

2024-2025

COURSE DESCRIPTIONS

Program: BSc in Business Administration and Management

Subject: Accounting

Number of hours: 45

Credits: 5

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:

Entrepreneurship and accounting. The concept, purpose and areas of accounting. The regulation of accounting, the Accounting Act. The resources of the business. Tools and resources. Economic events and their recording. General ledger accounts. The practice of accounting. Invoice series and time series settlement. Accounting documents. The process and control of settlement. Chart of accounts. Reporting and bookkeeping obligations. Types of report. Parts of the report. The concept, types, main characteristics of the scale. Assets and liabilities on the balance sheet. General rules for the valuation of balance sheet items. Depreciation and impairment of assets. The concept, types, content and main characteristics of the profit and loss account. Disclosure of accounting information. Business report. The accounting policy.

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, mathematical 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;
- will strive to develop their knowledge and working relationships, and to cooperate with their colleagues in this;
- will strive to make their self-education one of the tools for achieving their professional goals;
- 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: Fundamentals of Corporate Economics

Number of hours: 45

Credits: 6

Assessment: Exam

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 business economics, the target system, stakeholders and organizational framework of companies. Establishment, operation and dissolution of companies. Company theories. The environment of companies. The place of corporations in the social system. 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. The most important characteristics of 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. The corporate strategy. Levels of strategy. The process of strategic management. Types and characteristics of the strategy.

Competences:

The students

- will have the 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 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: 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:

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. A prisoner's dilemma in business. 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. Meeting types. Meeting roles. The process and afterlife of the meeting. Written communication in business. Documents of communication.

Competences:

The students

- will know the rules of cooperation in a project, team, and work organization;
- will be able to present a professional proposal and position professionally formulated 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 lead debates independently. They will participate independently and responsibly 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: Consumer Behaviour

Number of hours: 15

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:

The categories of purchase, the basic model of customer behaviour, the effect of personal and impersonal environmental stimuli, the determining elements of customer habits, the role of the conditions of purchase, the system, grouping and types of trends influencing customer behaviour. Product- and service-specific characteristics of purchasing behaviour. The effects of the development of online commerce on purchasing behaviour. Shopping behaviour trends.

Competences:

The students

- will, after acquiring the necessary knowledge, become able to understand the basic elements of the system that frames the customer behaviour;
- will also be able to recognize the trends determining the influencing factors, and to support the related marketing activities in a business environment.

Teaching methodology:

seminar, individual work.

Compulsory and Recommended Literature: as announced by the teachers.

Subject: Economics 1

Number of hours: 45

Credits: 6

Assessment: Exam

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. The consumer choice. Indifference curves, rate of substitution and marginal rate. The utility function and 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 the 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 and the producer surplus. Competitive market equilibrium, momentary, short-term and long-term market equilibrium. Imperfect market competition and monopoly. Main market forms. Profit maximization. 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: Finance

Number of hours: 45

Credits: 6

Assessment: Exam

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 development of money. Forms and functions of money. The development of monetary systems. The process of money creation. The relationship between economic policy and financial policy. Monetary policy and its toolkit. Banking system and its institutions. One-tier banking system, two-tier banking system. The role of the central bank and commercial banks. Banking operations, financial services. Cash flow. General rules of payment flow. Types of payment methods. Domestic payment systems. Fiscal policy, the institutions of the fiscal system. Institutional system of financial control. Securities, concept, grouping. Securities market participants. Investment and ancillary investment services, financial instruments. Institutions providing investment services. The concept and operation of the stock exchange. Development, structure and institutions of international financial systems The financial system of the European Union, EMU and financial stability issues. The EU's fiscal system. Financial crises and problems in the financial systems.

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 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 able to cooperate with other fields of knowledge and socio-economic subsystems.

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 1

Number of hours: 45

Credits: 0 (zero)

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:

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

Competences:

At the end of the course, the student will review and expand basic grammatical structures, linguistic functional elements and vocabulary. Possessing these, they will be able to handle basic communication situations in writing and orally, and move forward towards learning professional language.

Teaching methodology:

The classes are based on the traditions of communicative language teaching. The curriculum is processed in seminars and on the basis of the student's work done individually or in a group. The processing of the curriculum is supported by modern ICT tools, self-monitoring tasks 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: Exam

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 program, file operations, general functions. Operations with rows, columns, worksheets. Data entry options. Formatting options within the cell. Change the size of fields, cell merge, line break types. Hide rows, columns, worksheets. Sparklines. Document options. Formulas and functions. Input methods. More commonly used functions. Converting functions and formulas into values. Error messages, error analysis. Other actions: Capture a pane; Naming cells and cell areas. Sort data; search and exchange; operations with tables. Manage objects and graphics. Use of text boxes and symbols. Graphs and charts. Chart types. Creating graphs and diagrams. Modify charts: move; resizing; formatting data series; Change chart type; Changing source data. Create a slide show in Power Point. Inserting and formatting texts, tables, text boxes, graphic elements (images, lines, diagrams). Modify a slide layout afterwards. Set slide attributes (themes, background, header, footer). Switching between slides, animation, links. Projection settings. Print options for a slide series.

