) sales systems. Implementing a hybrid system. Managing conflicts within a hybrid system. The process, stages, and operations of personal selling, and its practical characteristics (retail sales, in-store and alternative forms, telemarketing, online sales). Sales in an international environment. Planning and performance measurement (determining the size of the sales staff, evaluating sales performance, motivation). The effectiveness of sales methods in practice. Organizational structures in sales management. Addressing ethical and legal issues.

<b>Competences</b>	
Knowledge:	The students understand the factors affecting business operations and the methods used to influence them. They also understand decision-making and decision-support methods. In addition to a high level of proficiency in everyday language, they possess a command of economic terminology and the stylistic and compositional characteristics of economic writing in their native language and at least one foreign language.
Skills:	The students are capable of developing a personal viewpoint based on their own analysis and are able to defend it in a debate.
Attitudes:	The students are committed to high-quality work. In projects and group tasks, they are decisive, constructive, cooperative, proactive, tolerant, and inclusive.
Autonomy:	They take responsibility for their own work, the organization which they lead, their business, and their employees.

<b>Term requirements:</b>	Midterm exam, ongoing assessment of seminar work throughout the semester, evaluation of individual and group work.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	---
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

WEKERLE INTERNATIONAL UNIVERSITY

### CORE DATA

<b>Course unit:</b>	<b>Current Issues in Social Policy</b>		
<b>Course unit code:</b>			<b>Credits:</b> 3
<b>Total number of contact lessons:</b>	lectures	15 lessons	<b>Type of course:</b> elective (one is mandatory out of two)
	practice	15 lessons	
<b>Assessment:</b>	Term mark		
<b>Aims of subject:</b>	Contribution to the content specified under professional competencies, with particular emphasis on ensuring that students understand current professional issues in social policy and their impact on society. Students should be able to realistically assess social policy phenomena, taking into account their complex nature.		
<b>Topics:</b>	The objectives and instruments of social policy, as well as its budgetary resources. Social policy and social spending, the pension system, and social security. Changes and current issues in citizenship and national policy, and the situation of minorities. The political aspects of education policy and public cultural education. The development and current state of family policy, its expected demographic impacts, and health protection. Measures against poverty and the realization of the goals of the welfare society. The interrelationships between sustainability and social policy.		

<b>Competences</b>	
<b>Knowledge:</b>	The students have a comprehensive understanding of the most important relationships between the economic system and other subsystems of society.
<b>Skills:</b>	With relevant knowledge, the students participate in social and public life in a well-prepared and active manner. They are able to identify and understand social issues and process new developments.
<b>Attitudes:</b>	In their interactions with others and when addressing social issues, the students demonstrate a cultured, ethical, and objective mindset; in their work, they take into account broader social, sectoral, regional, national, and European values, including social, ecological, and sustainability considerations. They strive to develop their knowledge and professional networks, and they encourage, assist, and support their colleagues and subordinates in doing the same.
<b>Autonomy:</b>	In areas of significance from an organizational, strategic, and managerial perspective, they independently select and apply relevant problem-solving methods, and independently perform economic analysis, decision-preparation, and advisory tasks. They independently establish, organize, and manage a large-scale business, or a large organization or organizational unit.

<b>Term requirements:</b>	Midterm exam, ongoing midterm assessment of work completed in the seminar, evaluation of individual and group work; written/oral assessment of theoretical and practical knowledge acquired during the semester.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	---
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

**WEKERLE INTERNATIONAL UNIVERSITY**

### CORE DATA

<b>Course unit:</b>	<b>Business Informatics (in the Specialization in Sustainable Competitiveness)</b>		
<b>Course unit code:</b>			<b>Credits:</b> 3
<b>Total number of contact lessons:</b>	lectures	0 lessons	<b>Type of course:</b> mandatory
	practice	30 lessons	
<b>Assessment:</b>	Term mark		
<b>Aims of subject:</b>	Contribution to the content specified under professional competencies, with particular emphasis on helping students understand the relationship between business and information technology. Students should be able to apply information technology to solve business problems, as well as identify and solve problems appropriate to the tools of information technology.		
<b>Topics:</b>	The information processing cycle; application of the CRISP DM industry standard. Identifying business problems, collecting and preparing necessary data, modelling, application, verification, and feedback. Using IBM SPSS Modeller to solve business problems (status analysis, change analysis, forecasting). Estimated risks and expected effectiveness of economic decisions.		

