

**Course Descriptions
of the Master's Degree Programme
in Business Administration and Management**



4th semester subjects

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:

Business Planning and Risk Management

Course unit code:

Credits:

6

Total number of contact lessons:

lectures

30 lessons

practice

30 lessons

Type of course:

mandatory

Assessment:

Exam mark

Aims of subject:

To contribute to the professional competences specified, with particular emphasis on enabling students to recognise the importance of enterprise-level business planning, understand the essence and tasks of planning, and the information base of business planning. Students should acquire knowledge of the interrelationships and methods of business planning. They should be able to recognise the practical applications of business plans and apply their knowledge in preparing or contributing to the business plan of their own enterprise/workplace. Students should also acquire methods related to managing risks arising in the macro- and micro-environment of enterprises.

Topics:

Purpose of preparing a business plan. Determining the information requirements of a business plan, data collection and analysis. Main chapters and content characteristics of a business plan. Investment (technical-economic) decisions and corporate financing decisions. The role of risk in business planning. Types of risk. Risk management methods and built-in control processes. Internal control activities as a tool for reducing risks.

Competences	
Knowledge:	The student possesses modern, theoretically grounded mathematical-statistical and modelling methods for problem recognition, formulation and solution, as well as information collection and processing, and is aware of their limitations; knows the rules, professional and ethical standards of planning and managing enterprises, organisations and projects.
Skills:	The student is capable of formulating independent conclusions, original ideas and solutions; applying sophisticated analytical and modelling methods; developing strategies for solving complex problems; and making decisions in changing domestic and international environments and organisational cultures.
Attitudes:	The students critically evaluates their own work and behaviour as well as that of subordinates, and demonstrates innovative and proactive behaviour in addressing economic problems; considers correcting errors and developing colleagues as a duty, and supports the professional development of subordinates.
Autonomy:	Takes responsibility for their own work, the organisation or enterprise they manage, and their employees.
Term requirements:	Continuous assessment of seminar work, including individual and group work (evaluation of a business plan).
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	Oral assessment of theoretical and practical knowledge, including evaluation of a business plan.
Compulsory readings: as announced by the teacher	
Recommended readings: as announced by the teacher	



Course Descriptions

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	The Business Environment of the Future (in the Specialization in Sustainable Competitiveness)		
Course unit code:			Credits: 3
Total number of contact lessons:	lectures	0 lessons	Type of course: mandatory
	practice	30 lessons	
Assessment:	Term mark		
Aims of subject:	<p>Students should be able to conduct independent research, exploratory and synthesis work on scientific or practice-relevant topics, formulate research questions, prepare research plans, and carry out literature reviews. They should be able to critically evaluate literature and market situations, conduct independent research based on their plan, and present it in accordance with thesis requirements, including proper referencing. They should evaluate results professionally and formulate relevant conclusions and recommendations.</p>		
Topics:	<ul style="list-style-type: none"> • The thesis should include both secondary and primary research appropriate to the chosen topic. • Data processing should take place using relevant mathematical-statistical methods. • Results should have practical applicability. 		

Competences	
Knowledge:	<p>The student:</p> <ul style="list-style-type: none"> • has acquired the concepts, theories, processes and characteristics of economics at micro and macro levels and understands key economic facts. • understands the structure, operation and international relations of organisations, including institutional environments. • knows the European integration process and relevant EU policies.
Skills:	<p>The student is capable of</p> <ul style="list-style-type: none"> • participating actively and competently in public and social life. • recognising and understanding social problems and new phenomena. • working effectively in international and multicultural environments.
Attitudes:	The student demonstrates a cultured, ethical and objective intellectual attitude, considering broader social, sectoral, regional, national and European values, including sustainability aspects.
Autonomy:	The student represents professional opinions independently and takes responsibility for decisions in new and complex situations, including their social and environmental impacts.
Term requirements:	<p>continuous, mid-semester evaluation of the work done in the seminar, individual and group work evaluation;</p> <p>written/oral assessment of the semester's theoretical and practical knowledge.</p>
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	---
Compulsory readings: as announced by the teacher	
Recommended readings: as announced by the teacher	

Course Descriptions



WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Market and Competition Analysis (in the Specialization in Sustainable Competitiveness)		
Course unit code:		Credits:	3
Total number of contact lessons:	lectures	0 lessons	Type of course: mandatory
	practice	30 lessons	
Assessment:	Term mark		
Aims of subject:	To contribute to the professional competences specified, with particular emphasis on enabling students to understand, as part of strategic planning, the methods of target market analysis in a systematic way and the possibilities for their application. Students should be able to select and apply appropriate methods for identifying competitors and to carry out methodologically sound evaluations of competitors' activities.		
Topics:	Structure of the business operating environment. General characteristics of the target market (market size, changes, participants). Interpretation of industries and similarities in structural industry analysis. Industry analysis based on Porter's Five Forces, including methods and techniques for examining each factor. Evaluation of the company's market position using indicators. Identification of opportunities and threats. Levels of competition and changes in competitive intensity. Hyper competition. Grouping of competitors (bivariate and multivariate methods, cluster analysis). Demand- and supply-oriented methods for identifying direct competitors (strategic group analysis, competitive positioning analysis, substitution analysis, purchase timing analysis, brand switching analysis, forced-choice method, perceptual mapping). Analysis of the behaviour of key competitors, including methods and areas of analysis. Competitive Intelligence Systems. Identification of competitors' strengths and weaknesses. Forecasting competitors' future actions. Development of market and competition analysis methods through online marketing tools.		
Competences			
Knowledge:	The students are familiar with the factors influencing business operations and the methods used to influence them. They are also familiar with decision-making and decision-support methods.		

