

COURSE DESCRIPTIONS

Program:

BSc in Commerce and Marketing – spring semester subjects

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 to 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: 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:

5A “Do you have the X factor?” -Music, songs, musical instruments. Can, can’t do

5B “Love your neighbours”-present continuous

5C “Sun and the City” -present continuous vs. present simple. Weather, seasons.

6A “Reading in English”-object pronouns, telephoning phrases. test on units 5A-6A

6B “Times we love”- like + doing, dates, numbers, ordinals

6C Music is changing lives; -revision-“be” or” do”?”; music words

7A “At the National Portrait Gallery”,-past form of be, jobs

7B “Chelsea girls” - Past tense: regular verbs, ZH 2 6B-7B

7C “A night to remember”; - past tense: irregular verbs, go, have, get

8A “A murder story” – revision of past tense

8B “A house with a history”; - there is / there are / some / any , parts of the house.

8C “A night in a haunted hotel”. - There was / there were, prepositions of place and time, pronunciation.

Revision- Test 3 7C-8C

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 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: 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:

Combinatorics. Event algebra. The concept of probability, axioms and theorems of probability theory. Classic formula. Sampling. Conditional probability, multiplication rule. The absolute probability theorem, Bayes' theorem. Independence of events. The random variable-discrete type (the distribution of probability, the distribution function, some characteristics of the random variable: expected value, standard deviation). The random variable-continuous type (density function, some characteristics of the random variable: expected value, standard deviation). Notable distributions (discrete): characteristic, hypergeometric, binomial, poisson. Notable distributions (continuous): uniform, exponential. normal and standard normal. Central boundary distribution theorem. Law of large numbers, Chebyshev inequality. Multidimensional distributions. In the case of a two-dimensional random variable, the combined distribution, the boundary distributions, the joint distribution function and its properties, its expected value. Two-dimensional random variable sum expected value, covariance, correlation coefficient, conditional probability distribution. Conditional expected value. Regression function.

Competences:

The students

- will possess the basic methods of information gathering and mathematical analysis.
- by applying the theories and methods learned, will explore, systematize and analyse facts and fundamental connections.
- 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: Economics 2

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 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 curve. 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 in 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 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 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: Commercial Law

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:

Legal regulation of commercial activity in Hungary. The right in rem (right of ownership). Characteristics of business associations. Trading is a few of the major types of contracts. Prohibition of unfair market practices and restrictions of competition. The impact of the legal regulation of advertising on retail. Conditions for carrying out commercial activities. Key rules of the operation of retail stores (opening of shops, notification, employment, use of public spaces, permits, employment, fire protection, accident prevention, money management, authorities). Priority legal regulations related to procurement and sale (quotation, supply contract, cases of breach of contract, indication of prices, obligation to issue receipts/invoices, warranty, handling of customer objections). Consumer advocacy and commercial practices.

Competences:

The students

- will be familiar with the processes, legal and ethical requirements of sales and business activities,
- will have the ability to cooperate with other fields of knowledge and socio-economic subsystems;
- will strive to make their decisions in situations requiring a complex approach and unexpected decision-making situations, taking full account of the laws and ethical norms;
- 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: Commercial Marketing

Number of hours: 45

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:

The role of commerce in the organizational and consumer market. Two-way market adaptation. Macro- and microeconomic functions and tasks of commerce in a marketing approach. Specifics of the marketing activities of chain stores and independent retailers. Procurement marketing. Product policy of commercial enterprises. Product policy decisions in trade. The commercial brand. Category management in commerce. Pricing methods in trading. The effect of purchase discounts and discounts on consumer price formation and corporate profitability. Canal policy in trade. Evolution of vertical and horizontal marketing systems. Business forms and their changes. Marketing communication in commerce. The impact of the development of vertical and horizontal cooperation on marketing communication. Specifics of online marketing in commerce.

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 familiar with the most important connections and theories related to the field of commerce and marketing, and the conceptual system that builds them;
- 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 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 master the basic theories and characteristics of the micro and macro levels of organization of the economy, and are 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;
- 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: Corporate Management

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 of the ERP system. Establishment of corporate management systems. Basic concepts and background knowledge. Responsible corporate management. Structure of the ERP system. The relationship between strategy and corporate management. Strategy and business processes. Process management. Quality and quality management. TQM, environmental, health and safe working. The basics and types of integrated ERP systems. EPR systems, MRP systems, SCM systems. SRM systems. SAP systems. SAP introduction, services. SAP Business One system. Master data management in SAP Business One. Procurement process in SAP Business One. Sales process in SAP Business One.

