

INTERNATIONAL
BUSINESS ECONOMICS
BA

COURSE INFORMATION



Academic year 2022/23

2020

TOMORI PÁL COLLEGE

1223 BUDAPEST, MŰVELŐDÉS UTCA 21-27.

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1. Training and Outcome Requirements ¹

1. Title of the Bachelor's degree: International Business Economics

2. The level of the bachelor's degree and the indication of the qualification in the diploma:

- level of qualification: bachelor (baccalaureus, bachelor; abbreviated BSc) degree
- qualification: economist with a bachelor's degree in economics and management
- title in English: Economist in International Business

3. Field of study: economics

4. Duration in semesters: 8 semesters

5. Number of credits to be accumulated for the Bachelor's degree: 180+60 credits

- orientation of the course: practice-oriented (60-70 per cent)
- minimum number of credits of related practical training outside the institution: 60 credits, of which the number of credits for the thesis: 10 credits,
- minimum number of credits for optional subjects: 10 credits

6. Classification of fields of study according to the standard classification of fields of vocational education and training: 313/0312

7. Training objectives and professional competences of the Bachelor's degree

The aim of the training is to train economic specialists who, with their knowledge of economics, applied economics and methodology and the knowledge acquired in the framework of their specialisations, are able to understand, plan and analyse the operational processes and economic relations of business organisations and institutions. Once they have acquired practical knowledge and experience, they are able to manage and organise the activities and processes of entrepreneurs and entrepreneurs. They are prepared to continue their studies at Master's level.

7.1. The professional competences to be acquired

7.1.1.

a) knowledge

- Knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.
- You will have mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and will have mastered the basic methods of information gathering, mathematical and statistical analysis.
- You know the rules and ethical standards of working in a project, team, work organisation, project management.
- Knowledge and understanding of the fundamentals of international transport, the basics of expert knowledge for identifying international financial processes, the relevant methods of information gathering, analysis and problem solving, their application conditions and limitations.
- Knowledge of the basics of other disciplines related to international business (law, land development, education).
- Knowledge and understanding of the basic functions, determinants and objectives of economic policy, foreign trade processes and foreign economic policy. Has the knowledge of

¹ The training and outcome requirements for higher education vocational, bachelor's and master's programmes and courses in the field of religion applicable from the academic year 2022/23

the functioning of the European Union necessary to work effectively.

- Familiarity with the IT and office tools supporting the organisation's operations and management processes.
- You have mastered written and oral forms of professional and effective communication, as well as tabular and graphical ways of presenting data.
- Possess a basic professional vocabulary of economics in your mother tongue and at least two foreign languages.

b) skills

- Planning and organising economic activities, projects, small businesses and business organisations, managing and controlling.
- Using the theories and methods learnt, you will discover facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and sometimes unfamiliar contexts, both national and international.
- Tracks and interprets global economic and international business trends, changes in economic policy and related policies and legislation relevant to the field, their effects, and takes them into account in his/her analyses, proposals and decisions.
- Ability to identify the complex consequences of transport and foreign trade processes.
- Plans and organises economic activities for transport and foreign trade processes in an economic organisation.
- Present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, according to the rules of professional communication. Understands and uses the online and printed literature in his/her field of specialisation in Hungarian and in foreign languages.
- Participates in projects and group tasks, and after gaining practical knowledge and experience, leads, organises, evaluates and monitors the activities. He/she is able to cooperate with representatives of other disciplines (engineers, foreign trade).
- Understand the specificities of working in an international, multicultural environment.
- After gaining practical knowledge and experience, you are able to manage a small and medium-sized enterprise or a department in a business organisation.
- Ability to use professional foreign languages at intermediate level.

c) attitude

- In the interests of quality work, he/she is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work.
- Receptive to new information, new professional knowledge and methodologies, open to taking on new tasks and responsibilities that require autonomy and cooperation.
- Strive to develop their knowledge and working relationships, and to work in cooperation with their colleagues.
- Critical of their own and their subordinates' knowledge, work and behaviour. He is ready to correct mistakes and helps his colleagues to do so.
- He/she is open to changes in the wider economic and social environment of the job, work organisation or enterprise, and seeks to follow and understand these changes.
- Seek to take into account the opinions of others and sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects) in a responsible way in their decision-making.
- It strives for lifelong learning in and outside the world of work.

d) autonomy and responsibility

- Under general professional supervision, independently carries out and organises the tasks defined in the job description.
- Independently organise the analysis of economic processes, the collection, organisation and evaluation of data.
- You take responsibility for your analyses, conclusions and decisions.
- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- Independently monitor changes in the socio-economic-legal environment affecting the field.
- The monitoring and implementation of the related policies is partly autonomous.
- Gives presentations and conducts debates independently.
- Participates independently and responsibly in the work of professional forums within and outside the enterprise.

8. Characteristics of the initial training

8.1. Professional characteristics

8.1.1. The disciplines and specialisations leading to the qualification, from which the degree is structured:

- economics, methodology and business (mathematics, statistics, informatics, micro- and macroeconomics, international economics, finance, corporate economics, business law, marketing, accounting management, business communication, business language, environmental economics, other basic business skills) 80-90 credits;
- social sciences (EU, general and economic law, economic history, sociology, psychology, philosophy, organisation and management theory) 10-20 credits;
- professional knowledge in international management (international trade and economic institutions, world economic processes and regions, foreign economic policy, analysis and market development, international finance, international transactions, international marketing, intercultural management, EU Community policies, international negotiation techniques, international etiquette, protocol, and optional specialisations) 70-90 credits.

8.1.2 The maximum number of credits of specialised knowledge in the areas of specialisation corresponding to the needs of the profession in the field of international management is 30 credits.

8.2. Foreign language requirement

The bachelor's degree requires a state-recognised intermediate level (B2) complex language examination in two foreign languages, or an equivalent certificate or diploma in the field of study, one of which may be replaced by a state-recognised higher level (C1) complex general language examination.

Students participating in English language courses are exempted from the language examination requirement pursuant to Article 51 (2) of Act CCIV of 2011 on National Higher Education. The exemption is available if the student obtains at least 80% of the total number of credits specified in the curriculum, excluding the internship, by completing a course in English. If the indicated percentage is not reached, the prerequisite for the award of the degree is governed by Article 51(1) of Act CCIV of 2011 on National Higher Education.

8.3. Requirements for the internship

The traineeship is one semester, with a minimum of twelve weeks of continuous practice as defined in the curriculum of the higher education institution.

8.4. Specific features that distinguish the training

To enhance the international character of the course, the course requires at least one semester of experience abroad or training in an international environment.

2. General information

Title of the Bachelor's degree Programme:	International Business Economics (IBE)
Responsible HEI for Programme:	Tomori Pál College
The department directly responsible for Programme:	Department of Finance and Accounting
Programme leader:	Dr Melles Hagos Tewolde, Professor, PhD
Locations:	1223 Budapest, Művelődés u. 21. - head office
Specialisations and those responsible for them:	-
Condition for admission:	GCSE
Level of graduation:	Bachelor's degree
Qualifications:	Bachelor (BSc) degree
The indication of the qualification in the diploma:	Economist in International Business
<p>Objective of the BA programme:</p> <p>The objective is to train economic experts with a high level of English and/or German knowledge who can coordinate and perform work for international businesses, furnished with their skills in economics, applied economic sciences, methodology and those acquired in their specialisations. Students will be well-prepared to continue with a master programme as well.</p> <p>The course aims to train professionals who can take advantage of their skills in economics, social sciences, applied general and international economic sciences and methodology in two foreign languages, who understand the international economic system and who are well-prepared to analyse the rapidly changing global economic processes. Graduates will be trained to manage and perform work for international businesses, large, small and medium-sized enterprises or international institutions, get involved in the operation and execution of development programs at the international level for public organisations, with a special consideration to the objectives of the UN regarding sustainable growth and for projects of the EU cohesion funds including national and international development programs.</p> <p>The curriculum has been designed to meet the objectives above, with a special highlight on practice-oriented education, the development of analytical skills, problem solving, teamwork and communication including the preparation of students to plan and carry out international development</p>	

programs and projects.

Internationalisation has become a key aspect at Tomori Pál College in the recent years involving a growing interest for Erasmus programs, the recruitment of international students from developing countries and teacher exchange programs.

The programme is also offered to international students in English. The number of international students enrolled in the programme is on the rise and we have seen a growing interest from the part of Hungarian students for English-language programmes.

The programmes in both languages include the same structure and subjects.

In the field of development policies, students will basically learn about the development policies and practice of global institutions and learn how to carry out their own projects. In the Hungarian-language programme, a greater emphasis is placed on the EU cohesion policies and the operation and practical aspects of national development programs supported by the EU.

Graduates of the International Business Economics programme in both languages have the option of continuing studies of the master level at Hungarian or foreign Higher Education institutions.

Training time:	6+2 semesters
Orientation of the profession:	Practical (60-70 per cent)
Internship requirements: 1) The internship shall be of twelve weeks (400 hours in the full-time and 200 hours in the part-time programmes) as specified in the course curriculum. As a requirement of the course – to strengthen its international aspect – the students have to obtain their professional experiences abroad spending at least one semester in an international environment, in an internship abroad.	
Eligibility criteria for the pre-degree certificate: 1) a total number of 180 + 60 acquired credits 2) fulfillment of the study- and exam-related requirements set forth in the sample timetable 3) fulfillment of the general criteria	
Eligibility criteria for the final exam: 1) obtaining the pre-degree certificate 2) acquiring the number of credits set forth in the programme requirements 3) a thesis approved by both supervisors	
Thesis: The thesis is a solution to a problem or a research project in a specific field related to the chosen specialisation, which can be completed in one semester under the guidance of internal and external consultants, based on the knowledge acquired by the student during his/her studies and by studying additional literature. The thesis will demonstrate that the candidate has acquired sufficient competence in the practical application of the knowledge acquired, is able to carry out the tasks and is familiar with other literature beyond the course material, which he/she can apply in a value-added and independent manner.	
Final exam: The final exam focuses on the evaluation of skills and knowledge required to obtain the degree where	

graduates shall also demonstrate that they can use the above skills in practice.

Exam parts:

- 1) Thesis defence
- 2) Oral exam:
 - a) A complex oral exam embracing professional subjects
 - b) An oral exam in the specialisation subjects

The final exam result is the average of:

- 1) the grade received from the exam board for the thesis defence that also reflects the opinions of the two supervisors,
- 2) the grade of the complex professional exam and the grade of the oral exam in the specialisation subjects

Diploma requirement:

Meeting the requirements for the final examination.

<u>Diploma grade:</u>	excellent	4,51-5,00
	good	3,51-4,50
	medium	2,51-3,50
	sufficient	2,00-2,50

A diploma with distinction is awarded to a candidate who has obtained a distinction in all subjects of the final examination, a final mark in his/her thesis, a 4.5 grade point average in the final examination and no grade below average throughout his/her studies.