<b>Competences</b>	
Knowledge:	The students possess proficiency in modern, theoretically rigorous mathematical-statistical, econometric, and modelling methods for problem identification, formulation, and resolution, as well as for information gathering and processing, and is aware of their limitations. They are familiar with the rules, professional standards, and ethical norms governing the planning and management of businesses, economic organizations, and projects. They understand the factors affecting economic management and the methods used to influence them. They are also familiar with decision-making and decision-support methods.
Skills:	The student are capable of participating in management processes, projects, and group tasks. As a leader, they can plan, direct, organize, coordinate, and evaluate activities.
Attitudes:	The students are committed to high-quality work. In projects and group tasks, they are decisive, constructive, cooperative, proactive, tolerant, and inclusive.
Autonomy:	The students take responsibility for their own work, the organization which they lead, their business, and their employees.

<b>Term requirements:</b>	Midterm exam, ongoing midterm assessment of work completed in the seminar, evaluation of individual and group work; written/oral assessment of theoretical and practical knowledge acquired during the semester.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	Midterm exam
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

**WEKERLE INTERNATIONAL UNIVERSITY**

**CORE DATA**

<b>Course unit:</b>	<b>Competition Law (in the Specialization in Sustainable Competitiveness)</b>		
<b>Course unit code:</b>			<b>Credits:</b> 3
<b>Total number of contact lessons:</b>	lectures	30 lessons	<b>Type of course:</b> mandatory
	practice	0 lessons	
<b>Assessment:</b>	Exam mark		
<b>Aims of subject:</b>	Contribution to the content specified under professional competencies, with particular emphasis on introducing students to the deeper aspects of competition law. Students should become familiar with the various aspects of competition law and the principles that underpin both domestic and international competition regulations.		
<b>Topics:</b>	The functions of economic competition; economic theories of competition. The layers of competition law. The emergence and spread of the prohibition of unfair competitive practices in Europe. The development of antitrust law; the pioneering nature of U.S. legislation and its impact on Europe. The principles of the prohibition of cartels and their implementation from the first half of the 20th century to the present day. Horizontal and vertical cartels. Exemptions from the prohibition of cartels in Europe and the United States. The abuse of economic dominance and the theoretical significance of merger control. The role, structure, and differences of EU competition law from the laws of member states. The state's role in distorting and restricting competition. Competition law rules applicable to the state. The role of competition authorities and their jurisdiction in domestic and international contexts. The foundations of international competition law cooperation.		

<b>Competences</b>	
Knowledge:	The students understand the factors affecting business management and the methods used to influence them. They also understand decision-making and decision-support methods. They understand the process of European integration and the European Union's policies related to its activities.
Skills:	The students are capable of working effectively in an international, multicultural environment.
Attitudes:	The students take a critical approach to their own work and that of their subordinates, and demonstrate innovative and proactive behaviour in addressing economic challenges.
Autonomy:	They take responsibility for their own work, the organization which they lead, their business, and their employees.

<b>Term requirements:</b>	Ongoing, mid-semester assessment of work completed in the seminar, including evaluation of individual and group work;  written examination on the theoretical and practical material covered during the semester.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	---
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

WEKERLE INTERNATIONAL UNIVERSITY

### CORE DATA

<b>Course unit:</b>	<b>Artificial Intelligence (in the Specialization in Sustainable Competitiveness)</b>		
<b>Course unit code:</b>		<b>Credits:</b>	3
<b>Total number of contact lessons:</b>	lectures	15 lessons	<b>Type of course:</b> mandatory
	practice	15 lessons	
<b>Assessment:</b>	Term mark		
<b>Aims of subject:</b>	Contributing to the content outlined in the professional competencies, with a particular focus on ensuring that students understand the potential future impact of artificial intelligence on the labour market and key job functions. Students should learn how ChatGPT works and its potential applications.		
<b>Topics:</b>	The potential of artificial intelligence and the risks associated with its use (harm, legal issues, jobs). Key areas of application for artificial intelligence: logistics, healthcare, transportation, administration, smart applications (smart home, smart city). The current and future impacts of artificial intelligence.		

