

Course unit data sheet			
WEKERLE INTERNATIONAL UNIVVERSITY			
CORE DATA			
Course unit:	Academic Skills PG 4		
Course unit code:		Credits:	0
Total number of contact lessons:	practice	30 lessons	Type of course: mandatory
Assessment (Exam or Term mark):	Term mark		
Aims of subject:	<p>The overall aim is to prepare students for thesis writing.</p> <ul style="list-style-type: none"> to familiarise students with the conventions of English academic writing; cohesive devices; rules of referencing; the concept of plagiarising; different reading strategies; the academic register; to develop students reading and writing skills; paraphrasing, summarising, synthesising skills. 		
Competences to be acquired:	By the end of the course, the students will be able to produce essays following the rules of English academic writing; they will be able to use different reading strategies effectively; they will be able to paraphrase texts, summarise and synthesise sources and refer to them in a systematic and ethical way.		
Course outline			
1st occasion	Getting to know each other; the process of writing; Culture, logic and rhetoric		
2nd occasion	Paragraph development		
3rd occasion	Essay development I		
4th occasion	Essay development II		
5th occasion	Introductions and conclusions		
6th occasion	Academic texts; the academic register		
7th occasion	Finding proper academic sources and referencing		

8th occasion	Avoiding plagiarism: Paraphrasing
9th occasion	Summarising I
10th occasion	Summarising II
11th occasion	Synthesising sources
12th occasion	Critical reading-critical thinking
13th occasion	Reading and evaluating a thesis
14th occasion	End-of- term test
15th occasion	Evaluation and feedback

Term requirements:	<p>For the tutor's signature: regular attendance and active participation</p> <p>For a term mark: written assignments and End-of-term test</p> <p>Late assignments will automatically be awarded a lower grade.</p>
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20% (2 x 1,5 hours)
Other ground rules	<p>Laptop and mobile phone use – only for study purposes (e.g. to consult online dictionaries)</p> <p>Google Drive:</p> <ul style="list-style-type: none"> • Follow the course there (hw) • Upload final assignments by the deadline <p>Notify the tutor of your upcoming absence via email.</p>
Assessment criteria:	<p>The weighting of results for the final mark:</p> <ul style="list-style-type: none"> • Active participation in seminars: 30% • Keeping and regularly updating your folder on the drive with your notes and written assignments: 10% • Written assignments plus end-of term test: 60% <p><u>marking system in percentage:</u> 88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (satisfactory) 51- 63=2 (pass) 0- 50=1 (fail)</p>

Type of exam:	---
Compulsory readings: <ul style="list-style-type: none"> ➤ Bailey, S. (2011). <i>Academic writing for international students of business</i>. Abingdon: Routledge. 	
Recommended readings: <ul style="list-style-type: none"> ➤ Chesla, E. L. (2009). <i>Reading comprehension success in 20 minutes a day</i>. 4th ed. New York: Learning Express, LLC. □ ➤ Williams, A. (2013). <i>Research. Improve your reading and referencing skills</i>. London: HarperCollins. ➤ Tankó, Gy. (2022). <i>Paraphrasing, summarizing and synthesizing skills for academic writers. Theory and Practice</i>. (2nd, revised edition.) Budapest: Eötvös Kiadó. 	

Course unit data sheet

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CORE DATA

Course unit:	E-business		
Course unit code:		Credits:	4
Total number of contact lessons:	theory and practice	15-15 lessons	Type of course: mandatory
Assessment:	Exam mark		
Aims of subject:	This course provides a thorough understanding of the principles and practices associated with using the internet to market goods and services. It explores how the internet can be used effectively to enhance marketing activities of corporate enterprises.		
Knowledge & competence:	<p>Upon completion of the course, student should:</p> <ul style="list-style-type: none"> • have in-depth knowledge of key digital marketing concepts and the role of marketing in a technological-driven business environment; • be able to integrate traditional marketing concepts to real world Internet applications; • be cognizant of ethical challenges in the realm of Internet Marketing; and • be exposed to mainstream and current Internet marketing practices. 		
Course outline			
1st occasion	<p>Introduction to the topic</p> <ul style="list-style-type: none"> - Overview of e-Commerce and the Internet - Historical perspective - Impact of the Internet on marketing 		
2nd occasion	E-business models (e.g., brokerage model, advertising model, community model) and explanation the concept and function of a business models		