Language training:

2 hours per week in semesters 1-4
4 hours per week of specialised language in
5-6 semesters

Physical education:

2 hours per week in 1-2 semesters

3. International Business Economics Course Guide (full-time)

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters								Credits	Method of assessment (coll./prac)
	1.	2.	3.	4.	5.	6.	7.	8.		
	Week/Semester number of lectures Type of lectures (lectures/practices)									
<i>Economics and basic methodology and business knowledge groups</i>										
1) Basic Economics knowledge group										
1. Microeconomics	2/30 lec. 2/30 pr.								2+3	coll.
2. Macroeconomics		2/30 lec. 2/30 pr.							2+3	coll.
2) Mathematical knowledge group										
1. Economic mathematics I. and II.	2/30 lec. 2/30 pr.	2/30 lec. 2/30 pr.							4+6	coll.
3) Computer Science and Statistics knowledge group										
1. Computer science I. and II.	2/30 pr.	2/30 pr.							4	pract.
2. Statistics I. and II.		2/30 lec. 2/30 pr.	2/30 pr.						2+6	pract.
4) Economics knowledge group										
1. Corporate Economics			2/30 lec. 2/30 pr.						3+2	coll.
2. Environmental Economics						1/15 lec. 1/15 pr.			1+2	pract.
3. Introduction to regional economics				2/30 lec.					3	coll.
5) Accountancy knowledge group										
2. Basics of Accountancy			2/30 lec. 1/15 pr.						3+2	coll.
6) Finance knowledge group										
1. Finance I. (Macro finance processes)			2/30 lec. 2/30 pr.						3+2	coll.
7) Marketing knowledge group										
1. Marketing			1/15 lec. 1/15 pr.						1+2	pract.
2. Market analysis and development				2/30 lec. 2/30 pr.					3+2	coll.
8) Law knowledge group										

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters								Credits	Method of assessment (coll./prac)
	1.	2.	3.	4.	5.	6.	7.	8.		
	Week/Semester number of lectures Type of lectures (lectures/practices)									
1. Basics of law	2/30 lec.								3	coll.
2. Business law, international business law		2/30 lec.							3	coll.
3. Business ethics		2/30 pr.							3	pract.
9) Communication knowledge group										
1. Business Communication – Corporate Culture	2/30 pr.								3	pract.
2. International etiquette and protocol						2/30 pr.			3	pract.
10) Foreign Professional Language knowledge group										
1. Foreign Professional Language I. and II.					4/60 pr.	4/60 pr.			3+3	coll.
<i>Economics and basic methodology and business knowledge groups</i>	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8		9 coll 14 pr
Total number of lessons	6/90	8/120	7/105	4/60	0/0	3/45	0/0	0/0		
Total number of credits	7+11	9+14	10+11	6+2	0+3	1+8	0+0	0+0	33+49 =82	
Social science knowledge groups										
11) Social science knowledge group										
1. History of economics	2/30 lec.								3	coll.
2. Philosophy			2/30 lec.						2	coll.
3. Sociology	2/30 lec.								2	coll.
4. Psychology, economic psychology		2/30 lec.							2	coll.
12) International Integrations knowledge group										
1. European Union studies (FE)				2/30 lec.					3	coll.
2. International commercial, financial and economic organizations (FE)					2/30 lec. 2/30 pr.				3+2	coll.

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters								Credits	Method of assessment (coll./prac)
	1.	2.	3.	4.	5.	6.	7.	8.		
	Week/Semester number of lectures Type of lectures (lectures/practices)									
<i>Social science knowledge groups</i>	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8		6 coll
Total number of lessons	4/60	2/30	2/30	2/30	2/30	0/0	0/0	0/0		
Total number of credits	5+0	2+0	2+0	3+0	3+2	0+0	0+0	0+0	15+2 =17	
<i>Professional main knowledge groups</i>										
13) Management knowledge group										
1. Project and team management				2/30 pr.					4	pract
2. Leadership and organization				1/15 lec. 1/15 pr.					1+2	pract
3. Public management					1/15 lec. 1/15 pr.				1+1	pract
14) International Management knowledge group										
1. Intercultural management				2/30 lec.					5	coll.
2. Organizing and management of international events						1/15 lec. 1/15 pr.			1+3	pract
15) International Marketing knowledge group										
1. International Marketing						1/15 lec. 1/15 pr.			3+3	pract.
2. International negotiation techniques and strategies						1/15 lec. 2/30 pr			2+2	coll.
16) International Economics knowledge group										
1. International economics (FE)			2/30 lec.						3	coll.
2. International finance and transactions (FE)					1/15 lec. 2/30 pr.				2+2	pract.
3. Global economic processes			2/30 lec.						3	coll.
17) International Politics knowledge group										
1. Foreign economic				2/30 lec.					3	coll.

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters								Credits	Method of assessment (coll./prac)
	1.	2.	3.	4.	5.	6.	7.	8.		
	Week/Semester number of lectures Type of lectures (lectures/practices)									
politics (FE)										
2. European Union common politics				2/30 lec. 2/30 pr.					3+2	coll.
18) International Development Policies knowledge group										
1. International development policies					2/30 lec. 2/30 pr.				3+3	coll.
2. Methodology of International Development Policies						2/30 lec. 2/30 pr.			3+3	coll.
19) World Economic Regions knowledge group										
1. World Economic Regions – Asia				2/30 lec. 1/15 pr.					3+1	coll.
2. World Economic Regions – America						2/30 lec. 1/15 pr.			3+1	coll.
3. World Economic Regions - Africa					2/30 lec. 1/15 pr.				3+1	coll.
<i>Professional main knowledge groups</i>	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8		11 coll 8 prac
Total number of lessons	0/0	0/0	4/60	9/135	6/90	7/105	0/0	0/0		
Total number of credits	0+0	0+0	6+0	15+9	9+8	12+12	0+0	0+0	44+29 =73	
Special and criterion courses										
20) Criterion Subjects										
1. Physical Education	2/30 pr.	2/30 pr.							0	cri.
2. Foreign Language	2/30 pr.	2/30 pr.	2/30 pr.	2/30 pr.					0	cri.
3. Final Thesis Consultation								1/15 pr.	0	cri.
4. Final Thesis								X	10	cri.
5. Internship (abroad)							X		50	cri.
21) Optional courses										
1. Optional course I.	2/30 pr.								3	pract.

Circles of knowledge according to FAQ 8.1. and their subjects <i>Responsible Professor</i>	Semesters								Credits	Method of assessment (coll./prac)
	1.	2.	3.	4.	5.	6.	7.	8.		
	Week/Semester number of lectures Type of lectures (lectures/practices)									
2. Optional course II.					2/30 pr.				4	pract.
3. Optional course III.						2/30 pr			3	pract.
<i>List of Optional/ Elective Courses (one per semester)</i>										
1. Production management	2/30 pr.								3	pract.
2. Fight against money laundering	2/30 pr.								3	
3. Security policy	2/30 pr.								4	
4. Economic aspects of corruption	2/30 pr.								3	
5. Argumentation theory and technique	2/30 pr.								4	
6. Economic protection	2/30 pr.								3	
7. Career building	2/30 pr.								4	pract.
8. Quality management basics	2/30 pr.								3	pract.
9. Project and tlec management	2/30 pr.								4	pract.
10. Customs knowledge	2/30 pr.								3	pract.
11. TDK	2/30 pr.								4	pract.
<i>The full course</i>	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8		24 coll. 20 pract 4 cri
Total number of lessons	10/150	10/150	13/195	15/225	8/120	10/150	0/0	0/0		
Total number of credits	12+14=26	11+14=25	18+11=29	24+11=37	12+17=29	13+25=36	10	50	90+150=240	

Legend:

Subject type: FE - final examination subject
cri - criteria subject
Type of lesson: lec - lecture
pr. - exercise
Type of examination: coll - collokvium (examination mark)
pract - Practice (mid-term grade)

4. Courses and course descriptions according to modules

<p>Scope of knowledge: Basics of Economics</p> <p>Credit range (max. 12 kr.): 10</p> <p>Subjects: 1) Microeconomics; 2) Macroeconomics</p>

1. Subject name: MICROECONOMICS	Credit: 5
Subject name in English: Microeconomics	Code(s): 02
Responsible Professor(s): Dr. György Lipécz, visiting lecturer, PhD	
Involved Professor(s): Dr. Melles Hagos Tewelde, College Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (Study and Examination Regulations) (the 2nd examination paper is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

Through basic economics, to understand the laws of the economy, real social interdependencies and interactions. To understand the drivers of economic action at international level, to help navigate through economic issues, by showing the interrelationships of microeconomics. It prepares and lays the ground for the teaching of applied economics.

Learning material:

1. Consumer behaviour and demand. Horizontal summary, budget line
2. Indifference curves. Income, prices, optimization in cardinal and ordinal theory.
3. Market demand. Demand elasticities and consumer surplus
4. Enterprises, efficiency, division of labour, production. Optimization
5. Costs. Types of costs and their relationships
6. Profit maximisation and supply in perfect competition. 1. Exam test
7. The monopoly's supply behaviour
8. Oligopoly markets I. Maximising profits on independent oligopoly actions
9. Oligopoly markets II. Monopolistic competition
10. Maximising profit in collusion
11. The market for factors of production. The optimum of factors of production in perfect competition
12. Monopoly effects on the resource market
13. Optimum for resources in the presence of monopoly effects
14. Market failures and public goods. Market failures and vertical aggregation
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Samuelson, Paul Anthony - Nordhaus, William D: Economics, McGraw-Hill Education Ltd, 2009, ISBN: 0071263837

Hal R. Varian: Intermediate Microeconomics: A Modern Approach, W. W. Norton & Company, 2009, ISBN-13: 978-0393934243

Recommended literature:

Paul Krugman, Robin Wells : Microeconomics, Worth Publishers, 2012, ISBN-13: 978-1429283427

Campbell R. McConnell, Stanley L. Brue, Sean Masaki Flynn Dr. : Microeconomics: Principles, Problems, & Policies, McGraw-Hill Education, 2014, ISBN-13: 978-0077660819

N. Gregory Mankiw: Principles of Microeconomics, Cengage Learning, 2014, ISBN-13: 978-1285165905

Other teaching aids: internal college notes and example books

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- students will learn about the economic theory of consumer behaviour and producer behaviour, individual and corporate decisions
- the different output and input market structures
- the concept of market failures, their economic and social welfare impact

b) skills

- ability to measure market structure
- the ability to analyse and evaluate market processes
- the ability to review and measure cost processes in the company
- to evaluate combinations of production factors

c) attitude

- open to economic models
- receptive to abstract thinking
- strive to improve their professional knowledge

d) autonomy and responsibility

- participates responsibly in processes relating to economic affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: MACROECONOMICS	Credit: 5
Subject name in English: Macroeconomics	Code(s): 08
Responsible Professor(s): Dr. György Lipécz, Visiting Lecurer, PhD	
Involved Professor(s): Dr. Melles Hagos Tewelde, College Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (the 2nd examination is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 2	
Announce of the course: annually	
Language of instruction (<i>if not Hungarian</i>):	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of macroeconomics is to introduce concepts and methodological elements that help to understand economic events and analyse the likely effects of economic policy interventions. Within this framework, the course Macroeconomics helps students to understand the system of macro processes, the drivers of macro processes and the consequences of the actions of macroeconomic agents. The subject prepares and lays the ground for the teaching of applied economics.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Basic concepts of macro- and microeconomics 2. The flow of products and income between macroeconomic sectors 3. Accounting for the activities of macroeconomic agents. SNA system 	

4. The money and financial system in the modern economy
5. The commodity market and how it works. IS system context
6. How the money market works. LM system context
7. Macroeconomic demand, IS-LM system. 1 Exam test
8. The labour market and its functioning, employment and unemployment issues
9. Macroeconomic supply and demand analysis in perfect and imperfect labour markets
10. Macroeconomic equilibrium in a perfect and imperfect labour market
11. The role of the state in managing macro processes
12. Budgetary policy, its instruments and their role in the development of work processes
13. The role of monetary policy and its relationship with inflation. Phillips curve
14. Economic growth, its instruments and their impact on growth. Cyclical fluctuations in economic activity
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Olivier Blanchard: Macroeconomics, Pearson, 2017, ISBN-13: 978-1292160504

John B. Hall, Robert E. Taylor: Macroeconomics, W.W. Norton & Company, 1997, ISBN-13: 978-0393968354

Recommended literature:

N. Gregory Mankiw: Principles of Macroeconomics, South-Western College Pub; 2006, ISBN-13: 978-0324236958

Gregory D. Hess, Eric van Wincoop: Intranational Macroeconomics, Cambridge University Press, 2012, ISBN-13: 978-1107403796

Other teaching aids: internal college notes and example books

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- students will learn about the process of generation, distribution and use of macro income
- know the tools for measuring macro income
- know the socio-economic factors that affect macro income growth
- understand the economic policy instruments of the state and their impact on macroeconomic income
- know the concept of market failures, their economic and social welfare impact

b) skills

- ability to measure market structure
- the ability to analyse and evaluate market processes
- ability to review and measure macro income

c) attitude

- open to economic models
- receptive to abstract thinking

- strive to improve their professional knowledge

d) autonomy and responsibility

- participates responsibly in processes relating to economic affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

Field of knowledge: Mathematical

Credit range (max. 12 kr.): 10

Subjects: 1) Economic Mathematics I; 2) Economic Mathematics II.