Competences:

The students

- will be is 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, 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: International Economics

Number of hours: 30

Credits: 5

Assessment: Exam

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 subject of international economics. Differences between closed and open economies. The principle of the international division of labour. Labour productivity and comparative advantage. The Ricardian model. Multilateral trade cooperation (EU, ASEAN, NAFTA, MERCOSUR). Economies of scale, international factor movements (goods, services, capital, labour). Commercial policy instruments. Universal and regional development financial institutions. They are the defining characteristics of the money and capital markets. Money, interest rate, currency, foreign currency, exchange rate. It is the supranational development financial institution of European integration. Activities of the European Investment Bank. Economic policy and coordination at national level in the European Union. National development banks in the service of economic and development policy. Presentation of the national institutional system facilitating the export/import activities of the individual national economies.

Competences:

The students

- will have the 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 follow and interpret the global 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: Law

Number of hours: 30

Credits: 3

Assessment: Exam

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. The application of the law. The division of the legal system. The structure of the Civil Code, the subjects of civil law. The concept and principles of civil law. A person as a legal entity. Legal entities of legal persons. General rules of contracts. The general rule of civil liability. Legal regulation of the economy. The functions of law in economic relations, the main areas of legal regulation in economic life. The subjects of economic law, the characteristics and forms of their relations. Types of contracts in business law. Decisions of authorities and local governments influencing the activities of economic entities. The law, establishment, organisational forms, management and responsibility, control, minority rights of business associations. Consumer protection and competition law. Termination of business associations; (with and without a legal successor) liquidation, voluntary liquidation, bankruptcy proceedings. Sole proprietorship law. The role of courts in economic law, with special regard to the courts of registration. Unfair market conduct. Basic provisions of labour law. Economic criminal law. Intellectual Property Law.

Competences:

The students

- will be familiar with the processes, legal and ethical requirements of sales and business activities.
- will be able to 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 his/her analyses, proposals and decisions.
- will strives to make balanced decisions in situations requiring a complex approach and in unexpected decision-making situations, taking full account of the law and ethical norms.
- will assume responsibility for complying with professional, legal and ethical norms and rules related to his/her work and conduct.

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: Study and Research Methodology

Number of hours: 30

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:

General characteristics of higher education training. Lesson types, reports, exams. Self-knowledge in learning methodology: learning motivation, learning style, learning strategies. Learning techniques, methods: reading, learning from textbooks, taking notes. Resource-based learning: library and internet use. Preparing for exams, passing exams. Short lectures, presentations. Shaping learning habits: optimal external and internal conditions, time management. Specifics of scientific research and business research. The necessity of research. Research directions. Induction and deduction. Knowledge skills and research. Continuity of research. Research and ethics. The process of research. Research problems and hypotheses. Planning the research. Research purpose. Design of research methods, problems of measurement. Task plan, time plan and cost plan. Conduct of the research. Sources of secondary and primary information. How we collect data. Prepare and analyse the data. The research study. Presentation of the research results. Specific research studies. Applications and possibilities of research methodology in project work.

Competences:

The students

- will be familiar with learning and research methods, their digital opportunities and methods.
- 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 are open to taking on new, independent and cooperative tasks and responsibilities.

Teaching methodology:

The curriculum is processed in seminars and on the basis of the student's work done 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.

Subject: Management

Number of hours: 30

Credits: 4

Assessment: Exam

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 management. Historical introduction. Manager and organization. The place and role of the leader in the organization. Characteristics and resources of managerial work. Leadership skills, leadership roles and activities. The life cycles and functions of the organization, the reasons and challenges of organizational development. The organization and its environment. The concept of organizational culture, its forms and types. The concept, typification and management of conflicts. Problem-solving, decision-making. Types of decisions. Advantages and disadvantages of group decision-making. Types, advantages and disadvantages of decision-making procedures. Leadership Tasks. Planning, management, motivation, communication, control. Leadership in different organizations (especially in functional and matrix organizations). The role of lean management in the activities of businesses. The principles of lean management and their application in corporate practice.

Competences:

The students

- will know the rules and ethical norms of cooperation in a project, team, work organization, project management;
- will be able to plan and organize economic activities, projects, manages and control a small business or an economic organization;
- 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: Marketing

Number of hours: 45

Credits: 6

Assessment: Exam

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, the change of its role. The marketing mix. Marketing orientation. Legal and ethical considerations in marketing. Interpretation of consumer behaviour. Factors influencing consumer behaviour. Your purchase process. Modelling consumer behaviour. Protecting consumer interests. Market segmentation, target group formation, positioning. Organizational behaviour. Specifics of the organizational market. Factors influencing the activities of organizations. A model of organizational behaviour. Organizational Buying Process. The product policy. The interpretation of the product, its utility levels, the market life curve of the product, supply, product policy decisions. Specifics of service marketing. The pricing policy. Prices and pricing, pricing methods, pricing in practice. The sales system. Interpretation, functions, sales route planning, centralization, decentralization, sales system management, integration, the role of commerce in the sales system. Tools for marketing communication. Advertising, personal sales, purchase promotion, PR activities. Specifics of international marketing.