3rd occasion	Web Building and Design & Landing Page Optimization –Build and design web in such a way that the webpage will create optimal amount of traffic and click through rate
4th occasion	Web Analytics – Differentiate and choose the most appropriate key performance indicators for various type of website
5th occasion	Search Engine Optimization (SEO) – Identify, learn, and be able to apply different on-site vs. off-site SEO techniques and solutions to improve its organic search rankings
6th occasion	Paid Search Marketing – Create a paid search engine marketing campaign, evaluate its effectiveness, and finally recommend changes that will improve the campaign’s conversion rates
7th occasion	Online Advertising – Familiarize and distinguish the various methods of online display advertising. Create an online display ad campaign and measures its return on ad spend
8th occasion	Email Marketing – Compare and contrast various customer relationship management metrics in measuring the success of email marketing campaign
9th occasion	Social Media – Utilize knowledge of social media tactics to design an effective social media campaign
10th occasion	Ethics of Online Marketing
Term requirements:	<p>To gain the course credits:</p> <p>An unseen term examination will require a comprehensive understanding of the covered topics. Examination will be closed book and close notes. Total examination time is 1.5 hour. It is not allowed to use personal laptop computers, palmtop computers to take and/or write the exam. Minimum 51% of all marks must be reached to meet the minimum requirement of the test paper. The examination consists of short essay, problem solving, and multiple choice questions.</p>

Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	<p>Mark determination</p> <p>The final grade is calculated 60% from the result of the written exam (theory and short essay) and 40% from the results of the exercises and presentations during the course.</p> <p><u>Marking system:</u> 88-100%=5 (excellent) 76- 87%=4 (good) 64- 75%=3 (satisfactory) 51- 63%=2 (pass) 0- 50%=1 (fail)</p>
Type of exam:	written test paper
Compulsory readings:	
<p>Roberts, Mary Lou - Zahay, Debra (2013). Internet Marketing: Integrating Online and Offline Strategies, 3rd ed., South-Western Cengage Learning – accessible on the Google Drive uploaded</p> <p>Teaching materials - PPTs</p>	
Recommended readings:	
<p>Dave Chaffey - Fiona Ellis-Chadwick (2019): Digital Marketing (7th Edition), Pearson Education, ISBN 13: 978-1292241579</p> <p>Annmarie Hanlon (2019): Digital Marketing: Strategic Planning & Integration, SAGE Publications Ltd, ISBN 13: 978-1526426673</p> <p>Simon Kingsnorth (2019): Digital Marketing Strategy, Kogan Page, ISBN 13: 978-0749484224</p> <p>Damian Ryan (2020): Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns, Kogan Page, ISBN 13: 978-1789666014</p>	

Course unit data sheet

25 March 2026

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Investment Decisions		
Course unit code:			Credits: 4
Total number of contact lessons:	lectures	15 lessons	Type of course: mandatory
	practice	15 lessons	
Aims of subject:	<ul style="list-style-type: none"> - to review the concepts of finance and international finance, financial systems, markets and instruments as well as the effect of the exchange rate changing global funds and the international financial trade - to provide a comprehensive understanding of how to evaluate financial assets, manage investment risks, and construct optimal portfolios 		
Assessment:	Exam mark		
Knowledge & competence:	By the end of the course, students will understand the basics of analytical techniques that are applied to make informed investment decisions and build well-structured portfolios.		
Course outline			
1	Review of concepts of finance and international finance		
2	The Concept, the Importance and the Factors of Investment Decisions		
3	Understanding Financial Statements		
4	Analysing Risk and Return		
5	The Modern Portfolio Theory		
6	Investment Strategies		
7	Integrating Environmental, Social, and Governance (ESG) Criteria and Adhering to Professional Ethics		
8	Revision and Practice		
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:	
Investments (12 th edition) by Zvi Bodie, Alex Kane, & Alan Marcus	
Recommended literature:	
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Course unit data sheet

25 March 2026

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CORE DATA

Course unit:	Managerial Competence Development		
Course unit code:		Credits:	3
Total number of contact lessons:	lectures	15 lessons	Type of course: mandatory
	practice	15 lessons	
Aims of subject:	<ul style="list-style-type: none"> - to review the core functions of management as well as the key aspects and the role of organizational behaviour - to understand how managers can contribute to the success of their organizations by developing different managerial competences 		
Assessment:	Term mark		
Knowledge & competence:	See below		