1. Subject name: ECONOMIC MATHEMATICS I.	Credit: 5
Course name in English: Economic Mathematics I.	Code(s): 01
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Dr. György Lipécz, retired college professor, guest lecturer, Árpád István Takács, guest lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Intermediate academic requirements: 3 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 3rd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

Students will acquire basic knowledge of mathematics and mathematical modelling in economics, which will contribute to the development of business competences. They will be introduced to the necessary concepts through examples to help them define and understand the problem and apply the necessary models. In addition, the course will also explore the necessary modelling capabilities using IT-supported open source cloud-based problem solving methods.

Learning material:

1. Introduction, basic concepts, characteristics of the subject.

Elements of linear algebra.

2. Matrices, vectors - and their economic interpretation.
3. Matrix arithmetic. Addition, multiplication by scalar. Scalar multiplication of vectors and matrix multiplication.
4. Economic applications and examples
5. 1. Exam test. Systems of linear equations. The Gauss-Jordan method. Solvability problems

Financial calculations

6. Rows, sequences, simple row sums.
7. The time value of money. Present value, future value, simple economic and economic calculations

Differential calculus

8. The derivative function, differential proportional functions. The notion of limit value
9. Derivative functions of important functions. Derivation rules.
10. 2. Exam test. Function analysis, search for extreme value location.
11. Economic applications, elasticity of demand function.

Integral calculus

12. Indefinite and definite integral.
13. The primitive function and the indefinite integral.
14. The illustrative content of the definite integral. Newton-Leibniz theorem.

Briefly about multivariate functions

15. The partial derivatives

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Knut Sydsaeter, Peter Hammond, Arne Strom, Andrés Carvajal: Essential Mathematics for Economic Analysis, 5/E, 2016, Pearson Education (ISBN-10: 1292074612 • ISBN-13: 9781292074610 Paper, 832 pp)

Introduction to probability, statistics and random processes By hossein Pishro-Nik ISBN-13: 978-0990637202

Recommended literature:

Elliott Mendelson: 3,000 Solved Problems in Calculus 1988, McGraw-Hill Inc

David Patrick: Introduction to Counting & Probability 2013 AoPS Inc. (Text: 256 pages. Solutions:

120 pages.)

Exercises for Introductory statistics and probability By K. M Brown

ISBN-13: 978-1500648459

Other teaching aids: Thematic exercises with solutions uploaded to Teams

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- learn how to formulate problems precisely and precisely and how to solve them using mathematical methods
- the acquisition of mathematical concepts and methods, the knowledge and application of which are indispensable for further subjects

b) skills

- the ability to think logically
- ability to identify the problem, select, apply and evaluate the appropriate mathematical tool

c) attitude

- open to abstract thinking, finding abstract mathematical tools to solve concrete problems.
- strive to improve their professional knowledge

d) autonomy and responsibility

- The ability to choose between theoretically available approaches, to justify them and to argue for them.

2. Subject name: ECONOMIC MATHEMATICS II.	Credit: 5
Course name in English: Economic Mathematics II.	Code(s): 07
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): István Árpád Takács, Visitor Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any):	
Subject description: a concise but informative description of the subject to be covered	
<p>Students will acquire basic skills in mathematics and mathematical modelling in an economic context, which will contribute to the development of business competences. Throughout the course, students will learn the necessary concepts through example systems to help them define and understand the problem and apply the necessary models. Probability theory, spreadsheet software applications, linear algebra and elements of operations research are used to develop the economic mathematics competences to be developed during the semester.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Introduction, basic concepts. 2. Combinatorics (the science of counting). Permutations, variations, combinations. 	

3. Experiment, event, counter-event. Event algebra.
4. Probability of events. Relative frequency and probability.
5. The classical probability field.
6. The geometric probability field.
7. 1. Candidate paper; Conditional probability.
8. The full probability theorem and Bayes' theorem.
9. Independence of events
10. Probability variables. Discrete and continuous probability variables.
11. Distribution function and density function. Expected value and standard deviation.
12. Important distributions. Binomial, hypergeometric distributions.
13. Poisson, exponential distribution.
14. Normal distribution. The standard normal distribution.
15. The law of large numbers.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Knut Sydsaeter, Peter Hammond, Arne Strom, Andrés Carvajal: Essential Mathematics for Economic Analysis, 5/E, 2016, Pearson Education (ISBN-10: 1292074612 • ISBN-13: 9781292074610 Paper, 832 pp)

Introduction to probability, statistics and random processes By hossein Pishro-Nik ISBN-13: 978-0990637202

Recommended literature:

Elliott Mendelson: 3,000 Solved Problems in Calculus 1988, McGraw-Hill Inc

David Patrick: Introduction to Counting & Probability 2013 AoPS Inc. (Text: 256 pages. Solutions: 120 pages.)

Exercises for Introductory statistics and probability By K. M Brown

ISBN-13: 978-1500648459

Other teaching aids: Thematic exercises with solutions uploaded to Teams

List of the *required professional competences and competence elements to which the subject typically and substantially contributes*

a) knowledge

- Know and understand the difference between everyday probability and the mathematical concept of probability.
- You know the basic concepts of probability, its applications, how to formulate problems precisely and precisely, and how to solve them using mathematical methods.
- the acquisition of mathematical concepts and methods, the knowledge and application of which are indispensable for further subjects.

b) skills

- the ability to formulate solutions to specific problems in a precise and precise manner
- ability to identify the problem, select, apply and evaluate the appropriate mathematical tool

c) attitude

- open to abstract thinking, finding the right abstract mathematical tools to solve concrete problems.
- strive to improve their professional knowledge.

d) autonomy and responsibility

- Ability to choose between theoretically available approaches, to justify them, to argue for them

The field of knowledge is: Informatics-statistics

Range of credit (max. 12 kr.): 12

Subjects: 1) Computer Science I.; 2) Computer Science II.; 3) Statistics I.; 4) Statistics II.

1. Subject name: COMPUTER SCIENCE I.	Credit: 2
Subject name in English: Computer Science I.	Code(s): 108
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Attila Szilvási, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The course will provide students with skills that can be put to good use in their studies (e.g. independent assignments, thesis) and in their current and future work (e.g. independent source and	

data collection, report writing, modelling, decision support). These tool use and analytical skills will of course also be used in later courses in computer science and data analysis. Upon completion of the course, students will be able to perform independent word processing tasks and even model and solve complex (mathematical, statistical, analytical) problems in Microsoft Excel.

Learning material:

1. Introduction of Microsoft Word processor, new features, peculiarities of the currently taught version, possible changes compared to the previous version
2. A general summary of word processing tasks and the possibilities offered by Microsoft Word
3. Save a new document and document, edit a document. Text formatting, styles, font formatting, paragraph formatting, page formatting, index, footnotes, replacement and search
4. Document, envelope and label. Work with images. Templates. Tables, tables
5. Tabs
6. Circular
7. Making a table of contents, tips and tricks to help you write your thesis
8. 1. Exam paper (Word)
9. Introduction to Microsoft Excel, new features, peculiarities and possible changes of the currently taught version compared to the previous version
10. Create, edit, format and print a workbook
11. Formulas, elementary functions, diagrams, functions
12. Formatting and arranging numbers. Border creation, colour settings
13. Presentation and practice of complex, nested functions
14. Solving complex mathematical, statistical and operations research problems (e.g. transport problems) using Microsoft Excel
15. 2. Exam paper (Excel)

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Resources, text material from Internet

Excel all in one for dummies Mar 4. 2013 By Greg Harvey, ISBN-13: 088-4288618214

Access 2016 For Dummies, Published by: John Wiley & Sons, Inc., 2016, Hoboken, New Jersey

Marjorie S. Hunt, Barbara Clemens: Illustrated Microsoft Office 365 & Office 2016: Fundamentals / Edition 1; Cengage Learning 2017

Recommended literature:

Excel formulas and functions for dummies Feb 7.2013

How to Use Windows 10. , By Avram Piltch, LAPTOP Online Editorial Director | January 22, 2018 04:30 pm, Download: <https://www.laptopmag.com/articles/how-to-use-windows-10>

Other teaching aids: tutorial slides

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- learn the basic principles of word processing and spreadsheet management

b) skills

- be able to produce any type of text document
- be able to correct or modify tables in accordance with their individual knowledge (mathematical, economic, etc.)
- a high level of proficiency in a word processing and spreadsheet program used in everyday life
- ability to carry out source analyses

c) attitude

- open to information technology
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: COMPUTER SCIENCE II.	Credit: 2
Subject name in English: Computer Science II.	Code(s): 115
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Attila Szilvási, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with basic presentation skills that they can easily use in their future studies. In addition to presentation skills, students will also acquire important knowledge in database management. Complex queries, all types and combinations of queries will be covered.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. New features, peculiarities and possible changes of the currently taught version of Microsoft Power Point compared to the previous version 2. Learning about slide types, explaining their use, text formatting 3. Table insertion and formatting. Insert and format charts 4. Options for formatting the background and general look of the slide 	

5. Add images to your presentation, special effects (sounds and background music, moving images, animations, transitions). Customise your slideshow
6. Introduction to Microsoft Power Point as a "web page builder"
7. 1. Exam text (Power Point)
8. New features, peculiarities and possible changes of the current version of Microsoft Access compared to the previous version
9. Create a table, design view, table wizard, specify data types, fields. Edit records, display data, filter and sort. Key, relationship between tables
10. Query wizard, criteria, result sets, frequently used functions. Action queries (table builder, update, delete, append query)
11. Form views, creation, properties. Report structure, views. Grouping and aggregating data. Exporting and importing data
12. Getting to know the editor function, in terms of queries
13. Introduction to the functions of the editor function, Microsoft Excel parallel
14. Review Access, consolidate previous knowledge, solve sample papers together
15. 2. Exam text (Access)

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Resources, text material from Internet

Excel all in one for dummies Mar 4. 2013 By Greg Harvey, ISBN-13: 088-4288618214

Access 2016 For Dummies, Published by: John Wiley & Sons, Inc., 2016, Hoboken, New Jersey

Marjorie S. Hunt, Barbara Clemens: Illustrated Microsoft Office 365 & Office 2016: Fundamentals / Edition 1; Cengage Learning 2017

Recommended literature:

Excel formulas and functions for dummies Feb 7.2013

How to Use Windows 10. , By Avram Pitloch, LAPTOP Online Editorial Director | January 22, 2018 04:30 pm, Download: <https://www.laptopmag.com/articles/how-to-use-windows-10>

Other teaching aids: -

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- the student knows the methods and tools of informative presentation
- learn the principles of database management

b) skills

- can handle any type of database
- the ability to prepare a presentation on any topic
- can manage the elements of an integrated system office suite to a high level
- ability to carry out source analyses

c) attitude

- open to information technology

- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: STATISTICS I.	Credit: 5
Subject name in English: Statistics I.	Code(s): 910, 10
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Dr. György Lipécz, Visiting Lecturer, PhD; Attila Márton, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 assignment (computer-based)	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
Familiarisation and mastery of the main descriptive statistical methods. To master the analytical possibilities of quantitative methods.	
Learning material:	
<ol style="list-style-type: none"> 1. Introduction, basic concepts, characteristics of the subject. 2. Relationship numbers. 3. Elementary tools for information filtering: clustered manifolds, empirical distributions, frequency series 4. Computer exercises with Excel 5. Positional averages: mode, median, and other quantiles. 	

