

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Academic Skills PG2	Credits:	4
Total number of contact lessons:	lectures	Ø lessons	Type of course: mandatory
	practice	30 lessons	
Aims of subject:	The course aims at equipping students with the essential study skills required for successful study in higher education. In addition, the course aims to enable them to conduct research using a wide range of appropriate sources for their dissertation topic, develop their reading and writing skills, and to give academic presentations in preparation for defending their thesis.		
Assessment:	Term mark		
Knowledge & competence:	<ol style="list-style-type: none"> 1. Students will be familiar with applying academic conventions of writing and use their academic integrity in the writing process. 2. They will understand the role of criticality when reading academic literature and writing arguments for their dissertations. 3. They will realize that the understanding of different academic sources, their evaluation and the different ways of in-text citation and referencing skills are an integral part of the implementation of research strategies. 		

Course outline

1	Critical reading skills
2	Systematic note-taking for assignments
3	Choosing and evaluating source materials
4	Harvard referencing
5	Writing a literature review
6	Criticality in literature reviews
7	Avoiding plagiarism – paraphrasing and summarizing
8	Introduction to research methods
9	Formulating a research question
10	Academic presentations

Mid-term requirements:	Regular attendance, active participation in seminars, completion of in-class and out-of-class assignments are required. Final grades will be based on class participation, a mid-term test and, also on a presentation.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of assessment (oral or written):	written and oral
Exam eligibility requirements:	regular attendance (see above)
Assessment criteria:	Mark determination: <ul style="list-style-type: none"> • Active participation in seminars 25% • Mid-term test 50% • Presentation 25%
Compulsory readings:	
Recommended literature:	
➤ Bailey, S. (2011). <i>Academic writing for international students of business</i> . Abingdon: Routledge.	
➤ Chesla, E. L. (2009). <i>Reading comprehension success in 20 minutes a day</i> . 4th ed. New York: Learning Express, LLC.	
➤ Cottrell, S. (2013). <i>The Study Skills Handbook</i> . 4 th ed. Basingstoke: Palgrave Macmillan.	
➤ Saunders, M., Lewis, P. and Thornhill, A. (2012). <i>Research methods for business students</i> . 6 th ed. Pearson Higher Education.	

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Accounting		Credits:	4
Total number of contact lessons:	lectures	15 lessons	Type of course:	mandatory
	practice	15 lessons		
Assessment:	Exam mark			
Aims of subject:	Apply analytical and creative skills in evaluating accounting			
Knowledge & competence:	<p>On successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Information and generating alternative solutions • Apply management accounting tools to measure and control business performance and to identify remedial performance • Assess the performance of a business from both a financial and a non-financial viewpoint • Develop and report management accounting information both for management information and for decision • The student should possess a basic knowledge of controlling. 			

Course outline

1st occasion	Introduction to the basic terms of accounting
2nd occasion	The Balance sheet
3rd occasion	Understanding of the double accounting system
4th occasion	Income statement
5th occasion	Cash flow statement
6th occasion	Undersatding of the Break Even Analysis
7th occasion	Budgeting
8th occasion	Financial planning
9th occasion	Financial Ratios
10th occasion	Basics of controlling

Term requirements:	Solving exercises given to the lessons, completion of out-of-class assignments are required. Writing two mid-term tests. Assignments submitted after their deadlines will not be accepted.
Credit approval criteria	
Attendance:	min. 80% is required
	<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:	
Business Accounts, David Cox, ISBN-13: 978-1872962634	
Recommended readings:	
Adams, D. (2006). Management Accounting for the Hospitality, Tourism and Leisure Industries. 2 nd edition. London: Thomson Learning. Chartered Institute of Management Accountants (2012).	
Welcome to CIMA United Kingdom. Available at: http://www.cimaglobal.com/Our-locations/UK/ (Accessed: 21 June 2012)	
Dopson, L. R. and Hayes, D. K. (2009). Managerial Accounting for the Hospitality Industry. Chichester: Wiley. Journal of Management Accounting Research	