Course outline

1	The Core Functions of Management and the Key Aspects and Role of Organizational Behaviour
2	Different Management Styles
3	Emotional Intelligence and Self-Management
4	Motivational Theories and Practices
5	Conflict Management and Analytical Problem Solving
6	Managing Stress and Fostering Mental, Physical and Emotional Well-being
7	Effective Business Communication
8	Revision and Practice
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:	
David Boddy: Management: An Introduction. 6th edition, Pearson.	
Mike Smith: Fundamentals of Management. McGraw-Hill.	
Recommended readings:	
P. Zukowski-J. Gudowski: Competence Dimensions of Managers – Contemporary Challenges chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.jomswsge.com/pdf-83603-19116?filename=.pdf	

Course unit data sheet			
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Course unit:	Project Management		
Course unit code:		Credits:	4
Total number of contact lessons:	lectures	30 practical lessons	Type of course: mandatory
Assessment (Exam or Term mark):	Term mark		
Aims of subject:	<p>In a competitive corporate environment, projects are increasingly initiated to implement enhancements in goods and/or services to align with organizational objectives. Consequently, knowledge and comprehension of projects and their efficient management are increasingly vital managerial competencies. This course will explore the essential concepts and principles of project management and apply them to real-world projects. The objective of the course is to explain the strategic significance of projects in fulfilling corporate goals. To enable students to acquire and employ project management techniques across the project life-cycle, as well as to develop, communicate, justify, plan, manage, execute, and deliver projects successfully.</p>		
Competences to be acquired:	<p>By completion of this course students will be able to</p> <ul style="list-style-type: none"> - understand the concept and significance of PM - define project deliverables and manage stakeholders - overview PM process and lifecycle - apply tools and methodology of PM - identify project risks - select risk mitigation strategies. 		
Course outline			
1st occasion	Introduction to Project Management. Key concepts in PM.		

2nd occasion	The Project Life Cycle
3rd occasion	The project management processes. The project management team, staffing the project
4th occasion	Planning the project, creating a project plan
5th occasion	Managing project budget
6th occasion	Scheduling the project
7th occasion	Allocation resources to the project
8th occasion	Monitor progress and control quality
9th occasion	Evaluating and terminating the project
10th occasion	Student presentations
Term requirements:	<p>Regular attendance, active participation in class work, completion of in-class and out-of-class assignments is required. Some units in this course require that you complete a written assignment. You are required to submit your assignments by the indicated deadlines discussed in the class.</p> <p>An unseen term examination test will consist of three methods of examining your knowledge; true/false, multiple choice and short essay assessment.</p>
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	<p>The assessment consists of two main components. Term exam, classroom projects and home assignments will also comprise the final grade for the course.</p> <p>Mark determination</p> <ul style="list-style-type: none"> • Homework Assignments, projects: 40% • Term exam: 60%, total 100% <p>Marking system 88-100%=5 (excellent) 76-87%=4 (good) 64-75%=3 (satisfactory) 51-63%=2 (pass) 0-50%=1 (fail)</p>

Type of exam:	Written
Compulsory readings:	
S. Mantel – J. Meredith – S. Shafer – M. Sutton (2011): <i>Project Management in Practice</i> . 4th edition, John Wiley & Sons, Inc., Hoboken, New Jersey, USA	
Recommended readings:	
Timothy J. Berry (2004): <i>Hurdle: The Book on Business Planning</i> . Palo Alto Software Inc., Eugene, Oregon, USA ISBN 0-9712185-0-1	
Graham Friend – Stefan Zehle (2004): <i>Guide to Business Planning</i> . Profile Books Ltd, London, UK ISBN-10 1 86197 474 4, ISBN-13 978 1 86197 474 7	
C. Gray – E. Larson (2006): <i>Project Management: The Managerial Process</i> . McGraw-Hill International edition, Singapore	
Jack Ferraro (2012): <i>Project Management for Non-Project Managers</i> . AMACOM, New York, USA, ISBN: 978-0814417362	
Joseph Heagney (2012): <i>Fundamentals of Project Management</i> , 4th edition. AMACOM, New York, USA, ISBN: 978-0-8144-1748-5	
J. K. Pinto (2016): <i>Project management: achieving competitive advantage</i> . 4th edition, Pearson Education, Essex England	
Greg Horine (2017): <i>Project Management Absolute Beginner's Guide</i> . Que, Indianapolis, Indiana, USA, ISBN: 978-0-7897-5010-5	
https://www.smartsheet.com/complete-glossary-project-management-terminology?srsltid=AfmBOopVfQzEWguFNxY8t8F9HsAiqpB6Kk7OsUAiDZJ8ii2z2UdLAa4j	