Skills:	The student is capable of forming an individual standpoint based on their own analysis and defending it in discussion.
Attitudes:	The student is open and receptive to new developments in economic science and practice.
Autonomy:	Represents their professional opinion independently in known decision-making situations and takes responsibility in new, complex situations also for their environmental and social impacts.
Term requirements:	Continuous assessment of seminar work, including evaluation of individual and group work; Written/oral assessment of the theoretical and practical knowledge acquired during the semester.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	---
Compulsory readings: as announced by the teacher	
Recommended readings: as announced by the teacher	

Course Descriptions



WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Data-Driven Marketing (in the Specialization in Sustainable Competitiveness)		
Course unit code:		Credits:	3
Total number of contact lessons:	lectures	0 lessons	Type of course: mandatory
	practice	30 lessons	
Assessment:	Term mark		
Aims of subject:	To contribute to the specified professional competences, with particular emphasis on enabling students to gain proficiency in applying secondary and primary data collection and analysis methods supporting marketing activities. A key objective of the course is to develop a mindset necessary for the effective use of the classical research sequence (secondary – primary/qualitative – primary/quantitative) and for the logical integration of individual data collection and analysis steps. Upon successful completion, students will be able to manage exploratory and descriptive research in a methodologically sound manner, plan the two phases of empirical research in a coordinated way, and analyse marketing databases supporting descriptive research.		
Topics:	Marketing research design; structure and analytical possibilities of secondary research; use of secondary research results in planning primary research; methodological and conceptual differences between qualitative and quantitative data collection procedures; differences between qualitative and quantitative research plans. Key qualitative data collection methods (research interviews, focus groups, observation), qualitative sampling, and logic and system of qualitative data analysis. Key quantitative data collection methods (descriptive and causal research), questionnaire design, surveying, quantitative sampling, quantitative data analysis strategies, statistical software support for analysing questionnaire-based databases, and the use of SPSS for large-sample empirical datasets.		
Competences			
Knowledge:	The student has possesses modern, theoretically grounded mathematical-statistical, econometric and modelling methods for problem identification, formulation and solution, as well as information collection and processing, and understands their limitations. They are familiar with the		

	rules, professional and ethical standards of planning and managing enterprises, organisations and projects.
Skills:	The student is capable of formulating independent conclusions, original ideas and solutions; applying advanced analytical and modelling methods; developing strategies for solving complex problems; and making decisions in changing domestic and international environments and organisational cultures.
Attitudes:	The student is committed to high-quality work. In project and group tasks, demonstrates a decisive, constructive, cooperative, proactive, tolerant and receptive attitude.
Autonomy:	The student takes responsibility for their own work, the organisation or enterprise they manage, and their employees.
Term requirements:	Continuous assessment of seminar work, including evaluation of individual work; Written/oral assessment of the theoretical and practical knowledge acquired during the semester.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	---
Compulsory readings: as announced by the teacher	
Recommended readings: as announced by the teacher	



WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Thesis Work 2		
Course unit code:		Credits:	9
Total number of contact lessons:	lectures	0 lessons	Type of course: mandatory
	practice	30 lessons	
Assessment:	Report / Assignment		
Aims of subject:	To enable students to carry out independent research, exploratory and synthesis work on scientific or practice-relevant topics, formulate research questions, prepare a research plan, and conduct a literature review. Students should be able to critically evaluate the literature and market situations, conduct independent research based on their plan, and present it in accordance with the formal requirements of a thesis, including proper referencing. They should be able to evaluate their results professionally and formulate relevant conclusions and recommendations.		
Topics/ Requirements:	<ul style="list-style-type: none"> - Selection of a topic relevant to the discipline; - Formulation of professionally sound research questions; - Preparation of a research plan; - Review of domestic and international literature. 		

Competences	
Knowledge:	The student has possesses modern, theoretically grounded mathematical-statistical, econometric and modelling methods for problem identification, formulation and solution, as well as information collection and processing, and understands their limitations. They are familiar with the rules, professional and ethical standards of planning and managing enterprises, organisations and projects. They have mastered professional and effective written and oral communication, as well as tabular and graphical presentation of data, including the use of information and communication technologies.
Skills:	The student is capable of formulating independent conclusions, original ideas and solutions; applying advanced analytical and modelling methods; developing strategies for solving complex problems; and making decisions in changing domestic and international environments and organisational cultures.
Attitudes:	The student is open and receptive to new developments in economic science and practice.
Autonomy:	The student represents their professional opinion independently in known decision-making situations and takes responsibility in new, complex situations also for their environmental and social impacts.
Term requirements:	submitting an assignment for grading by the tutor
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	---
Compulsory readings: as announced by the teacher	
Recommended readings: as announced by the teacher	