6. Calculated means: averages.
7. 1. Exam test; Dispersion indicators.
8. Concentration, Lorenz curve
9. Index calculation (Value, price and volume index)
10. Comparison of the main averages by standardisation.
11. Stochastic relationships 1. Association
12. Stochastic relationships 2. Mixed relationship
13. Stochastic relationships 3. Correlation, linear regression
14. Age ranges.
15. Computer exercises with Excel; 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran: Statistics for Business & Economics Cengage Learning, 2017 (1120 oldal Print ISBN: 9781473726567)

Recommended literature:

Trevor Hastie-Robert Tibshirani-Jerome Friedman (2001):The Elements of Statistical Learning. Data Mining, Inference, and Prediction.Springer, 2001 Available at: <https://web.stanford.edu/~hastie/Papers/ESLII.pdf>

Murray R. Spiegel: Theory and Problems of Statistics 1988. McGraw-Hill, Inc.

Other teaching aids: practice exercises, supplementary materials, guidelines uploaded to Teams

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- students should be familiar with basic statistical methods
- know the basic statistical concepts, the concepts of multiplicity, covariates and their types
- know the types of statistical rows and tables
- know the concept of a clustered set and be able to analyse them using ratios, means and variances
- know the essence of standardisation and its applications
- know the basics of index calculation for temporal and spatial comparisons, understand the concept of stochastic relationship and be able to quantify the closeness of the relationship (association, mixed and correlation)

b) skills

- the ability to think logically
- ability to identify the problem, select, apply and effectively evaluate the appropriate statistical method and tool
- the ability to analyse a grouped population using ratios, means and variances
- can interpret and apply bivariate and multivariate regression
- Ability to select and find methods suitable for analysing practical problems. Become proficient in calculations, including the use of computers

c) attitude

- open to abstract thinking
- strive to improve their professional knowledge
- open to learning the principles of information filtering

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct
- be able to consider the advantages, limitations and interpretative possibilities of the use of certain methods and indicators

4. Subject name: STATISTICS II.	Credit: 3
Course name in English: Statistics II.	Code(s): 915, 15
Responsible Professor(s): Dr. Péter Mester, College Associate Professor, PhD	
Involved Professor(s): Attila Márton, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay (computer-based assignment)	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of homework according to the criteria given in class, continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any):	
Subject description: a concise but informative description of the subject to be covered	
<p>The theory of sampling. Sampling procedures and some typical practical applications. Point and interval estimation of the main characteristics of the population for different sampling methods. Purpose and rationale of hypothesis testing. The main parametric and non-parametric tests. Practical application of time series analysis.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Sampling procedures, representative sample (FAE, EV) 2. Sample inference methods, errors 3. Estimates of expected value, average, amount 	

4. Standard deviation, estimation of variance
5. Estimation of abundance and frequency
6. 1. Exam test
7. Basic concepts of hypothesis testing
8. Expected value tests
9. Tests for scattering
10. Proportional tests. Non-parametric tests
11. Regression estimates, hypothesis testing
12. Analysis of time series using simpler methods
13. Moving average trend calculation
14. Analytical trend calculation. Seasonality analysis
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran: Statistics for Business & Economics Cengage Learning, 2017 (1120 oldal Print ISBN: 9781473726567)

Recommended literature:

Trevor Hastie-Robert Tibshirani-Jerome Friedman (2001):The Elements of Statistical Learning. Data Mining, Inference, and Prediction.Springer, 2001 Available at: <https://web.stanford.edu/~hastie/Papers/ESLII.pdf>

Murray R. Spiegel: Theory and Problems of Statistics 1988. McGraw-Hill, Inc.

Other teaching aids: practice exercises, supplementary materials, guidelines uploaded to Teams

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- students should know and be able to apply basic statistical methods
- know the concept of a sample, the basic characteristics of a sample
- know representative sampling procedures and their characteristics
- know the essence of statistical estimation (point, interval estimation of parameters based on EV and FAE samples), basic estimation concepts
- know the basics of hypothesis testing and be able to carry out tests (parametric and non-parametric)
- know the basics of index calculation for temporal and spatial comparisons, understand the concept of stochastic relationship and be able to quantify the closeness of the relationship (association, mixed and correlation)

b) skills

- the ability to think logically
- ability to identify the problem, select, apply and effectively evaluate the appropriate statistical method and tool

- be able to use a computer to solve statistical problems
- recognise and separately analyse the components of time series
- be able to use a computer to solve statistical problems
- can interpret and apply bivariate and multivariate regression

c) attitude

- open to abstract thinking
- strive to improve their professional knowledge
- to learn about the possibilities of inference from open patterns, to understand its principles

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct
- is able to see the advantages and limitations (e.g. costs) of the use of different sampling methods and indicators, and to consider the possibilities for inference and interpretation.

The field of knowledge: economics

Range of credit (max. 12 kr.): 11

Subjects: 1) Corporate Economics; 2) Environmental Economics; 3) Introduction to Regional Economics

1. Subject name: CORPORATE ECONOMICS	Credit: 5
Subject name in English: Corporate Economics	Code(s): 16
Responsible Professor(s): Dr. Melles Hagos Tewelde, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 essay and its presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), assessment of homework according to the criteria given in class, continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

The main objective of the course is to provide knowledge about the nature of the company, its development, its domestic and international relations, its interaction with the environment, the process of corporate management, its main domestic and international contexts and its specificities. The course focuses on the international perspective of the company as a system embedded in its environment. Students will gain a comprehensive understanding of the nature of corporate management, and will acquire a comprehensive and solid knowledge of basic management principles on which they can build deeper professional-methodological knowledge and skills in the course of further learning.

Learning material:

1. Microeconomic summary. Business Theories
2. The company's stakeholders and objectives. Processing a case study
3. Organisational forms of enterprises
4. The market and market conditions. The economic role of the state. Other external stakeholders - the concept of responsible business
5. Socio-economic trends and business in the 21st century
6. The global company. System and strategic foundations
7. 1. Exam test
8. The company's activity system. Human resource management, environmental factors
9. EEG strategy and activities. Marketing and controlling
10. Information as a resource. The information system. Information technology
11. Material flows and stocks, the logistics system. The logistics strategy
12. Types of production and services. The production strategy. Innovation
13. Corporate finance. The duration of financial activity, corporate finance strategy. Investment and financing. Cost management
14. The strategic management process
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Griffin, Ricky W.- Ebert, Ronald J. (2013) Business Essentials. 9th edition. Pearson Prentice Hall.
Jackson, G. – Deeg, R (2008): "Institutions and International Business" In: Journal of

International Business Studies, Vol 39, No 4.

Javorcik, B (2004): "Does Foreign Direct Investment Increase the Productivity of Domestic Firms? In Search of Spillovers through Backward Linkages". The American Economic Review, Vol. 94, No. 3 (Jun., 2004), pp. 605-627.

Recommended literature:

Morrison, Janet (2009): International Business. Challenges in a Changing World. Palgrave Macmillan
Carstensen, K. – Toubal, F. (2004): "Foreign direct investment in Central and Eastern European countries: a dynamic panel analysis". Journal of Comparative Economics, 32 (2004) 3–22.
Cusamano, M.A., (2010), Staying Power: Six Enduring Principles for Managing Strategy & Innovation in an Uncertain World

Other teaching aids: slides and assignments

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student knows the types of companies and their main characteristics
- understand the main issues of the development of the company and its interaction with its environment
- knows the key factors of corporate management
- knowledge of the main company processes, functions and their operation
- know the basic methods of quantifying costs and profitability
- know the basic principles of planning and strategy making

b) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the rules of professional communication
- the ability to approach and understand business processes in a systems approach

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new ICT techniques and new programmes
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving company processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: ENVIRONMENTAL ECONOMICS	Credit: 3
Subject name in English: Environmental Economics	Code(s): 71
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Involved Professor(s): Tamás Ambrus, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The overall aim of the course is to familiarise students with the interdependent relationship between environmental protection and economics, and the crucial role of environmental resources (water, air, earth, forests, various energy sources, etc.) in economic and social processes. The student will learn about sustainable management methods and tools for environmental resources, which are becoming increasingly important. The first part of the semester will focus on macro processes in environmental economics, while the end of the semester will also cover micro issues (corporate, household).</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Global environmental problems I. 2. Global environmental problems II. 	