Course unit data sheet				
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Course unit:	Quality Management			
Course unit code:			Credits:	4
Total number of contact lessons:	theory and practice	15-15 lessons	Type of course:	mandatory
Assessment (Exam or Term mark):	Exam mark			
Aims of subject:	This course aims introducing the philosophy of quality management, its historical evolutions, and elements (such as leadership, customer satisfaction, employee involvement, continuous process improvement, supplier partnership and performance measurement. The course also introduces the tools and techniques of total quality management.			
Competences to be acquired:	After completing this course, the student should be able to: <ol style="list-style-type: none"> 1. Know the principles of Quality Management 2. Understand the role Total Quality Management plays in management 			
Course outline				
1st occasion	Intro to quality: definitions, history,			
2nd occasion	Quality control; Cost of poor quality			
3rd occasion	Quality assurance ; Total Quality Management (TQM)			
4th occasion	Quality Standards – general structure of ISO Quality Standards			
5th occasion	Integrated Quality Management System (ISO) - (e.g: HSSE, IT, Supply Chain, etc.)			
6th occasion	Quality assurance - Continuous improvement methodologies - LEAN, Kaizen			
7th occasion	Continuous improvement methodologies - SixSigma, Agile, Quality 4.0			
8th occasion	Roles of product/service signs and symbols in quality management			
9th occasion	Customer Experience – Quality through the customer journey			
10th occasion	Trends in Quality Management; Course Summary			

Term requirements:	Short presentation on the dedicated occasion. Topics will be specified on the 2 nd occasion; presentation shall be in compliance with the descriptions.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment	<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:	
Graeme Knowles: Quality Management (2011) ISBN 978-87-7681-875-3	
Recommended readings:	
In the course materials	

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Course unit: **Strategic Case Studies**

Course unit code: **Credits:** 4

Total number of contact lessons:	lectures	Ø lessons	Type of course:	practical
	practice	30 lessons		

Aims of subject: The module focuses on the behavioural characteristics of organisational life. Taking a managerial point of view, the module delivers an understanding of human and behavioural issues, which co-exist in organisations on three levels.

Assessment: Term mark

Knowledge & competence: On successful completion of this module students should be able to:

- Demonstrate understanding of the importance of organizational behavior and support this with examples of the local or international business success of an organization.
- Explain and evaluate the mutual interdependence between the organization and its environment.
- Classify and compare the strengths and limitations of formal approaches to personality.
- Appraise and critically analyze the role of groups in organizations
- Identify and classify the nature of motives and motivation processes as influencing factors on behavior.
- Compare and critically evaluate the bases of power in organizations and the role of leaders.

Course outline

1	Personality, perception and attribution; attitudes, values and ethics
2	Work teams and groups, decision making by groups
3	Motivation at work
4	Stress and well-being at work. Stress management
5	Power and political behaviour; leadership and followership
6	Conflict and negotiation; managing changes

7	Organizational and national culture
8	Learning and performance management; career management
9	Challenges for managers in the 21st century; the learning organization
10	Review
Mid-term requirements:	Regular attendance, active participation in class work, completion of one out-of-class assignment are required. Final grades will be based on the attendance, on the assignment and the presentation.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of assessment (oral or written):	written
Exam eligibility requirements:	regular attendance (see above)
Assessment criteria:	Mark determination: The final grade will be given by the class-contribution and work on the given cases
Compulsory readings:	
➤ Charles W. L. Hill - Gareth R. Jones (2012): <i>Essentials of Strategic Management, 3rd edition</i> . South-Western, Cengage Learning, Mason, Ohio, USA ISBN-13: 978-1-111-52519-4; ISBN-10: 1-111-52519-6	
Recommended readings:	
➤ Colin White (2004): <i>Strategic Management</i> . Palgrave MacMillan, New York, USA ISBN 1-4039-0400-6	