



COURSE DESCRIPTION

WEKERLE INTERNATIONAL UNIVERSITY

Course Details

Subject:	Modern Economics	Code:	
Total number of hours:	30		
Credits:	5		
Type of assessment (term mark or exam mark):	Exam mark		

The aim of the subject:

The aim of modern economics as a subject is to understand, analyze, and address how individuals, firms, governments, and societies allocate scarce resources to meet competing needs and wants, while promoting efficiency, equity, and sustainability in a complex global environment. Below, I outline the core objectives, grounded in foundational texts and contemporary academic perspectives, ensuring relevance to your interest in international political and economic relationships.

Knowledge to acquire and skills, competences to develop:

Understanding present day economics terms and market behaviours

Teaching methods: Frontal, individual, groupwork, analysis

Attendance: Regular attendance is required. Allowed absence rate: 20%

Term requirements: For the signature the students must do one presentation throughout the course to prove that they have become familiar at least with one of the topics. Active participation is mandatory, which will be evaluated via a point system.

The closing of the semester, term requirements and assesment criteria: An oral final exam utilising the material learned throughout the course will be given

Compulsory reading:

THE GREAT TRANSFORMATION: the political and economic origins of our time KARL POLANYI (<https://economicsociology.org/wp-content/uploads/2014/12/the-great-transformation-pdf-free.pdf>)

Recommended readings:

J. Samuel Barkin (2006): International Organization: Theories and Institutions, Palgrave Macmillan

§ John McCormick (2017): Understanding the European Union (7th Edition), Red Globe Press

§ Mark Gerencser - Reginald Van Lee - Fernando Napolitano - Christopher Kelly (2009): Megacommunities How Leaders of Government, Business and Non-Profits Can Tackle Today's Global Challenges Together, Macmillan

§ Volker Rittberger - Bernhard Zangl - Andreas Kruck (2011): International Organization, Palgrave Macmillan

Goldstein (2007): Multinational Companies from Emerging Economies Composition, Conceptualization and Direction, Palgrave Macmillan

Course Outline	
1st occasion	Introduction into the topics, timeline and history
2nd occasion	Classical liberalism and neo-liberalism: Classical liberalism; Free trade and market economy, types of markets and behaviour of market players
3rd occasion	Makroeconomic behaviours, basic indicators to evaluate the economy, the role of the state in economics
4th occasion	Keynes and the new deal, Modern Economics introduced
5th occasion	The global financial and monetary order: The rise and decline of the Bretton Woods system; Global monetary order after Bretton Woods; The IMF and international debt crises; Managing financial crises: the 1997 Asian crisis and the 2008 global crisis
6th occasion	Milton Friedman and the Monetary economics
7th occasion	Economics in the 80ies, Reagan and Thatcher
8th occasion	Regionalism in a global economy: Explaining regionalism; The European Union; Regionalism in the Americas and Asia; Regional trade agreements and the WTO: conflict or compatibility?
9th occasion	The main trade blocks and their significance
10th occasion	The political economy of international relations – practical applications

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Business Communication		
Course unit code:			Credits: 4
Total number of contact lessons:	lectures	0 lessons	Type of course: mandatory
	practice	30 lessons	
Assessment:	Term mark		
Aims of subject:	The aim of the course is to provide students with a detailed knowledge of different aspects of business communication as well as to help them improve their skills and competences in these different aspects.		
Knowledge & competence:	This course will raise students' awareness of the different aspects of verbal and non-verbal communication. Besides receiving a number of practical tips and opportunities for successful oral and written communication, they will also be encouraged to assess and improve their attitude to and behaviour in everyday and business environments as well.		
Course outline			
1st occasion	What is business communication? Introduction / Communication competence		
2nd occasion	How can we improve the quality of our listening ability? Active listening / The art of conversation		
3rd occasion	Non - verbal communication Body language		
4th occasion	Presenting yourself How can we attract attention? / How can we make a good impression?		
5th occasion	Preparing for a job interview Writing an impactful CV and cover letter		
6th occasion	Preparing for a job interview Personal statements / Networking / Story-telling		
7th occasion	Communication at the workplace Assertive communication - Emotional intelligence / Business etiquette - Cross cultural communication		
8th occasion	Communication tips from an actor Acting techniques in the workplace / Working on your charisma / The basics of NLP		

9th occasion	Revision Main topics / How can we put all of these into practice? / Additional tips
10th occasion	Final test Closing - Final thoughts / Bonus topics /Feedback