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 methods and background of e-business;
- will be able to recognize economic, marketing and commercial problems, plan and implement their solutions;
- 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.

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 world-system 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 path" 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 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 of Commerce

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:

Interpretation and functions of commerce. Trade as an activity and organization. The role of trade in the national economy. Features of the activities of commercial enterprises. Systematization of commercial enterprises. Specifics of wholesale and retail activities. Commercial enterprises' trade activities. The process and activity elements of purchasing, stockpiling, and sales. Analysis and planning of the flow of goods, methods of analysis. Infrastructural conditions for the movement of goods. The retail network. Human conditions of commercial activity. Priority areas of trade management. Structure of consumer prices, analysis and planning of margins. Typical costs of trade, cost management, cost analysis and planning. Analysis and planning of priority costs. Profitability in trade. Factors influencing profitability and their analysis. Traditional and modern methods of increasing efficiency. Expected changes in commercial activity and organization. Retail strategies, retail trends.

Competences:

The students

- will master 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 plan and organize economic activities, projects, manages and controls a small business, an economic organization. By applying the theories and methods learned, they 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 perform a basic analysis of the ideas constituting the knowledge system of the field of commerce and marketing, synthesizes the connections, and carries out adequate evaluation activities.

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 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 Transactions and Foreign Trade Techniques

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:

Characteristics of foreign trade. The institutional environment of international trade. Types of traders in the international market. Preparation and conclusion of an international trade agreement. Personal negotiation. Content of the international sales contract. Documents and securities in foreign trade. International logistics – international forwarding. International freight transport, international insurance. Foreign trade transaction, the subject and stages of the transaction are the tasks of each stage. Types of foreign trade transactions. Export, import, barter, compensation transaction, reexport transaction, repurchase transaction, but purchase transaction, license-type transaction, international contract work transaction, leasing transaction. Incoterms 2000, Incoterm 2010. Incoterms 2020. KNOWLEDGE AND APPLICATION OF EXW, FCA, FAS, FOB, CFR, CIF, CPT, CIP, DAF, DES, DEQ, DDU, DDP, DAT, DAP. Incoterms 2020. Payment methods and tools in international trade. Risk and risk management in foreign trade.

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 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 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 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: The European Union and Its Economic Policies

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 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;
- in order to achieve quality work, will be problem-sensitive, proactive, constructive, cooperative and proactive in projects or group assignments;
- 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 Communication and Media Studies

Number of hours: 45

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:

The interpretation, role and significance of marketing communication. The information and technological determinants of communication. Strategic issues of marketing communication planning. Goals and impact hierarchies. Impact hierarchy models. Organize your marketing communication tools. Mass media (advertising, PR). Tools with a direct impact (loyalty programs, sales promotion, direct marketing communication, interpersonal communication, CRM) and the conditions of their application. Indirect impact tools (product communication and product design, packaging, events and experiences, product placement). ATL, BTL, TTL. The impact of digitalization on marketing communication. The interpretation of media economics, the subject of media economics. The size and structure of the media market and the factors influencing it. Characteristics of products and demand in the media market. The two markets for media products. Traditional media – new media. Featured media. The printed press. Analysis of press advertisements. Radio as a medium is the market of radio. Market structure and competition in the radio market. Television as a medium. The television market. Measurement and indicator of viewership. Public space as a medium. Social media. Players of the online advertising market. Social media and their characteristics. The role of advertising agencies in the media market. Function and type of advertising agencies. Agency Relations.

Competences:

The students

- will be familiar with the most important connections and theories related to the field of commerce and marketing, and the conceptual system that builds them;
- will be familiar with the concept, concept, toolkit and methodology of marketing in the business and non-profit sphere. The students 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 give lectures and lead debates independently. The students will participate independently and responsibly in the work of professional forums within and outside the business organization,
- 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 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 Research Methodology

Number of hours: 45

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 role and significance of marketing research, its functions. The relationship between marketing research and market research. The marketing information system. The evolution of marketing research. The market of market research, the activity of market research enterprises. Methods of marketing research, systematization of methods. Characteristics of secondary and primary research. Characteristics of quantitative and qualitative research. Planning the research. Planning and conducting a survey. Measure and scale. Editing questionnaires, sample size, sampling, collecting, processing and evaluating information. Planning and conducting the surveillance. The experiment. Highlighted methods of qualitative research. In-depth interview, focus group. Priority areas of marketing research. Possibilities of applying modern ICT tools and methods in marketing research.