<b>Competences</b>	
Knowledge:	The students possess a command of modern, theoretically rigorous mathematical-statistical, econometric, and modelling methods for problem identification, formulation, and solution, as well as for information gathering and processing, and are aware of their limitations. They are familiar with the rules, professional standards, and ethical norms governing the planning and management of businesses, economic organizations, and projects. They have mastered professional and effective written and oral communication, as well as tabular and graphical methods of data presentation, including the possibilities offered by information and communication technology.
Skills:	The students are capable of formulating independent conclusions, original ideas, and solutions; they are capable of applying sophisticated analytical and modelling methods, developing strategies to solve complex problems, and making decisions in a changing domestic and international environment as well as within organizational cultures.
Attitudes:	The students are open and receptive to new developments in economic theory and practice.
Autonomy:	The students elect and apply relevant problem-solving methods independently in areas of significance from an organizational, strategic, and managerial perspective; they perform economic analysis, decision-preparation, and advisory tasks independently.

<b>Term requirements:</b>	Midterm exam, ongoing midterm assessment of work completed in the seminar, evaluation of individual and group work;  written/oral assessment of theoretical and practical knowledge acquired during the semester.
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	---
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	



## Course Descriptions

**WEKERLE INTERNATIONAL UNIVERSITY**

### CORE DATA

<b>Course unit:</b>	<b>Thesis Work 1</b>		
<b>Course unit code:</b>		<b>Credits:</b>	6
<b>Total number of contact lessons:</b>	lectures	0 lessons	<b>Type of course:</b> mandatory
	practice	15 lessons	
<b>Assessment:</b>	Report / Assignment		
<b>Aims of subject:</b>	<p>The students should be able to conduct independent research, exploration, and synthesis on a topic relevant to academia or professional practice; formulate research questions; prepare a research plan; and conduct literature reviews. The students should be able to critically evaluate the literature and market conditions. They should be able to conduct independent research based on a plan they have developed and to document this in writing in accordance with the formal requirements of the thesis—including proper citations. They should professionally evaluate the results achieved and formulate relevant conclusions and recommendations.</p>		
<b>Topics/ Requirements:</b>	<ul style="list-style-type: none"> <li>- selecting a topic relevant to the discipline</li> <li>- formulating academically sound research questions</li> <li>- developing a research plan</li> <li>- reviewing domestic and international literature</li> </ul>		

<b>Competences</b>	
Knowledge:	The students possess a command of modern, theoretically rigorous mathematical-statistical, econometric, and modelling methods for problem identification, formulation, and solution, as well as for information gathering and processing, and is aware of their limitations. They are familiar with the rules, professional standards, and ethical norms governing the planning and management of businesses, economic organizations, and projects. They have mastered professional and effective written and oral communication, as well as tabular and graphical methods of data presentation, including the possibilities offered by information and communication technology.
Skills:	The students are capable of formulating independent new conclusions, original ideas and solutions, are able to apply accurate analysis and modelling methods, to develop strategies aimed at solving complex problems, to make decisions, in a changing domestic and international environment and organisational culture.
Attitudes:	The students are open and receptive to new achievements in economics and business practice.
Autonomy:	The students can represent their professional opinion independently in explained decision-making situations. They take responsibility for the environmental and social impacts of new, complex decision-making situations

<b>Term requirements:</b>	submitting an assignment for grading by the tutor
<b>Credit approval criteria</b>	
<b>Attendance:</b>	Regular attendance is required. Allowed absence rate: 20%
<b>Type of exam:</b>	---
<b>Compulsory readings:</b> as announced by the teacher	
<b>Recommended readings:</b> as announced by the teacher	