Term requirements:	Submitting a CV and a cover letter tailored to a specific position Written test
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	---
Compulsory readings:	
<p>Recommended readings: Pease, Allan: Body Language - Manjul Publishing House, 2014., Navarro, Joe: What Every Body is Saying - William Morrow Paperbacks, 2008., Pease, Allan and Barbara: Body Language in the Workplace - Orion, 2011., Pease, Allan - Garner, Alan: How to Use Conversation for Profit and Pleasure - Orion Pub Co, 2002., Csíkszentmihályi, Mihály: Flow - The Psychology of Optimal Experience - Harper Perennial Modern Classics, 2008., Coughter, Peter: The Art of the Pitch - Persuasion and Presentation Skills that Win Business - Palgrave Macmillan, 2012., Cuddy, Amy: Presence: Bringing Your Boldest Self to Your Biggest Challenges - Little, Brown Spark, 2018., Tracy, Brian - Arden, Ron: The Power of Charm: How to Win Anyone Over in Any Situation - Amacom, 2006.</p>	

Course unit data sheet

25 March 26

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Economic Law and Ethics		
Course unit code:			Credits: 4
Total number of contact lessons:	lectures	15 lessons	Type of course: mandatory
	practice	15 lessons	
Assessment:	Exam mark		
Aims of subject:	<p>The aim of the course is to provide students with all the basic knowledge concerning legal issues in business relations, and thus to enable them to enrol in further subsequent studies of professional law. The course also aims to show the different aspects of legal questions according to the Hungarian, the European and the international law.</p> <p>The course will also provide students with all the basic knowledge concerning ethical issues, and thus enabling them to distinguish between legal and ethical behaviour.</p>		
Knowledge & competence:	<p>Students will have an overview of the field of business law in general. The course will enable students to acquire ability to use the legal terminology of business relations. Students will know their way around the Hungarian and the EU system of law and around the essentials of law.</p>		
Course outline			
1st occasion	Basic legal definitions, and the difference between law and ethics		
2nd occasion	Introduction to Civil Law and Ethics		
3rd occasion	Personal and Property Law		
4th occasion	Company Law		
5th occasion	Contractual Law		
6th occasion	Competition Law		
7th occasion	Economic and Financial Principles and Ethics		
8th occasion	The Basics of Corporate Finance		
9th occasion	Labour Law and Ethics		
10th occasion	Legal Institutions, Regulations and Current Issues in the EU		

Term requirements:	regular attendance, class participation, assignment and a mid-term test
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of exam:	Oral and written
Compulsory readings:	
EU Law: Text, Cases, and Materials, Oxford University Press, 2001	
Recommended literature: Business Law and Practice. http://www2.uwe.ac.uk/services/Marketing/students/Newstudents/BLP-Pre-Course-Materials.pdf	

Course unit data sheet

25 March 2026

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Managerial Studies		
Course unit code:		Credits:	4
Total number of contact lessons:	lectures	30 lessons	Type of course: mandatory
	practice	0 lessons	
Assessment:	Exam mark		
Aims of subject:	Introduction to the basic concepts, elements, and areas of management		
Knowledge, skills & competence:	Capacity to recognize and use the concepts		
Course outline			
1st occasion	Introduction to the course, basic definitions		
2nd occasion	Strategic management. Position, capacities, choices.		
3rd occasion	Decision making, problem solving. Analysing cases.		
4th occasion	Leadership and management. Roles, characteristics. Personalities.		
5th occasion	Managing human resources. Contemporary challenges.		
6th occasion	Organizational behavior, organizational development.		
7th occasion	Business ethics, globalization		
8th occasion	New trends in business. Knowledge management		
9th occasion	Managing change today.		
10th occasion	Recapitulation, reflections.		
Teaching methods:			
Term requirements:	Successful completion of the written and oral exams		
Attendance:	Regular attendance is required. Allowed absence rate: 20%		
Assessment criteria:	Mark determination* <ul style="list-style-type: none"> Course attendance and participation 20% Written exam to be handed in 40 % Oral exam 40% 		

Exam eligibility requirements:	Scoring a mark other than 1 (fail) to earn the tutor's signature
Credit approval criteria	
Type of assessment (oral or written):	Written and oral
Compulsory readings:	
David Boddy: Management: An Introduction. 6th edition, Pearson.	
Mike Smith: Fundamentals of Management. McGraw-Hill.	
Recommended readings:	
Books by Kotter, Drucker, Mintzberg.	