Competences:

The students

- will be familiar with the most important connections and theories related to the field of marketing and the system of concepts that build them;
- will be familiar with the concepts, notions, toolkit and methodology of marketing in the business and non-profit spheres. They will know the role of marketing in the operation of the company or the institution, and the relationship of marketing with other processes and functions of the organization;
- will be familiar with the process of consumer and customer behaviour, and the field of consumer protection;
- will be problem-sensitive, proactive, constructive, cooperative and proactive in projects or group assignments in order to achieve quality work.

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: Mathematics 1

Number of hours: 45

Credits: 6

Assessment: Exam

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: Physical Education

Number of hours: 30

Credits: 0 (zero)

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 and competences:

Basic physiological knowledge. Basic knowledge of prevention and rehabilitation. Independent practical application basics. To learn and apply the methods and techniques leading to the achievement of optimal health and physical condition. To learn about the importance and necessity of prevention and rehabilitation and to apply it in practice.

Teaching methodology:

Theoretical knowledge transfer by the instructor; exercises that stabilize and develop health, physical fitness and condition.

Subject: Psychology and Economic Psychology

Number of hours: 30

Credits: 3

Assessment: Exam

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 economic psychology. Rationality and irrationality. The relationship between values, perception and behaviour. Economic utility vs. pleasure: The basics of activation theory. Basic psychological mechanisms of influencing interpersonal behaviour. The role of emotions in decision-making. Fundamentals of behavioural economics. Decision-making in case of uncertainty: heuristic thinking, social heuristics. The problems of group decision, the arduous way to make a good decision. The economic psychological aspects of cooperation and competition: basic concepts of game theory, one-man game theory dilemmas. Everyday trap situations. Present orientation vs. future orientation. Economic psychological aspects of cooperation and competition.

Competences:

The students

- will be are receptive to new information, new professional knowledge and methodologies, and will be open to taking on new, independent and cooperative tasks and responsibilities;
- will strive to develop their knowledge and working relationships, and to cooperate with their colleagues on this;
- will be able to make self-education one of the tools for achieving their professional goals.

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: Sociology

Number of hours: 30

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:

The development of sociology and its place in the system of sciences. The main directions and schools of development of sociology. The beginnings of Hungarian sociology and its current focus of research. Basic methodological knowledge. Basic concepts of social structure and stratification. The historical development of the structure of Hungarian society. Inequality, poverty. The Hungarian social system. The role of social mobility, its various forms. Mobility channels. Mobility processes in Hungarian society. Migration. Basic demographic concepts, key demographic groups. The process, stages and characteristics of socialization. Social small groups, group dynamics, the relationship between the group and the individual. Social roles, role conflicts, conflict resolution methods. 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 investigations. The role of the school in preserving and transmitting culture. Interpretation of deviant behaviour. Characteristics of deviant behaviours in Hungary. Recognizing and managing deviance. Religion in modern society. The social role and social teachings of the churches. Settlement structure: city and village. Characteristics of the Hungarian settlement structure. The social publicity. Public mood and public opinion. Mass communication. Integrity Management; change in organizational culture and organizational values.

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 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 are open to taking on new, independent and cooperative tasks and responsibilities.
- will be responsive to the opinions of others towards sectoral, regional, national and European values (including social, social, ecological, sustainability aspects).

Teaching methodology:

The curriculum is processed on the basis of lectures, seminars, and the work done by the student 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.

Subject: Statistics

Number of hours: 30

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:

The role of statistics at macro and micro levels. System of statistical data supply. Statistical population, criteria.. Statistical series. Interpretation and types of ratios. Concept and types of mean values. Positional means. The role of averaging, types of averages. The dispersion and its indicators. Analysis by single and multiple criteria. Relationships between criteria. Standardization. Analysis of time series, forecasting. Value, price, volume index. Index rows. Sampling. Random sampling procedures. They are not random sampling procedures. The most important properties of the pattern characteristics. Statistical estimation. Interval estimation, confidence interval in stratified sampling, number of elements in the sample. Hypothesis testing. Single-sample and two-sample statistical tests, other methods. Two-variable correlation and regression calculation. Multivariate correlation and regression calculation. Definition of a linear regression function. Multivariate correlation calculation. Examine the components of time series.

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, by applying the theories and methods learned, explore, systematize and analyse facts and basic relationships, formulate independent conclusions and critical remarks, and prepare proposals for decision-making;
- 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.