3. The concept of sustainable development
4. Types of environmental resources (depleting/renewable)
5. Environmental impacts of economic activity I (air pollution, soil pollution)
6. Environmental impacts of the economy II (water pollution, waste pollution)
7. The economics of pollution (environmental externalities)
8. 1. Exam test
9. Types and instruments of environmental policy (taxes, fines, fees)
10. Businesses and the environment
11. The spread of environmentally friendly technologies
12. Environmental management
13. Sustainable economic models (circular economy, consumption patterns)
14. 2. Exam test
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Sándor Kerekes - Janina Józwiak (2013): Fifty years of environmentalism In: Society and Economy 35 pp.103-109

Sándor Kerekes -Wetzker Konrad (2013): How to teach a complex discipline in a changing environment, the case of sustainability In: Journal of Environmental Sustainability pp. 17-33

Climate Change 2013: The Physical Science Basis. IPCC Working Group I Contribution to AR5. Summary for Policymakers, 28 oldal. www.climatechange2013.org/images/report/WG1AR5_SPM_FINAL.pdf

Recommended literature:

Bromley, D. W.(1991): Environment and economy: property rights and public policy. Basil Blackwell Ltd.,247.p. ISBN : 1557860874

D.H.Meadows-D.L.Meadows (1972): The limits to growth Univers Books, NewYork, 1972

Other teaching aids: -

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student should be familiar with the essence and tasks of environmental management
- gain an insight into the history of environmental protection, with a special focus on Hungary
- learn about the global problems and importance of the Earth
- find out the meaning of the Club of Rome
- get a clear understanding of environmental damage
- learn about the tools of environmental management
- monitor the appreciation of environmental factors, environmental management and their impact on the global, macro and micro environment

b) skills

- the student is able to use the knowledge acquired in this subject in other fields of knowledge

- the ability to systematise and analyse environmental problems
- monitor and interpret global, EU and domestic environmental problems, changes in related policies and legislation

c) attitude

- open to environmental problems
- seeks to protect the environment
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

1. Subject name: INTRODUCTION TO REGIONAL ECONOMICS	Credit: 3
Course name in English: Introduction to Regional Economics	Code(s): 19
Responsible Professor(s): Dr. Önalán, Mehmet Sercan, College Associate Professor, PhD	
Involved Professor(s): Dr. Bariscil Ahmet, Phd, College Associate Professor, Tamás Ambrus, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: 1 presentation	
Assessment of knowledge, skills and competences: oral exam during the exam period, assessment of presentation, continuous feedback on classroom activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to familiarise students with the functioning of economic processes in geographical space and the laws of the determining mechanisms. The course also aims to provide students with an understanding of the market decision mechanisms of economic agents in economic and social space. They will be aware of the impact of geographical space on economic processes.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. The interpretative framework of regional economics 2. The concept of a region. Regionalisation, regionalism 3. The role of the regional level in economic and social processes 4. Globalisation, global world economic processes 	

5. Globalisation, impact of the global economy on territorial (regional) development
6. Classical site theories
7. The role of settlement factors in economic processes
8. Installation factors in the global world economy
9. Global competitiveness
10. Krugman's "new economic geography"
11. Regional competitiveness
12. New drivers of regional competitiveness
13. Regional innovation
14. Regional capital
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Peter Gajdos (2008): Regional disparities in Central Europe, UNESCO, NK-MOST Bratislava 11-24.pp. ISBN:978-80-85544-56-5

Fischer M.-Nijkamp, P. (2014): Handbook of Regional Science, Springer-Verlag, ISBN 978-3-642-23429-3

Recommended literature:

Paul Krugman (1998): What's new about the new economic geography? In: Oxford Review of Economic Policy, Volume 14, Issue 2, 1 June 1998, Pages 7–17 .

Other teaching aids: teachers' diasor, official website of the European Union: http://europa.eu/european-union/index_hu

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) your knowledge

- Understand and understand the interaction between geographical space and the economy
- Knowledge of the basic spatial concepts, facts, main features and contexts of production as a whole, relevant actors, functions and processes at national and international level.
- Knowledge of the economic and financial interrelationships and interactions of economic processes.
- Knowledge of statistical methods for identifying problems in the economy, relevant information gathering, analysis and problem solving methods, marketing processes.
- Knowledge of the basic, broad spatial concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.

b) skills

- The student will be able to interpret economic processes in geographical and social space.
- Ability to analyse and evaluate regional economic processes.
- Ability to assess economic processes in global and regional systems.

c) attitude

- You become open to spatial economics.
- It is open to representing the role of economy-related disciplines in society.
- Proactive and receptive to innovation on issues related to economic development.
- Responsive to the opinions of others, sectoral, regional, national and European values
- It is open to the authentic communication of the fundamental findings and characteristics of the sciences to both professional and non-professional audiences.

d) autonomy and responsibility

- A sense of responsibility for professional, legal, ethical and health-related standards and rules relating to their behaviour.
- Under general professional supervision, independently carries out and organises the tasks defined in the job description.
- Take responsibility for the work of their own staff and those under their supervision.
- You accept responsibility for the consequences of your statements and opinions.
- As a member of projects, teams and departments, he/she carries out his/her tasks independently and responsibly.

Field of knowledge: Financial-accounting

Range of credit (max. 12 kr.): 6

Subjects: 1) Basics of Accountancy; 2) Finance I. (Macro finance processes)

1. Subject name: BASICS OF ACCOUNTANCY	Credit: 5
Course name in English: Basics of Accountancy	Code(s): 13
Responsible Professor(s): Dr. Melles Hagos Tewolde, College Professor, PhD	
Involved Professor(s): Zsuzsanna Battayné Németh, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to introduce the basic concepts and techniques of accounting and to

provide a basic understanding of the various elements of financial statements. Students will learn about the basic features of the reporting and accounting system of enterprises, the purpose and philosophy of the Accounting Act, accounting principles, the structure of entrepreneurial assets, the impact of economic events on the financial position and income.

Learning material:

1. The evolution, role, place and function of accounting. Accounting systems
2. Accounting regulation in Hungary. Purpose and structure of the Accounting Act
3. Accounting principles. Accounting policies and related rules
4. Recognition and reporting of assets. The role of valuation, valuation procedures, valuation principles. Accounting theories
5. The concept, structure and content of the balance sheet. Classification, characteristics and grouping of assets
6. Valuation of assets and liabilities on the balance sheet. Depreciation of assets
7. 1. Exam test
8. The concept of economic operation. Classification of economic events. Content and characteristics of general ledger accounts and accounting entries in general ledger accounts
9. Accounting obligations, types of accounting. Accounting by line of accounts and time series. Aggregated statements
10. The concept of the profit and loss account, introduction of the profit and loss accounts. Methods of determining profit and loss
11. Content of the items in the profit and loss account. Income and expense recognition in the profit and loss account based on the total cost method and the cost of sales method
12. The additional annex, annual report
13. The concept, classification and role of supporting documents in the accounting of economic events.
The principle of supporting documents, retention of supporting documents
14. Disclosure and publication of the accounts
15. The Audit

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Accounting Basics Workbook, published 31.08.2013, ISBN/EAN13: 1490958339 / 9781490958330

Act C of 2000 on Accounting (Hungary)

Taxation laws and other laws (e.g. Act C of 2000 on Accounting, Act CLI of 2017 on Tax administration and the Regulation of Tax administration, Act CL of 2017 on the Rules of taxation, Act CL of 2016 on General Public Administration Procedures, Act CXXX of 2016 on the Code of Civil Procedure)

<https://doingbusinessinhungary.com/en>

European Tax Handbook 2018. IBFD Tax Knowledge Centre, ISBN: 9789087224554, 1202 pages

Michael A. Celender: Accounting Basics: Study Guide, published 22.05.2013, ISBN/EAN13: 1482324814 / 9781482324815

Recommended literature:

Keywords to the international accountancy, MKVK OK Kft, 2015

Carl S. Warren – James M. Reeve – Jonathan Duchac: Financial Accounting, 11th Edition, South-

Western (Cengage Learning), ISBN-10: 0324663781 / ISBN-13: 9780324663785

Christopher Nobes – Robert Parker: Comparative International accounting, 13th Edition

Isabelle Richelle – Wolfgang Schön – Edoardo Traversa: State Aid Law and Business Taxation. Springer, 2016. ISBN: 9783662530559, 282 p.

Other teaching aids: slides and other practice materials

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- the student has a comprehensive knowledge of the concepts, tasks and areas of accounting
- know the purpose, philosophy and requirements of the Accounting Act
- have mastered the structure and scope of the Accounting Act and the accounting principles
- understand the different economic events and how to record them in the accounts and time series

b) skills

- the ability to keep accounts of economic activities and events
- identify and interpret the different results of the company
- the statement of company assets
- grouping and valuation of items in the balance sheet
- the grouping and accounting of supporting documents
- preparing and interpreting the annual report

c) attitude

- receptive to new professional knowledge and methodologies
- precise to ensure quality work
- strive to improve their professional knowledge
- tolerant of the opinions of others

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving processes related to accounting policies
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: FINANCE I (MAKROFINANCIAL PROCESSES)	Credit: 5
Course name in English: Finance I. (Macrofinancial Processes)	Code(s): 219, 14
Responsible Professor(s): Béláné Gyulaffy, PhD visiting lecturer	
Involved Professor(s): Krisztina Holmár, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 2	
Method of assessment: colloquium	
Mid-term study requirements: 3 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 3rd examination paper will be written during the examination period)	
Suggested semester: 3	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>The course focuses on the functioning of the financial system of the modern economy, the instruments and institutions of financial markets, and the main services provided by banks. In addition to the areas of financial policy and its interconnections, the course will cover the interrelationship between foreign exchange regimes, foreign exchange management and exchange rate policy. The system of public finance is outlined, with an explanation of the characteristics of the subsystems and their interconnections.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Functions, subsystems, main actors and instruments of the financial system 	

2. The evolution of money and changes in its form: from the creation of money to modern money
3. Features of modern money. The components of money supply and money demand. The causes, types, macroeconomic impact and management of inflation
4. Banking systems, banking basics I. The ways in which modern money is created and destroyed. The multiplier effect
5. Financial policy, monetary policy
6. The public finance area: public finances and its subsystems
7. 1. Exam test
8. The role of the financial system in the economy. Direct and indirect capital flows
9. Financial intermediaries in the financial system
10. Securities
11. Securities markets, stock exchange. Stock exchange transactions
12. 2. Exam test
13. Banking Basics II. Financial services, electronic money relations
14. International finance: foreign exchange management, foreign exchange regimes
15. Exchange rate policy, convertibility, the mechanism of devaluation and appreciation

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Zvi Bodie – Robert C. Merton – David L. Cleeton: Financial Economics. Pearson Prentice Hall, 2009. ISBN: 0131856154, 9780131856158, 500 pages

Meir Kohn: Money, Banking and Financial Markets. Thomson Learning, May 1991. ISBN-10: 0030333342, ISBN-13: 9780030333347, 768 pages

Jeff Madura: Financial Markets and Institutions. Cengage Learning, January 1, 2017. ISBN-10: 1337099740, ISBN-13: 9781337099745, 784 pages

Jeff Madura: Financial Markets and Institutions, 2017, south Western Educational Publishing, ISBN-13: 9781337099745

Recommended literature:

Maurice D. Levi: International Finance, 2009, Routledge, 586 pages

Peter S. Rose – Sylvia C. Hudgins: Bank Management & Financial Services, 2012, McGraw-Hill, ISBN-13: 9780078034671

Meir Kohn: Financial Institutions and Markets, 2004, Oxford University Press, ISBN: 9780195134728, 704 pages

Peter Rose: Money and Capital Markets, 2000, McGraw-Hill

John E. Anderson: Public Finance, 2011, Cengage Learning, Inc, ISBN-13: 9780538478441

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will be familiar with the main features of the financial system of the mixed economy, the history of the development of money, the banking system and the money creation mechanism of the modern economy, the activities of banks
- knowledge of the basic, broad concepts and processes of macro-financial processes
- have an overview and knowledge of the structure of the public finance system, the characteristics of the subsystems and their interconnections
- know the role of the financial system in the economy, its instruments and institutions
- understand the impact of financial, monetary, fiscal and exchange rate policies on market participants

b) skills

- the ability to cooperate with other fields of knowledge
- an understanding of the financial system of the economy and the areas and interconnections between financial policy
- be able to consider the importance of the operation of the stock exchange and the conditions which enable it to operate, the rules and conventions of the stock exchange and the main financial and stock exchange transactions
- analyse the substance and impact of foreign exchange regimes, foreign exchange management and exchange rate policy

c) attitude

- receptive to new professional knowledge and methodologies
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- participates responsibly in shaping the monetary process through the conscious management of personal finances
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: Marketing

Range of credit (max. 12 kr.): 6

Subjects: 1) Marketing 2) Market analysis and development

2. Subject name: MARKETING	Credit: 3
Subject name in English: Marketing	Code(s): 17
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): Ákos Fekete, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers - weeks 7 and 14, 1 presentation - week 15 L: 1 paper to be submitted - week 3 before the end of the term	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, assessment of homework according to the criteria given in class, continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

To learn basic marketing concepts and techniques for practical application. Identifying the causes of changes in the market environment and understanding the behaviour of market players in order to adapt to these changes with the most effective marketing tools.