Course unit data sheet

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CORE DATA

Course unit:	Marketing and Fundamentals of Marketing Research		
Course unit code:		Credits:	5
Total number of contact lessons:	lectures	15 lessons	Type of course: theoretical
	practice	15 lessons	
Assessment:	Exam mark		
Aims of subject:	The main aim of this course is to provide students with a foundation for the analysis of marketing within organizations including decision making processes, segmentation, the role of information and the marketing information system, the marketing mix, internal and external influences affecting strategy, competitor analysis and positioning.		
Knowledge & competence:	This course focuses on the study of the aspects of the marketing mix that are integrated to develop an effective and coordinated strategic marketing program. The purpose of the course is to help prospective managers identify market opportunities, analyze marketing problems, and develop strategic marketing programs. This course will emphasize the integration of a number of marketing concepts and principles and will stress strategic thinking, decision-making, and application. Assignments will seek to help students develop fundamental skills of analysis, communication, critical thinking, planning, and decision making.		

Course outline

1st occasion	Introduction to the course and requirements The Scope of Marketing, Company Orientation towards the Marketplace,
2nd occasion	Gathering Information and Scanning the Environment, Macroenvironmental elements
3rd occasion	Understanding the customers. Consumer behaviour. Purchase decision making process
4th occasion	Delivering Consumer Value
5th occasion	Mid-term Test I. Marketing strategy

6th occasion	Setting product strategy. Product and brand relationships. Packaging. Designing and managing services.
7th occasion	Pricing strategies Managing value networks and channels. Role of marketing channels. Retailing. Role of marketing communications
8th occasion	Introduction to marketing research Defining the marketing research problem, secondary data collection and analysis
9th occasion	Quantitative and quantitative research methods
10th occasion	Mid-term test II.
Term requirements:	During the semester students have to take part intensively on classes. For the lectures and seminars constant preparation is essential to generate discussion on given problems. Level of preparation, fulfilment of class-by-class assignments, activity on seminars and lectures will be assigned and evaluated. For signature two test must be written.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	Assessment will be based on classroom work, mid-term tests, mid-term assignments and exam. Grades will be given according to the following pattern: Class contribution 10% Mid-term test I. 20% Mid-term test II. 20% Exam 50% <ul style="list-style-type: none"> • <u>marking system:</u> 88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (satisfactory) 51- 63=2 (pass) 0- 50=1 (fail)
Type of exam:	Written
Compulsory readings:	
Kotler P.: Marketing management 13th ed. Handouts	
Recommended readings:	
Malcolm McDonald, Hugh Wilson (2011): Marketing Plans: How to Prepare Them, How to Use Them Kotler, Philip (2010): Marketing 3.0: From Products to Customer to the Human Spirit	

Course unit data sheet

WEKERLE SÁNDOR BUSINESS SCHOOL

CORE DATA

Course unit:

Statistical Methods

Total number of contact lessons:

30

Credits

5

Assessment:

Term mark

Aims of subject:

The course aims at enabling the students to read, understand and interpret statistical data.

Knowledge & competence:

descriptive statistics, inferential statistics, data, population, sample, quantitative and qualitative data, data processing, data table, diagram, statistical variable, parameter, attributes, mean, median, mode, relation between quantitative variables, probability, sample space, events, conditional probability, Bayes' theorem, random variables (discrete, continuous)

Course outline

1st occasion

Basic statistical concepts: the concept of statistics, data, population, sample. Applications in business and economics (overview, examples)

2nd occasion

Summarizing categorical data, frequency distributions, charts

3rd occasion

Summarizing quantitative data, tables, histograms, cumulative distributions. Crosstabulation, scatter diagrams

4th occasion

Numerical measures, measures of location, mean, median, mode, quartiles, percentiles

5th occasion

Measures of variability, IQR, variance, standard deviation, coefficient of variation

6th occasion

Distribution shape, z-scores, Chebyshev's theorem, outliers. Exploratory data analysis, five-number summary, box plot

7th occasion

Probability, experiments, counting rules, assigning probability. Events and their probabilities.

8th occasion

Basic relationships of probability, complement, union, intersection, addition law

9th occasion

Conditional probability, multiplication law, independent events. Bayes' theorem.

10th occasion

Random variables, discrete random variable, continuous random variable

Credit approval criteria

Attendance:

Regular attendance, active participation in class work, completion of in-class and out-of-class assignments are required. Allowed absence rate is 20%.

Type of assessment (oral or written):	practical mark, based on exercises completed
Exam eligibility requirements:	---
Assessment criteria:	<p>Mark determination:</p> <ul style="list-style-type: none"> • Exercises (in class and homework) <p>Marking system:</p> <p>88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (average) 51- 63=2 (satisfactory) 0- 50=1 (fail)</p>
Compulsory readings:	
➤ Basics of Statistics, http://www.mv.helsinki.fi/home/jmisotal/BoS.pdf 83 pp 1-75	
Recommended literature:	
➤ Introduction to Statistics, http://onlinestatbook.com/Online_Statistics_Education.pdf pp 1-362	