

## COURSE DESCRIPTIONS

### Program:

**BSc in Commerce and Marketing – autumn semester subjects**

### 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 master 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 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 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 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 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 will be open to taking on new, independent and cooperative tasks and responsibilities.
- will give lectures and leads debates independently. The students will participate independently and responsibly in the work of professional forums within and outside the business 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: 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:

- To be (affirmative, negative, questions). Numbers 1-100, Countries and nationalities. Days of the week
- Possessive pronouns. Adjectives. Singular/plural nouns. Everyday objects. Personal.
- Test on. 1A-B-C and 2A. Adjectives. Modifiers: quite, very, really. Imperatives: Let's. Feelings.
- Simple present. Verbal phrases. Jobs. Test on 2B-C and 3A-B. Forming questions.
- Simple present. Verbal phrases. Jobs. Test on 2B-C and 3A-B. Forming questions.
- Question words. Whose? Possessive 's . Family words.
- Frequency adverbs. Prepositions of place and time. Daily routine
- Revision. Test on 3C4A-C

Competences:

The students will be able to communicate and present in a professionally adequate manner orally and in writing in their native language and in a foreign language.

Teaching methodology:

The curriculum is processed in seminars and on the basis of the student's work done individually or in a group. At the seminars, students solve tasks under the guidance of the instructor, acquire general linguistic vocabulary, practice adequate foreign language behaviour in various life situations, 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: Informatics**

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 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 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 open to taking on new, independent and cooperative tasks and responsibilities.
- Will, under general professional supervision, 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: Business English 1**

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. Labour market.

Skills, knowledge and attitudes needed to do different jobs; job descriptions: activities, responsibilities, duties.

Basic parts of job advertisements. Writing job advertisements. Composing a CV and a covering letter: formal requirements.

Simulation: choosing the most suitable candidate for a vacancy.

### 2. Commerce

Describing products, highlighting distinct features of products. The most frequent commercial services.

Naming and describing forms of trading and types of retail establishments. (barter transactions, e-commerce, wholesalers and retailers, domestic and multinational chain stores, etc.) Comparing their services and listing their advantages and disadvantages.

Simulation of a sales situation: presenting a product, comparing it with similar products, setting the price, recommending related services, agreeing on payment method. Functional language, phrases and expressions needed to conduct sales negotiations,

Methods and procedures used to analyse commercial activities: analysing data, understanding and describing trends based on different types of charts, graphs, diagrams. Vocabulary used to describe trends.

Presentation: analysing sales trends based on a graph.

Simulation. organizing a business trip (booking an air ticket, choosing a hotel based on hotel descriptions, booking a room, contacting the partners via phone, discussing the potential program, confirming details in e-mails with the partners ).

### 3. Enterprises

Types of enterprises. Company history. Comparing businesses. Conditions of starting a business. Organograms. The structure of an organization, jobs, positions and responsibilities within the hierarchy, responsibilities, chain of command.

Simulation: handling conflicts at the workplace. (e.g. expressing dissatisfaction with an employee, or asking for a pay-rise.)

Individual presentation: presenting a company. Collecting information. Structuring information. Functional language needed to create an effective presentation.

### Competences:

The students

- will possess the basic professional vocabulary of economics in your 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 to communicate in writing, orally and with modern info-communication tools, in a foreign language.

### Teaching methodology:

The curriculum is processed in seminars and on the basis of the student's work done individually or in a group. At the seminars, students solve tasks under the guidance of the instructor, acquire professional linguistic vocabulary, practice adequate foreign language behaviour in various business situations, 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 marketing mix. 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 concept, concept, toolkit and methodology of marketing in the business and non-profit sphere. They will know the role of marketing in the operation of the company or 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.
- In order to achieve quality work, they are problem-sensitive, proactive, constructive, cooperative and proactive in projects or group assignments.

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: Physical Education**

Number of hours: 30

Credits: 0 (zero)

Assessment: Signature

The aim of the subject:

To get to know and learn the conditions of a healthy lifestyle and to apply them in practice.

Knowledge:

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.

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 master 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 have the ability to cooperate with other fields of knowledge and socio-economic subsystems.
- will be receptive to new information, new professional knowledge and methodologies, and will be 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: 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 have the ability 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 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: Consumer Behaviour**

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:

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 be 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:

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: 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 will be in possession of the basic methods of information collection, mathematics and statistical analysis.
- will be receptive to new information, new professional knowledge and methodologies, and open to taking on new, independent and cooperative tasks and responsibilities.

Teaching methodology:

The curriculum is processed through lectures, seminars, and on the basis of the student's work done individually or in groups. The seminars are aimed at the practical application of theoretical knowledge, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in different situations. The processing of the curriculum is supported by modern ICT tools, self-assessment tasks, examples and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

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 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 master the basic theories and characteristics of the micro and macro levels of organization of the economy, and will be in possession of the basic methods of information collection, mathematics and statistical analysis;
- will follow and interpret the global economic and international business processes, the changes in the related policies and legislation relevant to the economic policy and the field, and their effects, and will take these into account in their analyses, proposals and decisions.
- will have the ability to cooperate with other fields of knowledge and socio-economic subsystems.

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. The student can access these in Neptun Meet Street.

Compulsory and Recommended Literature:

as announced by the teachers.