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Finance and International Finance		
Course unit code:		Credits:	5
Total number of contact lessons:	lectures	30 lessons	Type of course: mandatory
	practice	Ø lessons	
Aims of subject:	<p>Through this course students will have insights into a breadth of issues and areas ranging from finance. The aim of the course is to provide a basic understanding of the world finance covering an introduction to basic concepts, financial markets, investments, and financial management or business finance. It helps to know which numbers to look at to understand business decisions.</p> <p>Basic knowlege, terms, and practical experiences will be conveyed that serve the students into their future carreer, and that form a foundation upon which a future finance professional can be also built.</p> <p>As a consequence, a broad exposure to the discipline of finance will meet the needs of the student who should know the basics of finance so that he or she can understand business-related Internet sites, and analyse other business information sourcesintelligently.</p> <p>Special emphasis will be put on the parctical experience sharing from field of banking, risk management, raising of funds in the institutional, and market environments, in order to help the students to work as a member of a team that includes finance professionals.</p>		
Assessment:	Exam mark		

Knowledge & competence:	<p>The course will develop the participant’s ability to read and understand financial statements, and acquire knowledge about how capital and money markets work. The course introduces the basic concepts of finance and financial markets, and offers better understanding of financial instruments through practical examples. We begin with an overview of finance and its basic principles. We discuss the topic of finance and the role and functions of the financial system to a nation’s economy. This is followed by an overview of the monetary system, its functions and role in the economic policy. The international finance and trade will be also introduced, within the topic we discuss about the affection of exchange rate changing global funds, and international financial trade. Following this we focus financial statements and ratios. Based on financial ratios we will discuss financial risk management. We review the role of savings in an economy and the ways in which funds flow to and from different sectors. The curriculum is indicative and depending on the time limit it can be subject to change.</p> <p>Learning outcomes</p> <ul style="list-style-type: none"> • Firm foundation for students to build upon in later courses in financial management, investments, or financial markets. • Students will be financially literate and conscious of the field of finance. • Students will be able to work effectively as a member of a cross-functional work team.
------------------------------------	---

Course outline

1	Introduction to Finance, Basic Concepts
2	Money and Monetary Systems
3	Banks and Other Financial Institutions
4	International Finance and Trade
5	Cryptocurrencies
6	Time Value of Money
7	Basics of financial risk management
8	Financial statements, and ratios
9	Summary, practice, revision, questions, feedback on home assignments
10	Test and feedback on solutions

Mid-term requirements:	Regular attendances, active participation in class work is required. Final grades will be based on an end-term oral examination.
-------------------------------	--

Credit approval criteria

Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of assessment (oral or written):	written
Exam eligibility requirements:	see below

<p>Assessment criteria:</p>	<p>Grading is based on homework assignments (2*10%=20%), classroom activity, mini tests (30%) and final written test's results (60%).</p> <p>Grade offered can be available with the following conditions: homework assignments (2*10%=20%), classroom activity (30%) and one final tests (60%), with above 60% altogether. In this case there isn't required to do the final written examination.</p> <p>Homework submitted after their deadlines will not be accepted.</p> <p>Grade brackets are as follows:</p> <table data-bbox="608 510 973 712"> <tr> <td>0-50%</td> <td>Failed (1)</td> </tr> <tr> <td>51-63%</td> <td>Pass (2)</td> </tr> <tr> <td>64-75%</td> <td>Medium (3)</td> </tr> <tr> <td>76-87%</td> <td>Good (4)</td> </tr> <tr> <td>88-100%</td> <td>Excellent (5)</td> </tr> </table>	0-50%	Failed (1)	51-63%	Pass (2)	64-75%	Medium (3)	76-87%	Good (4)	88-100%	Excellent (5)
0-50%	Failed (1)										
51-63%	Pass (2)										
64-75%	Medium (3)										
76-87%	Good (4)										
88-100%	Excellent (5)										
<p>Compulsory readings:</p>											
<p>Lectures, handouts and additional readings to be disclosed during the course</p>											
<p>Recommended literature:</p>											
<p>Financial Markets and Institutions (Pearson Series in Finance) by Frederic S. Mishkin (Author), Stanley Eakins (Author)</p> <p>Introduction to Finance: Markets, Investments and Financial Management by Ronald W. Melichner, Edgar A. Norton</p> <p>Foundations of Finance by Arthur J. Keown, John H. Martin, J William Petty</p> <p>Cryptocurrency: Understanding Blockchain, Bitcoin Investing, Mining and Trading Digital Currencies Kindle Edition by Arda Gauthier</p>											

