

2024-2025

COURSE DESCRIPTIONS

Program: BSc in Business Administration and Management

Subject: Financial Management of Budgetary Institutions

Number of hours: 30

Credits: 4

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 system of public finances, its various subsystems, budgetary organs. The peculiarities of the municipal budget. Revenues and expenditures of the municipal budget. Budget planning, changes in budget appropriations. Budget implementation; Preparation of final accounts. The relationship between budgetary organs and the municipal budget. Principles of public finance management; Financial management; Asset management. Theoretical Foundations of Local Government Finances. The characteristics of the Hungarian system of self-government and local government management. Municipal financing. The money and capital market relations of local governments. Tools for the analysis of local government management. The audit of public finances, the control system of local governments.

Competences:

The students

- will, by applying the theories and methods learned, explore, systematize and analyse facts and fundamental connections, formulate independent conclusions and critical remarks, prepare decision-making proposals, and make decisions in routine and partly unknown domestic and international environments;
- 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 cooperate with representatives of other disciplines.

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: 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.

Subject: Mathematics 2

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 probability, axioms and theorems of probability theory, classical formula. Sampling. Conditional probability, multiplication rule. The absolute probability theorem, Bayes' theorem. Independence of events. Discrete and continuous random variables. Notable distributions. Central boundary distribution theorem. Chebyshev is inequality, the law of large numbers. Multidimensional distributions. Two-dimensional random variable and its expected value, covariance, correlation coefficient, conditional probability distribution. Regression function. Economic applications.

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: 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, object and methods of analysis of macroeconomics. Sectors of the national economy. Measurement of macroeconomic performance and flow of income. Aspects of measuring macroeconomic performance and the system of indicators. Elements of aggregate demand. Consumption function, saving function. Investment demand. Government demand. Commodity market equilibrium. Income expenditure model. The multiplier. IS curved. The functions of money. The demand for money. The money supply. The balance of the financial markets. The financial market equilibrium and the LM curve. The IS-LM model. The aggregate demand curve. The impact of monetary policy, fiscal policy, external shocks on aggregate demand. The basic categories of the labour market. Unemployment. The supply of work. It is a production function and a marginal product of labour. The labour demand curve. Aggregate supply curve. Labour market equilibrium. Macroeconomic equilibrium and stabilization policy. Expansionary fiscal policy. Expansionary 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. The sources, the process, the equation of economic growth. Encouraging productivity growth. Sustainable development. New directions in economic methodology/economic philosophy.

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 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: Controlling

Number of hours: 30

Credits: 4

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:

Basic categories of controlling. The relationship between controlling and management functions, the place of controlling in the organization. Conditions of controlling. Methods of controlling, strategic and operational controlling. The basics of financial controlling. Cost analysis and planning. Efficient cost management. Application of controlling methods in practice

Competences:

The students

- will, by applying the theories and methods learned, explore, systematize and analyse facts and fundamental connections, formulate independent conclusions and critical remarks, prepare decision-making proposals, and make decisions in routine and partly unknown domestic and international environments;
- will take responsibility for their analyses, conclusions 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.
- will strive to develop their knowledge and working relationships, and to cooperate with their colleagues in this field.

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: Corporate 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 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 is in possession of the basic methods of information collection, mathematics and statistical analysis;
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- 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 takes 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: Corporate Social Responsibility in the 21st Century

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 development of a responsible company approach. Principles of social responsibility. Stakeholders in the company's operations and their involvement. Motivations and tools for responsible corporate operation. Organizational solutions. CSR programs and initiatives. CSR as risk management and CSR as communication. CSR reports and reports. Highlighted topics of corporate social responsibility are: human rights, environment, fair operation, consumer issues, community involvement, labour issues. Processes of social responsibility. Operational tools of responsible corporate governance: environmental management tools, corporate responsibility tools, sponsorship. A strategic approach to CSR. CSR in practice.

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 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;
- 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 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: Credit Transactions and Risk Management

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:

Types and contents of loan and credit transactions. The role of loans and credit transactions in the financing of business activities. Conditions for the use of loans and credits. Personal and material safeguards. Types of bank guarantees (offer, payment, performance, good performance bank guarantees). The process of factoring and revenue assignment. Case studies.

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 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;
- will be able to organize, direct and control economic activities according to their qualifications in a business organization or in an economic position.

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: Business Data Mining

Number of hours: 30

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:

Theoretical categories of data mining. Data exploration and preparation. Downloadable data. Statistical and data mining software. Overview of data mining methods. Factor analysis, neural networks, cluster analysis, association analysis. Classification and prediction models. Text mining and web mining. web usage mining, user tracking options, Google Analytics. Economic application of data mining methods, use of results in the preparation of corporate decisions. Case studies

Competences:

The students

- 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 know and understand the principles and methods of the management, organization and operation of management processes, the methodology of the analysis of management processes, and the methodological foundations of decision preparation and decision support;
- will be able to cooperate with representatives of other disciplines.