## **Subject: Fundamentals of Corporate Economics**

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 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 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 master 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: 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 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 will be 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: 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. Man 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 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 strive to make their decisions in situations requiring a complex approach and 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 their 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: 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 plan and organize economic activities, projects, manage and control a small business, an economic organization;
- will be receptive to new information, new professional knowledge and methodologies, and will be 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: Mathematics 1**

Number of hours: 45

Credits: 6

Assessment: Exam

### The aim of the subject:

The aim of acquiring the professional content of the subject is to achieve the related competencies defined in the Training and Outcome 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,
- by applying 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 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: Psychology-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 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 self-education one of the tools for achieving their professional goals.

### 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: Statistics**

Number of hours: 45

Credits: 6

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 master 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;
- by applying the theories and methods learned, they will 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 will be 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 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: Data-Driven Marketing**

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:

Question types, measurement levels, development of the coding system in the questionnaires, preparation of processing instructions, data preparation process, analysis methods in connection with the questionnaires: univariate statistics (frequency distributions, situational indicators, dispersion indicators), correlation studies (cross-tabulation, khi2 test, covariance – Pearson's linear correlation, Kendall and Spearman's rank correlation), hypothesis studies (T test, F test, 2-pattern T test, variance analysis), data reduction Procedures (principal component and factor analysis), segmentation procedures (cluster analysis)

Competences:

The students

- will perform a basic analysis of the ideas constituting the knowledge system of the field of commerce and marketing, synthesize the correlations and conduct adequate evaluation activities;
- will be able to prepare marketing research tasks preparing marketing and commercial decisions, to formulate a research plan, to conduct research and to analyse the basic connections;
- 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: Methods of Marketing Planning**

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 strategic planning. Strategic planning approach. Levels and process of design. Strategic planning in marketing. The integration of the marketing strategy into the planning of the corporate strategy. Methods for planning a marketing strategy. Portfolio methods for determining the situation of business units. Applicability of methods. Advantages and disadvantages of their application. Analysis of the external environment of enterprises/business units. Directions and methods of analysis. Methods used in the analysis and evaluation of key environmental factors. STEEP analysis, methods for classifying and predicting STEEP factors. Your organization's resources and capabilities. The significance and method of SWOT analysis. The Relationship Between Corporate, Business Line and Functional Planning The Purpose and Process of Marketing Planning. The duration and types of marketing plan. Structure of the marketing plan. The role and content of the executive summary. Determination and analysis of relevant environmental factors, methods of analysis. Analyzing customers, segmentation, defining the target market, positioning. Setting marketing goals. Target hierarchy. Measure and audit goals. Planning basic and sub-marketing strategies. Resource and time plan. Checking, feedback. Decision-supporting IT systems for marketing planning. Featured databases and analysis methods.

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 determining them;
- will plan and organize economic activities, projects, will manage and control a small business, an economic organization. By applying the theories and methods learned, the students will explore, systematize and analyse facts and fundamental connections, formulates independent conclusions and critical remarks, prepares decision-making proposals, and makes decisions in routine and partly unknown domestic and international environments,
- will take responsibility for their analyses, conclusions and decisions.

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: Comparative Analysis of Marketing Strategies**

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:

Marketing strategies in practice. Market target-based strategies. Market entry based strategies. Market competition-based strategies. The relationship between the market position and the strategies used. Offensive and defensive strategies. Engagement-based strategies. Geographic-based strategies. Downsizing strategies. Intensity sales strategies. Marketing sub-strategies in practice. Comparative analysis of marketing sub-strategies in different market situations and for different products/services. Processing case studies.

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 determining them;
- will take responsibility for their analyses, conclusions and decisions.

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. The student can access these in Neptun Meet Street.

Compulsory and Recommended Literature:

as announced by the teachers.

## **Subject: E-commerce**

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 role and significance of E-commerce. The development of E-commerce. Comparison of traditional and electronic commerce, similarities and differences. Starting E-commerce Businesses. The IT, economic and legal conditions of the E-commerce business. Security and data protection issues in e-commerce. Aspects of building E-shops. Types of transactions in e-commerce. Characteristics of retail electronic commerce (B2C). Characteristics of business-to-business e-commerce (B2B). Business models of E-commerce. Website Requirements. Model and characteristics of online consumer behaviour. Segmentation of online consumers, mass marketing vs. personalization. Domestic and international practical examples.

### Competences:

The students

- will be familiar with the processes, legal and ethical requirements of sales and business activities;
- will be familiar with the operation and organization of commercial companies, the main workflows and techniques of commercial activity. The students will know the logistics processes.
- will know the methods and background of e-business;
- will have the ability to cooperate with other fields of knowledge and socio-economic subsystems.

### 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. The student can access these in Neptun Meet Street.

### Compulsory and Recommended Literature:

as announced by the teachers.

## **Subject: Organization of Goods Traffic**

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 relationship between freight traffic and logistics. The role of procurement in the activities of enterprises. Functions of procurement. The target system of procurement. External and internal factors influencing procurement. The process of procurement. Centralized and decentralized purchasing system. Interpretation of inventory. Factors affecting the size of the inventory. Planning the optimal stock size. Organization of storage of network units. Place of sale in the trade of goods. Factors influencing sales. Organization of the preparation and execution of the sale. Sales workflows. Ways of selling. Specifics of online sales. Possibilities of using artificial intelligence in the organization of goods traffic.

### Competences:

The students

- will be familiar with the processes, legal and ethical requirements of sales and business activities;
- will be familiar with the operation and organization of commercial companies, the main workflows and techniques of commercial activity;
- will know the logistics processes;
- will know the most important elements and connections related to the field of commerce;
- will independently lead, organize, manage an organizational unit, working group, or enterprise, or a smaller business organization in an economic organization, taking responsibility for the organization and its 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. The student can access these in Neptun Meet Street.

### Compulsory and Recommended Literature:

as announced by the teachers.