Learning material:

1. Understanding, evolution and terminology of marketing
2. Marketing tools, marketing mix, marketing management
3. Inputs for effective marketing, interpreting and analysing the marketing environment
4. An analysis of shopping as a choice and consumer behaviour
5. Specificities of marketing information systems, marketing research, markets
6. Product and product policy, product life-cycle analysis. Product portfolio management, branding
7. 1. Exam test
8. Price, pricing policy, the process and effects of price changes
9. The purpose, task, process and channels of marketing communication
10. Actors, types of sales channels, sales route planning
11. Elements, planning and implementation of the communication mix
12. The process and tools of marketing planning. Marketing strategies, offensive and defensive strategies in the market
13. The implementation of marketing activities, the structure and tasks of the marketing organisation. Monitoring and evaluation of marketing activities
14. 2. Exam test
15. Presentations

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Philip Kotler – Kevin Lane Keller: Marketing management, Pearson, 2015, ISBN-10: 0132102927

Jim Blythe: Essentials of marketing 3ed. 2005. ISBN 0 273 69358 1

Józsa László: Marketingstratégia - Marketing strategy. Akadémiai Kiadó, Bp. 2003. ISBN: 9630582902

Recommended literature:

Czinkota, MR et al, 2000, Marketing best practices, Dryden Press, Orlando.

Evans, D 2008, Social media marketing: An hour a day, John Wiley & Sons, Hoboken, NJ. (eBook)

Hackley. C 2009, Marketing: A critical introduction. Sage Publications Ltd. London. (eBook)

Other teaching aids: Teacher's slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student has a comprehensive knowledge of the concepts, tasks and areas of marketing
- knowledge of market concepts, marketing environment analysis, market segmentation and methods
- knows the role of marketing in the operation of the company or institution

- know the process of consumer behaviour and the factors that influence their decisions
- know the main decision areas of the marketing mix

b) skills

- can identify marketing problems and propose solutions
- the ability to navigate short-term marketing decision-making processes and to identify market changes
- monitor and interpret changes in market processes and the behaviour of market participants
- the ability to plan and implement marketing activities of an operational nature

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new ICT techniques
- strive to improve their professional knowledge
- tolerant of the opinions of others

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving marketing-related processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: MARKET ANALYSIS AND DEVELOPMENT	Credit: 5
Subject name in English: Market Analysis and Development	Code(s): 50
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/2 and 30/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper, essay and presentaion	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, the presentation is assessed immediately in class., continuous feedback on class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
To learn basic marketing concepts and techniques for practical application. Identifying the causes of changes in the market environment and understanding the behaviour of market players in order to adapt to these changes with the most effective marketing tools.	
Learning material:	
<ol style="list-style-type: none"> 1. Understanding, evolution and terminology of marketing 2. Marketing tools, marketing mix, marketing management 3. Inputs for effective marketing, interpreting and analysing the marketing environment 4. An analysis of shopping as a choice and consumer behaviour 5. Specificities of marketing information systems, marketing research, markets 	

6. Product and product policy, product life-cycle analysis. Product portfolio management, branding
7. 1. Exam test
8. Price, pricing policy, the process and effects of price changes
9. The purpose, task, process and channels of marketing communication
10. Actors, types of sales channels, sales route planning
11. Elements, planning and implementation of the communication mix
12. The process and tools of marketing planning. Marketing strategies, offensive and defensive strategies in the market
13. The implementation of marketing activities, the structure and tasks of the marketing organisation. Monitoring and evaluation of marketing activities
14. 2. Exam test
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Ian Brace: Questionnaire Design: How to Plan, Structure and Write Survey Material for effective market research, Kogan Page Limited 2013, ISBN: 978 0 7494 8197 1

Anne E. Beall: Strategic Market Research: A Guide to Conducting Research that Drives Businesses, 2010, IUniverse, ISBN: 978 1 9362 3616 9

Recommended literature:

Paul A. Scipione: A Nation of Numbers: The Development of Marketing Research in America, Quirk's Marketing Research Review, 2014, ISBN: 978-0-9852482-2-2)

Other teaching aids: Teacher's slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- knowledge of market intelligence methods and tools
- know the basic types of information collection, their characteristics
- know the steps of the market research process and the tasks involved
- knows the different sampling methods and their characteristics
- know the different types of data collection
- have basic mathematical and statistical methods for analysing data

b) skills

- be able to identify marketing problems and draw up a research plan to solve them
- the ability to navigate short and medium-term marketing decision-making processes and to identify market changes
- the ability to manage corporate commercial and marketing databases, analyse secondary data and use the specific software required
- monitor and interpret changes in market processes and the behaviour of market participants
- the ability to design, implement and analyse a simple research process

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new ICT techniques
- strive to improve their professional knowledge

- tolerant of others' opinions, team player

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision

- takes responsibility for improving market research processes

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: Law

Range of credit (max. 12 kr.): 6

Subjects: 1) Basic of Law 2) Business law, international business law 3) Business ethics

1. Subject name: BASICS OF LAW	Credit: 3
Subject name in English: Basics of Law	Code(s): 05
Responsible Professor(s): Dr. Bence Tokodi, College Associate Professor, PhD	
Involved Professor(s): dr. Dénes Fekecs, Master Lecturer; Dr. Tamás Lattmann, Associate Professor	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (the 2nd written examination paper is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

Students will examine the most basic information about the creation of the state and law and the characteristics of the different legal systems. After a brief dogmatic introduction, students will acquire a basic knowledge of administrative law, civil law and criminal law.

Learning material:

1. Legislation. Jurisprudence I.
2. Legislation. Jurisprudence II.
3. Overview of legal systems, the distinction between public and private law I.
4. Overview of legal systems, the distinction between public and private law II.
5. The separation of powers
6. Legislation - The organisation, functions and powers of Parliament
7. Administration of justice - Functioning of the courts, organisation, legal remedies, functioning and organisation of prosecution services
8. Constitutional Court
9. Implementation - The government, the administrative organisation
10. 1. Exam test
11. Criminal law and criminal procedure I.
12. Criminal law and criminal procedure II.
13. Civil Law Basics - Law of Persons, Law of Duties, Law of Obligations I.
14. Civil Law Basics - Law of Persons, Law of Duties, Law of Obligations II.
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Gary Slapper: Law: The Basics, Routledge, 2011, ISBN-13: 978-0415568067

Steve Wilson, Phillip Kenny: The Law Student's Handbook, OUP Oxford, 2010, ISBN-13: 978-0199562176

Recommended literature:

George P. Fletcher: The Basic Concepts of Legal Thought, Oxford University Press USA, 1996, ISBN 9780195083361

Other teaching aids: -

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student has basic knowledge of law and business law
- have a basic professional vocabulary of law
- is familiar with the specific features of the Hungarian legal system
- know the main areas of application of the law

b) skills

- be able to use the knowledge acquired in this subject in other fields of knowledge
- can find your way around legal sources
- understand the stages of legislation and law enforcement
- understand and use basic legal terminology

c) attitude

- open to law-abiding behaviour
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: BUSINESS LAW, INTERNATIONAL BUSINESS LAW	Credit: 3
Subject name in English: Business law, international business law	Code(s): 923
Responsible Professor(s): Dr. Tamás Lattmann, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 80/20%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers are assessed according to the SER (the 2nd written examination paper is written during the exam period), the presentation is assessed immediately in class	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-requisites (if any): basic of law	
Subject description:	
Students will acquire general knowledge of economic law, and then review and analyse the basic rules that help them to solve specific issues and problems that arise in practice.	
Learning material:	
<ol style="list-style-type: none"> 1. About legal persons and companies in general 2. Overview of relevant legal sources 3. Company forms. Formation, conversion and dissolution of organisations I. 4. Company forms. Formation, conversion and dissolution of organisations II. 5. The business court procedure 	

6. Safeguards for the lawful operation of companies. Legal representatives and representation
7. 1. Exam test
8. The sales contract and its specific cases
9. The contractor's contract and its specific cases
10. Various transport (transport and forwarding) contracts
11. The licence and licence agreements
12. The franchise contract
13. Summary
14. Presentation of presentations I.
15. Presentation of presentations II.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Nicholas Grier : Commercial Law Basics, W.Green, 2010, ISBN-13: 978-0414017146

Author: Henry R. Cheeseman: Business Law, Prentice Hall, ISBN: 9780132890410

Recommended literature:

Samuel D. Brickley, Brian M. Gottesman: Business Law Basics, 2017,
<http://www.businesslawbasics.com/business-law-basics>

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will learn about the dynamics and logic of economic regulation
- know the legal characteristics of organisations, the types of contracts and their specific cases

b) skills

- students will be able to navigate in different economic and legal terminology
- recognise the different types of contracts

c) attitude

- open to legal terminology
- strive to improve their professional knowledge

d) autonomy and responsibility

- participates responsibly in processes relating to economic affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

4. Subject name: BUSINESS ETHICS	Credit: 3
Subject name in English: Business Ethics	Code(s): 384
Responsible for the subject: Krisztina Holmár, Associate Professor	
Involved Professor(s): Béláné Gyulaffy Dr. Mária Berényi, Emerita College Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay	
Assessment of knowledge, skills, competences: assessment of written examination papers/essay according to the SER, continuous feedback on the activity in class	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
Students will acquire knowledge that will enable them to think more systematically and solve problems more responsibly, with increased knowledge of ethical standards.	
Learning material:	
<ol style="list-style-type: none"> 1. The concepts of morality, ethics, etiquette and law and their interrelationships 2. The concept and principles of economic/business ethics 3. Ethical relations in work processes, ethical aspects of human resource management 4. Ethical norms, moral values in the business process, ethical relations in organisational behaviour 5. Advocacy in the business process 6. The concept of company morale, its characteristics, the code of ethics and other regulations 7. 1. Exam test 8. Business and consumer protection issues in the light of domestic, EU and international 	

conditions

9. Advertising ethics and issues (impact and therefore importance)
10. Ecological concept and its implementation
11. Sub-fields of professional ethics: banking ethics, stock market ethics, insurance ethics, tax ethics, auditing ethics
12. Money laundering and its legal and ethical issues
13. Other areas of professional ethics - professional ethics: management ethics, engineering ethics, medical ethics, e-ethics, press ethics and lawyer ethics
14. The concept, characteristics, activities and role of ethical investments and ethical banks
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Andrew Crane, Dirk Matten: Business Ethics, OUP Oxford, 2003, ISBN-13: 978-0199255153

Recommended literature:

Linda K. Trevino, Katherine A. Nelson: Managing Business Ethics: Straight Talk about How to Do It Right, Wiley, 2013, ISBN-13: 978-1118582671

D. Boykin, "Ethics in the Balance ", Professional Engineer Magazine , pp. 21-23, 2010.

Werhane, PH, Freeman, ER: The Blackwell encyclopedic dictionary of business ethics, Blackwell Business, 1997, ISBN 1557869241

Other teaching aids: -

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- learn about the concepts of morality, ethics and etiquette
- is familiar with the legal issues involved and the importance of their emergence in many areas of economic life and in people-to-people interaction
- learn about the role, activities and characteristics of the ethical bank
- learn about the economic and ethical issues and responsibilities related to money laundering

b) skills

- be able to interpret legal, economic and moral rules and norms together
- be able to define the interests and boundaries between them
- the student will be able to interpret aspects of business not only in economic and legal terms, but also in an ethical approach (human, environmental impact, relationship changes, conflict management)

c) attitude

- strive to make decisions in full respect of ethical standards
- receptive to the problems of others
- strive for self-development