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: Decision Making Theory and Methodology

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. Basic decision-making situations. Theoretical framework of problem solving. Characterization of the problem, the process and characterization of problem solving. The role of uncertainty, complexity, and the time factor in scientific problem-solving, problem-solving, and decision-making.

Decision Theory Approaches, Trends. Models of individual and organizational decision-making. Theoretical frameworks of limited rationality. The manifestation of limited rationality, well- and poorly structured decision-making situations, the limitations of human information processing, the peculiarities of strategic decisions. Characteristics of creative decision-making. Frameworks for the characterization of group decision-making. Group formation, theories of group behaviour, group norms and conformity, group structure, group communication, techniques. The framework of the relationship between culture and decision theory. The impact of culture on decision-making, the cultural characteristics of decision-making sub-processes. Methodological framework of decision theory. Normative and descriptive organizing models are the theory of multi-criteria decision-making methods.

Competences:

The students

- will, by applying the theories and methods learned, explore, systematize and analyse facts and fundamental connections, formulate independent conclusions and critical remarks, prepare decision-making proposals, and make decisions in familiar and partly unknown domestic and international environments;
- will apply the techniques of solving economic problems, taking into account the conditions and limitations of their application;
- will be able to determine the complex consequences of economic processes and organizational events.

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: Environmental Economics

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:

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 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: The European Union and its Economic Policy

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:

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: Financial Case Studies

Number of hours: 30

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:

The role and significance of financial analysis. Key metrics used in company practice. Practical interpretation of each indicator. Processing of financial case studies.

Competences:

The students

- 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;
- will be able to participate in a project or group task solving, and, after gaining practical knowledge and experience, to lead, organize, evaluate and control the activities as a leader.

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: Economic History and Economic Philosophy

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:

It is a global 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: Human Resource Management

Number of hours: 45

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:

The role of human resources in the activities of organizations. Human resource management areas. The importance of human resource management, change of approach. Factors influencing the conduct of business. Procurement of human resources, priority tasks. Optimal use of resources. Planning and methods of job analysis and evaluation. Methods of analysis and planning of human resource management. Performance evaluation. The role of motivation in activity, motivation theories. Priority areas of organizational culture, leadership styles. System of labour relations. The importance of collective bargaining. Labour disputes. The role of workers' councils and their operation.

Competences:

The students

- will accept and acknowledge the importance of career planning;
- will strive for lifelong learning both in and outside the world of work;
- will be able to independently lead, organize and manage an organizational unit, a working group, a business of their own or a smaller business organization, taking responsibility for the organization and the employees.

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: Insurance Transactions

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:

The evolution of risk communities, and the necessary and sufficient conditions for their creation. Amount and damage insurance. Risk management, premium calculation, primary and secondary differentiation. Getting to know the concepts of under-insurance, over-insurance, exemptions, exclusions, respiro, regression, repo. Features of the insurance market. Insurers in the domestic market. The most common household insurances.

Competences:

The students

- will have a comprehensive knowledge of the basic facts, directions and boundaries of the field of logistics, the structure, operation and relationship system of economic and professional organizations, the behaviour of the actors, the external and internal environmental, behavioural, decision-making information and motivational factors that determine it;
- 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 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: Logistics

Number of hours: 30

Credits: 4

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:

Interpretation of logistics. The history and development stages of logistics. The role of logistics in the economic process, the levels of logistics. Areas of corporate logistics. The structure and operation of the logistics system. The relationship between logistics and other company functions. Strategic issues in logistics. Performance characteristics of the corporate logistics system (purchasing, production, warehousing, inventory management, material handling and packaging, transportation). Quality and cost of logistics service. Characteristics of information systems supporting logistics processes. Management of logistics systems, the place of logistics in the corporate structure. Application of logistical procedures and methods in the private sector and budgetary institutions. Logistics optimization. Aspects of the performance of logistics functions within the organization, the possibilities of outsourcing activities. Logistics centres in the network economy. Future changes in logistics, logistics trends.

Competences:

The students

- will have a comprehensive knowledge of the basic facts, directions and boundaries of the field of logistics, the structure, operation and relationship system of economic and professional organizations, the behaviour of the actors, the external and internal environmental, behavioural, decision-making information and motivational factors that determine it,
- will possess the basic professional vocabulary of economics in their native language and at least one foreign language;

- will be problem-sensitive, proactive, constructive, cooperative and proactive in projects or group assignments in order to achieve quality work;
- 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 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: Marketing Management

Number of hours: 45

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:

The interpretation, role and significance of marketing management in the 21st century. The new conditions of marketing activity, the connections between holistic marketing and marketing management. Marketing management as an activity and process. Priority tasks of marketing management. Develop marketing strategies and plans. The components of consumer and customer value, maximizing the life cycle value of customers, nurturing customer relationships. Marketing management decisions related to the product mix. Developing pricing strategies and pricing programs. Development of integrated marketing channels, marketing channels and value networks, channel planning and management decisions. Planning and managing integrated marketing communication, selecting and applying marketing communication tools, Tools for long-term successful growth. New market offers, entry into global markets.