Course unit data sheet

25 March 2026

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Human Resources Management		
Course unit code:		Credits:	4
Total number of contact lessons:	lectures	30 lessons	Type of course: mandatory
	practice	Ø lessons	
Aims of subject:	The main objective of this course is to introduce students to practical issues of today's HR management. We will focus on the challenges of a society in transition, characterized by a changing labor market which is expecting new skills and competencies from the employees.		
Assessment:	Exam mark		
Knowledge & competence:	Students will gain knowledge about the main functions of HR management in organizations and the future challenges of this field, determined by the first waves of the digital society. They will be familiar with the main activities of an HR manager in a multicultural and global world.		

Course outline

1	Introduction: history, development and current challenges of HRM
2	Fundamentals of recruitment and selection1
3	Fundamentals of recruitment and selection1
4	The Interview
5	Motivation theories and practice / Training and development in work organisations
6	Performance management and appraisal
7	Organizational culture/ Career planning in HRM
8	Compensation and benefits. Health and safety at work.
9	Management of change
10	Fundamentals of Strategy and Planning HR.

Mid-term requirements:	<p>Regular attendances, active participation in class work, completion of in-class and out-of-class assignments are required.</p> <p>Final grades will be based on an end-term test, and also on a presentation and task fulfilment.</p>
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of assessment (oral or written):	written and oral
Exam eligibility requirements:	see below
Assessment criteria:	<p>Mark determination:</p> <ul style="list-style-type: none"> • Active participation in seminars 20% • Presentation and assignment 30% • End-term exam 50%
Compulsory readings:	
<ul style="list-style-type: none"> ➤ class presentations and handouts 	
<ul style="list-style-type: none"> • Michael Armstrong: A HANDBOOK OF HUMAN RESOURCE MANAGEMENT PRACTICE, 10th edition, 2006 selected chapters 	
Recommended literature:	
<p>http://recruitusmc.org/wpcontent/uploads/2014/10/Handbook.of.Human.Resource.Management.Practice.10th.pdf</p> <p>Jones & Bartlett Learning: Nancy H. Shanks: Management and Motivation http://www.jblearning.com/samples/076373473X/3473X_CH02_4759.pdf</p>	
<ul style="list-style-type: none"> ➤ Alvin Toffler: The Third Wave, the Classic Study of Tomorrow, Bantam Books 1984, 	
<ul style="list-style-type: none"> ➤ Daniel H. Pink: Drive, The Surprising Tools About What Motivates Us, Riverhead Books, 2009. 	

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Marketing Management		
Course unit code:			Credits: 5
Total number of contact lessons:	lectures	15 lessons	Type of course: mandatory
	practice	15 lessons	
Assessment:	compulsory presentation, activities during the lessons, knowledge of indicated chapters of compulsory reading.		
Aims of subject:	Students have to recognise that marketing management acts as a liaison between the customers and the production side of business. Through careful blending of the needs of customers with the capabilities of production it attempts to satisfy its customers.		
Knowledge & competence:	Case studies and researches about the pre- indicated topics, understanding the process of customer value creation and perception. Complex approach of integrated marketing.		
Course outline			
1st occasion	The strategic aspects of product and pricing policies		
2nd occasion	The different types of place of distribution		
3rd occasion	The pillars of marketing management		
4th occasion	Planning, organising, commanding, coordinating and controlling of marketing activities		
5th occasion	Preparing an integrated Marketing plan and program		
6th occasion	Creating values for the target customers		
7th occasion	Branding strategies		
8th occasion	Positioning		

9th occasion	Different types of marketing strategies
10th occasion	Summarising
Term requirements:	One presentation is compulsory and active participation during the lessons.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	<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:	Oral exam
Compulsory readings: Guru Jambheshwar University: Marketing management (Lessons: 5,9,11,13) https://www.ddegjust.ac.in/studymaterial/mba/cp-203.pdf	
Recommended readings: Philip Kotler, Marketing 3.0 https://www.manajemen-pemasaran.com/katalogmanajemen/2010%20-%20(EBOOK)%20Marketing%2030-Hermawan%20KertajayaPhilip%20Kotler%20Hermawan%20Kartajaya%20Iwan%20Setiawan.pdf	

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Organizational Behaviour		
Course unit code:		Credits:	4
Total number of contact lessons:	lectures	30 lessons	Type of course: mandatory
	practice	0 lessons	
Aims of subject:	The course aims at giving an insight to management in a multicultural environment, showing its everyday tasks and challenges.		
Assessment:	Exam mark		
Knowledge & competence:	Students will be familiar with the concept of management and organizational behaviour, and will gain knowledge in hands-on management through presentations and practice.		
	They will understand the role of a manager and the importance of resource management with special emphasis on human resources.		