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules

relating to their work and conduct

The scope of knowledge: Communication

Range of credit (max. 12 kr.): 9

Subjects: 1) Business Communication - Corporate Culture; 2) International etiquette and protocol

1. Subject name: BUSINESS COMMUNICATION – CORPORATE CULTURE	Credit: 3
Course name in English: Business Communication - Corporate Culture	Code(s): 82
Responsible Professor(s): Dr. Ömür Önhon, College Associate Professor, PhD	
Involved Professor(s): Kálmán Eglesz, Master Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper - 8th week of classes, case studies - 4 times during the semester, 1 presentation - 15th week of classes	
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the presentation is assessed immediately in class, continuous feedback on the class activity	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description:**Learning material:**

1. The basics of communication. Basic approaches and models
2. Human communication. Psychological foundations of human communication
3. The codes of communication. Types of non-verbal signals. Symbolic communication
4. Oral communication. Speaking correctly, speaking technique. Sentence and text phonetics
5. Written communication. Business card, CV, letter, official letter
6. The business meeting. The importance of negotiation. Negotiation style, strategy, tactics
7. The concept of personality, personality types. The role of self-awareness in business communication
8. Culture, behaviour, communication. Behaviour in business
9. The concept of personality, personality types and their role in business communication
10. The concept, role, areas and factors of corporate culture
11. Types of organisational culture and their impact on the functioning and development of the organisation
12. Success and failure in organisations
13. Characteristics of the culture of successful organisations. Aligning organisational and individual goals
14. The impact of identity, legitimacy and motivation on the life of the individual and the organisation
15. Candidate essay and presentations

The 2-5 most important *compulsory* and *recommended* literature**Compulsory literature:**

Lillian Chaney, Jeanette Martin: Intercultural Business Communication, 6th edition, 2017. ISBN-13: 978-0132971270

Joep P. Cornelissen: Corporate Communication: A Guide to Theory and Practice 4th Edition, SAGE Publications, 2014., SBN-13: 978-1446274958

John V. Thill, Courtland L. Bovee: Excellence in Business Communication, Pearson, 2014, ISBN-13: 978-0133544176

Recommended literature:

Kelly M. Quintantilla, Shawn T. Wahl: Business and Professional Communication: KEYS for Workplace Excellence, SAGE Publications, 2014. 2nd Edition, SBN-13: 978-1452217628

Milo O. Frank: How to Run a Successful Meeting in Half the Time, 1989, Simon & Schuster, ISBN-13: 978-0671644703

Other teaching aids: Teacher's slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student knows the types of corporate culture and their main characteristics
- knows the rules and main processes of business communication
- know the mechanisms of mutual communication between the company and its environment

- knows the key factors of corporate communication
- knowledge of the main business communication processes, functions and their operation
- know the basic principles of corporate communication planning

b) skills

- the ability to cooperate with other fields of knowledge
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the rules of business communication
- ability to process and correctly interpret professional texts
- the ability to approach and understand business processes and systems from a systems perspective

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new business communication techniques and new methods
- open to new ways of developing corporate culture
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving the corporate culture and communication processes of the organisation
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: INTERNATIONAL ETIQUETTE AND PROTOCOL	Credit: 3
Subject name in English: International etiquette and protocol	Code(s): 67-1
Responsible for the subject: Dr. Ömür Önhon, College Associate Professor, PhD	
Involved Professor(s):	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers - 1 presentation	
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the presentation is assessed immediately in class, continuous feedback on the class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>The student learns the rules of Hungarian and international social contact, the patterns of interaction and behaviour by the use of the written rules of etiquette and protocol and the unwritten rules of manners. The student becomes proficient in the proper, norm-abiding behaviour in the making and maintenance of and prepares for tasks related to international relations.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The notion of behaviour; the notions of behavioural culture: rules, ethics, manners, etiquette, social life, protocol. The history of etiquette and protocol, their general rules from making contact to informal and formal relationships, Hungarian and international outlook. 	

2. Manners, etiquette, protocol and the notion of diplomatic protocol, diplomatic ranks and positions
3. Diplomatic missions, their tasks, the status of spouses. Diplomatic and protocol events, special occasions, attire.
4. Protocol order of precedence (order of states, diplomats, diplomatic corp. anciennity). The rules of attendance, introduction, handshake, handing over business card.
5. Traditions and their role in the enfoldng and formation of behaviour; national characteristics. Preparation for meeting in person, forms of greetings, addressing someone.
6. Receptions, order of arrival, the host corp., national food and specialities. Events of seating plan, English and French arrangements, setting the table, menu's, service.
7. Etiquette, protocol in diplomatic life: national characteristic of individual countries, expectations, requirements towards diplomats and business actors; the national and international aspects of non-verbal signs.
8. 1. written examination paper
9. Negotiations, conferences, evens at home and abroad, their execution. Lecture, presentation, conference and event at home and abroad. The protocol of giving a lecture, presentation and speech.
10. Press relations, interview, press talk, press conference. Specialities abroad. Invitations and invitation cards. Business protocol in the countries of the European Union.
11. The rules of diplomatic- and international official correspondence and types of documents.
12. Preparation for mission abroad, preliminary information gathering about the host country and partners
13. The protocol rules of visiting official and civil organisation abroad.
14. Making contact with Hungarian organisations and individuals of the host country. Introducing Hungary and the sending organisation during an official visit abroad.
15. 2. written examination paper

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Teun Van A. Dijk(ed.) Discourse Studies: A multidisciplinary introduction. Los Angeles-London: Sage, 2nd edition, 2011. 9781848606494

Frans H. van Eemeren, Rob Grootendorst, Ralph H. Johnson, Christian Plantin, Charles A. Willard: Fundamentals of Argumentation Theory. A Handbook of Historical Backgrounds and Contemporary Developments. New York: Routledge, 1996. ISBN-13: 978-0805818628

Edition

Recommended literature:

Adriana Hunter: Etiquette, HarperCollins Publishers, 1994, ISBN-13: 978-0004703213

Allan Pease: Body Language, Manjul Publishing House Pvt Ltd, 2014, ISBN-13: 978-8183224109

John Morgan: Debrett's New Guide to Etiquette and Modern Manners, Thomas Dunne Books, 2001, ISBN-13: 978-0312281243

Norine Dresser: Multicultural Manners: New Rules of Etiquette for a Changing Society, Wiley, 1996, ISBN-13: 978-0471118190

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- learn about the specific rules of etiquette and protocol in each country
- learn about national and international rules for social interaction
- knows interaction, behavioural patterns
- learn the written and unwritten rules of protocol and decorum

b) skills

- the student is able to successfully manage international relations and navigate diplomatic life
- act appropriately when making introductions, gifts, meals, presentations and offers
- gain skills in handling and managing different life and business situations

c) attitude

- the student is open to different cultures
- open to working in an international environment
- receptive to networking, development
- strive to improve their professional knowledge

d) autonomy and responsibility

- takes responsibility for communication and negotiation processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: Professional Foreign Language

Range of credit (max. 12 kr.): 6

Subjects: 1) Professional German I.; 2) Professional German II.; 3) Professional English I.; 4) Professional English II.

1. Subject name: PROFESSIONAL LANGUAGE (GERMAN) I.		Credit: 3
Course name in English: Professional Language (German) I.	Code(s): 9SZN1, SZN1, SZN1-1	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): -		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written papers, 1 presentation		
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the presentation is assessed immediately in class, continuous feedback on the class activity		
Suggested semester: 5		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		

Subject description:

The aim of the course is to provide students with interdisciplinary knowledge in the field of business in German language, who are able to understand real economic and business processes and to propose solutions and solutions. Students will be prepared to use German as a working tool at an international level in different areas of the economy.

Learning material:

1. Higher education
2. Work life and experiences
3. Economics, basic economic and financial concepts
4. World economy, global economic problems
5. Hungary's economy
6. The economy of the target language countries. 1.
7. Business management, company organisation
8. Corporate forms: presentation of a company, organisational structure
9. Starting a business, small and medium-sized enterprises
10. Business communication - corporate culture. Presentation
11. Intercultural communication in business: verbal, non-verbal
12. Business correspondence I: CV, cover letter
13. Business correspondence II: complaints and grievance handling
14. International relations and organisations
15. Telecommunications, internet. 2. Candidate paper

Compulsory literature:

Bajkó István – Dobó István – Pintér Márta – Polakovits Sarolta – Tefner Zoltán: Bausteine OECONOM. Tematikus gyakorlókönyv, Lexika Kiadó, Székesfehérvár, 2015. ISBN 9786155200410

Klesics Tünde – Nyakas Judit – Pintér Márta: Wirtschaftsfaktor Deutsch. Lexika Kiadó, Székesfehérvár, 2018. ISBN 9786155200885

Recommended literature:

Kapronczai Éva (szerk.): Feladatgyűjtemény az írásbeli vizsgához. Német középfok B2 – Gazdálkodási menedzsment. Gödöllő: SZIE Zöld Út Nyelvvizsgaközpont. 2020. Elérhető: https://www.zoldut.szie.hu/sites/default/files/u38/feladatgyujtemeny_nemet_kf_G_1.pdf

Kapronczai Éva (szerk.): Kiegészítő anyagok a szóbeli témákhoz és feladatokhoz. Német középfok B2 – Gazdálkodási menedzsment. Gödöllő: SZIE Zöld Út Nyelvvizsgaközpont. 2020. Elérhető: https://www.zoldut.szie.hu/sites/default/files/u38/kiegeszito_anyagok_nemet_kf_G.pdf

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs

- knows the different forms of communication
- learn the basic terminology of economic terminology and how to use it

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in German
- can initiate and participate in discussions on economic issues in German

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

2. Subject name: PROFESSIONAL LANGUAGE (GERMAN) II.		Credit: 3
Course name in English: Professional Language (German) II.	Code(s): 9SZN2, SZN2	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): -		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written examination papers, 1 presentation		
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the presentation is assessed immediately in class, continuous feedback on the class activity		
Suggested semester: semester 6		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		
Subject description: a concise but informative description of the subject to be covered		
<p>The aim of the course is to provide students with interdisciplinary knowledge in the field of business in German language, who are able to understand real economic and business processes and to propose solutions and solutions. Students will be prepared to use German as a working tool at an international level in different areas of the economy.</p>		
Learning material:		
<ol style="list-style-type: none"> 1. Taxation systems 2. Stock exchange, investments, financial markets 		

3. Statistical and chart analysis
4. Marketing: 4P, demand, supply, market research
5. Participation in exhibitions, events
6. International negotiation techniques and strategies
7. Rules of international etiquette and protocol. 1.
8. Environment on the farm
9. Rural development, economic issues of rural tourism
10. The impact of the individual on the environment, responsibility for the environment.
Presentation
11. Business correspondence I: request for proposal
12. Business correspondence II: making an offer
13. Business correspondence III: order
14. The European Union and its institutions I.
15. The European Union and its institutions II 2.