Competences:

The students

- will have a comprehensive knowledge of the basic facts, directions and boundaries of the field of commerce and marketing, the structure, operation and relationship system of economic and professional organizations, the behaviour of the actors, the external and internal environmental, behavioural, decision-making information and motivational factors that determine it;
- will be able to navigate the short- and medium-term decision-making processes of marketing and sales, to recognize and adapt to rapid market changes;
- 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: Management and Organization

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 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. Problem-solving, decision-making. Types of decisions. Advantages and disadvantages of group decision-making. Types, advantages and disadvantages of decision-making procedures. Leadership Tasks. Authority and responsibility. Strategic planning. Managing people, motivation, communication, control.

Competences:

The students

- will know and understand the principles and methods of the management, organization and operation of management processes, the methodology of the analysis of management processes, and the methodological foundations of decision preparation and decision making support;
- will be aware of the principles and methods of establishing organizations and institutions, developing and changing their structure and organizational behaviour;
- will be able, after gaining practical knowledge and experience, to lead a small or medium-sized enterprise or an organizational unit in an economic organization.

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: Business Planning

Number of hours: 45

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:

The basic concepts of business planning, the formation and development of design practice, the types of planning. Stages of the planning process, organization of the activity. Elements and forms of design. The bases of information, the requirements for information. The content of strategic management, its main contexts, and its relationship with the operational plan and business planning. Priority areas of the company's activities. Planning of living and non-living work resources, planning tasks related to inventories. Financial planning. The structure of the business plan. Case study.

Competences:

The students

- will, by applying the theories and methods learned, explore, systematize and analyse facts and fundamental connections, formulate independent conclusions and critical remarks, prepare decision-making proposals, and make decisions in routine and partly unknown domestic and international environments;
- will take responsibility for their analyses, conclusions 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.
- will strive to develop their knowledge and working relationships, and to cooperate with their colleagues in this field.

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: Production and Service Management

Number of hours: 30

Credits: 4

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 relationship between efficiency, competitiveness and strategy. Innovation and its areas. Analysis and planning of capacities. Installation and establishment of facilities. Factors influencing the design of facilities. planning the arrangement of capacities. The relationship between quality and performance. Statistical methods of process control. Aggregate design. Basic procedures for the preparation of production plans. Plan the use of resources. ESOP and JIT. Case study.

Competences:

The students

- will, by applying the theories and methods learned, explore, systematize and analyse facts and fundamental connections, formulate independent conclusions and critical remarks, prepares decision-making proposals, and make decisions in routine and partly unknown domestic and international environments;
- will be able to apply the techniques of solving economic problems, taking into account the conditions and limitations of their application;
- 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 field.

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: Project Work

Number of hours: 30

Credits: 4

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:

In the framework of the project work course, students develop a decision preparation solution based on research and analysis based on research and analysis in the course of the activities of a specific enterprise/organization. In the course of the work, they solve purposeful planning, organizational and research tasks, and then present the achieved results

Competences:

The students

- will know the rules and ethical norms of cooperation in a project, team, work organization, project management;
- 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 problem-sensitive, proactive, constructive, and cooperative in projects or group assignments in order to achieve quality work;
- will assume responsibility for complying with professional, legal and ethical norms and rules related to their work and conduct..

Teaching methodology:

The instructor helps the planning and implementation of the project with consultations and suggestions.

Subject: Quality Management and Value Creation Processes

Number of hours: 45

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:

The role of quality improvement in the activities of enterprises. Corporate processes and the basics of their development. Performance and components of enterprise processes. Performance and design levels of value-creating processes. Quality of processes. Continuous improvement. Quality management. Statistical process control, six sigma methods, acceptance sampling, error detection and analysis, comprehensive quality-focused management (TQM). Planning the implementation. production and service processes. Processes of logistics customer service.

Competences:

The students

- will know the basics of other fields related to their field of expertise (technical, legal, environmental, quality assurance, etc.);
- will be open to changes in the wider economic and social environment of the given job, work organization or enterprise, and will strive to follow and understand those changes;
- will be able to determine the complex consequences of economic processes and organizational events

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: Strategy and Project 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:

The role of strategy and projects in the management and operation of companies. Interpreting categories. Latest views and their criticism. Different strategies according to the size and age of the organization. Types of strategy. Sub-strategies, the need for follow-up. The role of internal resources and external endowments. The concept and types of projects. Actors and responsibilities in the project. Risk and risk management. Successes and pitfalls in the implementation of projects. Criteria for success. Time, cost, and scope in projects.

Competences:

The students

- will know the rules and ethical norms of cooperation in a project, team, a work organization, project management;
- will be able, after gaining practical knowledge and experience, to lead a small and medium-sized enterprise or an organizational unit in an economic organization;
- will be receptive to new information, new professional knowledge and methodologies, and open to taking on new, independent and cooperative tasks and responsibilities. They will strive to develop their knowledge and working relationships, and to cooperate with their colleagues in this field.

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 (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:

Vocabulary Development and Grammar Skills in English

- 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:

- By the end of the course, 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;
- By the end of the course, the students' openness to foreign languages will increase, and their self-confidence will be strengthened; 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.