Competences:

The students

- will master the basic theories and characteristics of the micro and macro levels of organization of the economy, and are in possession of the basic methods of information collection, mathematics and statistical analysis;
- will perform a basic analysis of the ideas that make up the knowledge system of the marketing field, synthesize the connections, 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 able to manage corporate commercial and marketing databases, analyse secondary marketing research information and data, and use the necessary specific software;
- 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: Organizational Behaviour

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:

Interpretation of organizational behaviour. Individuals in the organization. The psychological foundations of individual performance. Individual decision. The role and significance of motivation. Motivational content theories. Motivational process theories. Groups in your organization. The relationships between the individual and the group, and the organization and the group. The external conditions and structure of the group. Group decision. Communication in the organization. Traditional model. Directions and forms of communication. Behavioural factors of communication. Negotiation. Power and organizational policy. The interpretation and sources of power. Power field. Organizational policy. Interpretation and theories of leadership. The relationship between power and leadership. Conflicts in the organization. Conflict management at the individual, group and organizational level. Interpretation of organizational culture and its influencing factors. Models of organizational culture. Strong and weak organizational culture. Organizational change, organizational learning. Resistance to change. Change management strategies and tactics. Organizational development.

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 them;
- will strive to develop their knowledge and working relationships, and to cooperate with their colleagues in this;
- will strives to make self-education one of the tools for achieving their professional goals;
- 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: 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” subject, students develop a marketing-oriented decision-making solution based on research and analysis to solve a problem that arises 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 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, in order to achieve quality work, problem-sensitive, proactive, constructive, cooperative and proactive in projects or group assignments;
- will assume responsibility for complying with professional, legal and ethical norms and rules related to their work and conduct.

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: Practical Marketing Research

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:

Possibilities of applying the methods of marketing research. Traditional and online research. Edit traditional and online surveys. Methods of processing information. Descriptive methods, analysis of relationships, multivariate methods.

Classical verbal techniques of qualitative research methods. Special elements of the process and dynamics of the focus group, the activity of the moderator. Types of research interviews, basic practical elements of the interviewing technique. Marketing research methods in market segmentation, retail research, and media research. Case studies.

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 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 able to manage corporate commercial and marketing databases, analyse secondary marketing research information and data, and use the necessary specific software.

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: Characteristics of Online Marketing

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 basics of online marketing. Online consumer behaviour. Highlighted directions of online marketing. Digital content engagement. Digital marketing optimization. Message and channel consistency. The role of social marketing. Retargeting. Mobile strategy. Grouping of online communication tools and technologies. Types and characteristics of web-based advertising tools. Website design and development. Online copywriting and online PR. Online advertising and post-evaluation. Search engine marketing and search engine optimization. Advertising in search engines. Types and characteristics of email-based tools. Other solutions that appear in programs. Elements of online market research. Steps to build a customer community. Managing PPC campaigns. Social networks in online marketing: Linked-in and Facebook. Gamification. ROI in online marketing. Mobile marketing, usability. Creating an online strategy. Expected development of online marketing.

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 them;
- 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. The student can access these in Neptun Meet Street.

Compulsory and Recommended Literature:

as announced by the teachers.

Subject: Innovation in Business Models in Retail

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 types of store chains. The role and significance of store chains in the Hungarian market. Priority areas of the trade organization of store chains. Material and personnel conditions of commercial activity at store chains. Shop network, shop types. Organization of procurement. Centralized procurement. Peculiarities of the organization of warehousing and inventory management. Sales organization, decision-making areas and powers. The infrastructure of sales, jobs, the size of the assortment and the specifics of merchandising. The peculiarities of the trade organization of domestic and multinational store chains on the FMCG market.

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 them;
- will be able to recognize economic, marketing and commercial problems, and plans and implements their solutions;
- 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: Commercial Informatics

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:

Peculiarities of the structure and operation of corporate information systems in commercial companies. Key features of key computerized enterprise information systems. Business, management, marketing and trade technology requirements for in-store goods information systems. The structure and functions of the central freight transport systems of retail companies, the relationships between the central freight traffic and the integrated enterprise management systems. The hardware and software background of electronic commerce. Application of SAP in sub-activities of commerce. Use of LAURE 1 in trade. Modern and innovative trade technology systems of the distant future (e.g. RFID technology, Metro "Future Store Initiative", "Amazon Go", Queue Management System).

Competences:

The students

- will be familiar with the processes, legal and ethical requirements of sales and business activities. They 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 be able to manage corporate commercial and marketing databases, analyse secondary marketing research information and data, and use the necessary specific software.

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.