Course outline

1	Intro Personal introductions Brief history and basics of management and organization
2	The manager and the organization Role of the manager within the organization Skills and tasks of a manager Manager vs. leader
3	Perception and communication - Effective communication
4	The right task to the right person - Delegation
5	Managerial behaviour and effectiveness - Stress management
6	Managerial behaviour and effectiveness - Time management
7	Human resource management - Coaching
8	Human resource management - Work motivation
9	Human resource management - job satisfaction
10	Human resource management - Giving (and receiving) feedback

Term requirements:	Regular attendance, active participation in class work, completion of in-class and out-of-class assignments are required. Final grades will be based on an end-term test, written paper and also on a presentation.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of assessment (oral or written):	
Exam eligibility requirements:	see below
Assessment criteria:	<ul style="list-style-type: none"> • Criteria for signature: • presentation • active participatin • 80% attendance • End term exam
<p>➤ Compulsory readings: Csaba Berde: Management Skill http://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011_0009_Berde_Csaba-Management_Skills/adatok.html</p> <p>Stephen Robbins, Timothy Judge: Organisational Behaviour</p> <p>Presentation slides</p>	

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Statistics 2 / Quantitative Analysis (PG/EMBA)		
Total number of contact lessons:	30	Credits:	5
Assessment (Exam or Term mark):	Term mark		
Aims of subject:	The aim of the course is to teach to perform statistical analysis on different datasets using Microsoft Excel.		
Competences to be acquired:	Calculations and usage of functions in Excel, descriptive statistics, continuous and discrete random variables, hypothesis testing, interferences about two populations, linear regression		
Course outline			
1st occasion	Introduction to/Revision of Statistics and Data: main definitions and data types		
2nd occasion	Introduction to/Revision of Excel and problem solving with Excel		
3rd occasion	Introduction to/Revision of Statistics with Excel, descriptive statistics		
4th occasion	Probability and distributions, data visualisation		
5th occasion	Continuous and discrete random variables, uniform probability distribution, normal probability distributions		
6th occasion	Estimating parameters and determining sample sizes		
7th occasion	Hypothesis testing, errors and p-value		
8th occasion	Interferences from two samples		
9th occasion	Linear regression		
10th occasion	Model building and summary		
Term requirements:	Attendance (see below), active participation in class work, three written exams during the term		

Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	<p>To get the teacher's signature attendance is required on at least 80% of the classes.</p> <p>One occasion is 3x45 minutes, 10 occasions are 30x45 minutes, hence attendance is required for at least 24x45 minutes.</p> <p>ATTENDANCE ONLY UNTIL THE FIRST BREAK OF THE OCCASIONS IS NOT SUFFICIENT AND WILL BE CALCULATED RESPECTIVELY!</p> <p>Three assessments:</p> <ul style="list-style-type: none"> - 1st HOMEWORK based on the Introductory exercises (occasions 1-3) - 2nd midterm based on the occasions 4-7 - 3rd midterm based on the occasions 8-9 <p>Mark determination</p> <ul style="list-style-type: none"> • 1st homework: 20% • 2nd midterm: 40% • 3rd midterm: 40% • <u>marking system:</u> <ul style="list-style-type: none"> 88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (satisfactory) 51- 63=2 (pass) 0- 50=1 (fail)
Type of exam:	---
<p>Compulsory readings: Uploaded ppt-s and notes from class to Google Drive Introduction to Statistics, http://onlinestatbook.com/Online_Statistics_Education.pdf pp 1-394</p>	
<p>Recommended readings: Mario F. Triola - Introduction to Statistics with Excel Introduction to Statistics, http://onlinestatbook.com/Online_Statistics_Education.pdf 694 pages</p>	