Compulsory literature:

Shannon Keenan Greene: Wirtschaftsdeutsch für Anfänger, Neuss, 2014

Recommended literature:

Margarete Rieger-Poyet, Bernard Straub, Paul Thiele, Klett (Ernst) Verlag, Stuttgart, 2000

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication
- learn the basic terminology of economic terminology and its use

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in German
- can initiate and participate in discussions on economic issues in German

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

3. Subject name: PROFESSIONAL LANGUAGE (ENGLISH) I.		Credit: 3
Course name in English: Professional Language (English) I.	Code(s): 9SZA1, SZA1	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): Csaba Rédei, Master Lecturer; Dr. Monika Pál, College Associate Professor, PhD		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written examination papers, 1 presentation		
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, oral assessment of assignments, presentation, continuous feedback on class activity		
Suggested semester: 5		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with interdisciplinary knowledge in the field of business in English, w processes and to propose solutions to them. Students will be prepared to use English as a working tool at internation

Learning material:

1. Higher education
2. Work life and experiences
3. Economics, basic economic and financial concepts
4. World economy, global economic problems

5. Hungary's economy
6. The economy of the target language countries. 1.
7. Business management, company organisation
8. Corporate forms: presentation of a company, organisational structure
9. Starting a business, small and medium-sized enterprises
10. Business communication - corporate culture. Presentation
11. Intercultural communication in business: verbal, non-verbal
12. Business correspondence I: CV, cover letter
13. Business correspondence II: complaints and grievance handling
14. International relations and organisations
15. Telecommunications, internet. 2. Candidate paper

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Catherine Nickerson, Brigitte Planken: Introducing Business English (eBook)

https://www.perlego.com/book/1561284/introducing-business-english-pdf?utm_source=google&utm_medium=cpc&campaignid=17287656381&adgroupid=134138542062&gclid=CjwK...G9Be6ObAzqAl6ByY4wzJLWnYBzQIWliDcijRoCu8YQAvD_BwE

Suggested literature:

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject**

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication
- learn the basic terminology of economic terminology and its use

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in English
- the ability to initiate and participate in discussions on economic issues in English

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

4. Subject name: PROFESSIONAL LANGUAGE (ENGLISH) II.		Credit: 3
Course name in English: Professional Language (English) II.	Code(s): 9SZA2, SZA2	
Responsible Professor(s): Dr. Ildikó Fata, College Associate Professor, PhD		
Involved Professor(s): Csaba Rédei, Master Lecturer; Dr. Monika Pál, College Associate Professor, PhD		
Status: compulsory		
Theory and Practice in p.c.: 40/60%		
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/4 and 0/60 (vid. the current timetable)		
Planned individual student hours per week: 2		
Method of assessment: Practice		
Mid-term study requirements: 2 written examination papers, 1 presentation		
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, the presentation is assessed immediately in class, continuous feedback on the class activity		
Suggested semester: 6		
Announce of the course: annually		
Course language (if not Hungarian): English		
Pre-study obligations (if any): -		

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with interdisciplinary knowledge in the field of business in English, w processes and to propose solutions to them. Students will be prepared to use English as a working tool at internation

Learning material:

1. Taxation systems
2. Stock exchange, investments, financial markets
3. Statistical and chart analysis
4. Marketing: 4P, demand, supply, market research

5. Participation in exhibitions, events
6. International negotiation techniques and strategies
7. Rules of international etiquette and protocol. 1.
8. Environment on the farm
9. Rural development, economic issues of rural tourism
10. The impact of the individual on the environment, responsibility for the environment. Presentation
11. Business correspondence I: request for proposal
12. Business correspondence II: making an offer
13. Business correspondence III: order
14. The European Union and its institutions I.
15. The European Union and its institutions II 2.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Catherine Nickerson, Brigitte Planken: Introducing Business English (eBook)

https://www.perlego.com/book/1561284/introducing-business-english-pdf?utm_source=google&utm_medium=cpc&campaignid=17287656381&adgroupid=134138542062&gclid=CjwK...G9Be6ObAzqAI6ByY4wzJLWnYBzQIWliDcijRoCu8YQAvD_BwE

Suggested literature:

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject

a) knowledge

- knows the rules of etiquette and protocol in each country
- knows the national and international rules of social customs
- knows the different forms of communication
- learn the basic terminology of economic terminology and how to use it

b) skills

- the ability to behave correctly in different business situations
- the ability to use business terminology correctly
- be able to give a presentation on business topics in English
- the ability to initiate and participate in discussions on economic issues in English

c) attitude

- open to other cultures
- receptive to building and nurturing relationships
- enjoy working in an international environment, in a team
- strive to improve their language skills

d) autonomy, responsibility

- participates responsibly in communication and business management processes
- take responsibility for their work and behaviour

Field of knowledge: Basic Knowledge of Social Sciences

Range of credit (max. 12 kr.): 9

Subjects: 1) History of Economic; 2) Philosophy; 3) Sociology; 4) Psychology

1. Subject name: HISTORY OF ECONOMIC	Credit: 3
Subject name in English: History of Economic	Code(s): 04
Responsible Professor(s): Zoltán Frenyó, College Professor, CSc	
Involved Professor(s): Ákos Fekete, Visiting Lecturer	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: -	
Assessment of knowledge, skills and competences: oral examination during the examination period	
Suggested semester: 1st semester	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
The economic developments of the present are fundamentally influenced by what happened in the economy of the past. Knowledge of these will help us understand the changes taking place in today's	

economy.

This course introduces the main periods of universal and domestic economic history. The focus is on the major processes that continue to influence the development of the modern economy, the major processes of population growth, the transformation of agriculture, industrialisation and the development of infrastructure.

Learning material:

1. The relationship between historical and economic theory and method in economic history. Tracing European socio-economic patterns
2. Outline of the economic history of the Ancient East and Greco-Roman antiquity
3. The main factors in the economic history of feudalism in Europe
4. The development, stages and essence of Western European capitalism
5. Colonialism. Imperialism
6. The Soviet Union and the socialist economic system
7. The main lines of medieval Hungarian economic history
8. Hungarian economic history in the 18th-19th centuries. Demographic changes, changes in settlement structure, protoindustrialisation
9. The capitalization of the Hungarian economy in the 19th century: agrarian transformation, industrial revolution. The structural transformation of Hungarian society: the process of civilisation
10. Main trends from the turn of the century to the First World War. The impact of the World War on economic life. The impact of the Trianon peace treaty
11. Changes in the world economy and the situation of Hungary after World War I
12. The Hungarian economy and society in the 1920s and 1930s and during World War II
13. Hungarian economic history between 1945-1948. The period of state socialist industrialisation, communist economic policy, 1948-1956. The party-state system, 1956-1968
14. The development of the reform processes of the Hungarian economy from 1968. The problems of the 1989-1990 transition
15. History and trends in economic theories

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Larry Neal -Rondo Cameron: A Concise Economic History of the World: From Paleolithic Times to the Present, Oxford: Oxford University Press, 5th ed., 2016. ISBN -13: 978-0199989768

Balázs Szelenyi: The Failure of the Central European Bourgeoisie, New Perspectives on Hungarian History. US: Palgrave-Macmillan. 2006

Recommended literature:

Immanuel Wallerstein: The Modern World-System I: Capitalist Agriculture and the Origins of the European World-Economy in the Sixteenth Century, University of California Press, 2011, ISBN-13: 978-0520267572

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student learns about the interdisciplinary nature of economic history
- the major historical stage theories, the results and pitfalls of the historical development of economic theory and method
- the impact of lifestyle change on management, social structure, law and institutions
- the role of the geographical division of labour and the division of labour based on production differences in the development of the medieval and modern world economy
- historical changes in economic models, the interrelationships between social structure and political-power relations
- the basic economic laws and institutional framework of the Hungarian economy

b) skills

- be able to use the knowledge acquired in this subject in other fields of knowledge
- ability to carry out source analyses
- understand and use economic history literature

c) attitude

- open to the events of the past
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: PHILOSOPHY	Credit: 2
Subject name in English: Philosophy	Code(s): 751, 75
Responsible for the subject: Dr. Zoltán Frenyó, College Professor, CSc	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: -	
Assessment of knowledge, skills and competences: oral examination during the examination period	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>The course will explore the concepts, branches, trends, periods and major thinkers of philosophy. The aim of the course is to provide students with an understanding of the role of philosophy in the history of human culture and to help them to orient themselves and to lead a good life.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The concept, subject and parts of philosophy 2. Main issues in the theory of existence, epistemology and logic 3. The main doctrines of philosophy anthropology and ethics 4. Ideas of social philosophy and philosophy of history 5. The main tenets of aesthetics and philosophy of religion 6. The beginnings of Greek philosophy: pre-Socratic thought 	

7. Socrates, Plato, Aristotle
8. The philosophy of Hellenism
9. History of medieval philosophy
10. The philosophy of the Renaissance
11. The main trends and thinkers in European philosophy in the 17th and 18th centuries
12. Classical German philosophy
13. Irrationalism and positivism in the 19th century
14. Philosophical trends and major thinkers of the 20th century
15. The main figures of Hungarian philosophy

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Hans Joachim Störig (1964): A Small World History of Philosophy, Helikon, 2008, ISBN: 9789632270630

Zoltan Frenyo (2015): History of Philosophy. Tomori Pál College, Kalocsa. 2015

Recommended literature:

Arno Anzenbacher: Introduction to Philosophy. Cartaphilus Publishing, Bp., 2001. ISBN: 963-9303-27-5

Zoltán Frenyó (2016): A textbook of philosophy. Saint Stephen Society. Bp. 2016. ISBN: 9789632775951

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will become familiar with the concepts, basic questions and methods of inference related to the different philosophical disciplines
- periods and trends in the history of philosophy
- the work of thinkers from different eras

b) skills

- be able to navigate different philosophical trends
- recognise how trends have influenced different areas of society

c) attitude

- receptive to history, to the past
- open to understanding how society works
- strive to improve their professional knowledge

d) autonomy and responsibility

- participate responsibly as a citizen in processes related to social affairs
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: SOCIOLOGY	Credit: 2
Subject name in English: Sociology	Code(s): 1061, 06, 106
Responsible for the subject: Csaba Rédei, Master Lecturer	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year academic requirements: 1 term paper and presentation	
Assessment of knowledge, skills and competences: oral exam during the exam period, oral assessment of the homework and presentation is done immediately in class	
Suggested semester: 1	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn the basic concepts of sociology, the main theoretical trends, methodological features and an overview of the international context of sociology. They will be able to understand culture, individual and social interactions, power structures, social institutions and social change in the context of globalisation and the modern world.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Sociology: problems and perspectives. Methods and theories in sociology 2. The basic problems of global sociology 3. Culture and society. Socialisation and the life cycle 4. Social interaction and everyday life. Conformity and deviance. Gender and sexuality 5. Social stratification and class structure. Social mobility 	

6. Global inequalities
7. Ethnicity and race. Groups and organisations
8. Politics, government, state. War and the army
9. Kinship, marriage, family. Education
10. Religion. Communication, media
11. Work and economic life
12. The globalisation of social life. Modern urbanism
13. Population, health, ageing
14. Revolutions and social movements. Social change
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Robin Cohen and Paul Kennedy: Global sociology Washington Square, N.Y.: New York University Press, 2007, 584 o. ISBN 9780814716847

Anthony Giddens (2009): Sociology. Polity Press; 2009 6th edition ISBN-13: 978-0745643588

Bourdieu, Pierre (2005): The Social Structures of the Economy, Cambridge, UK, Polity Press.

Veblen, Thorstein (2007): The Theory of the Leisure Class, Oxford/New York, Oxford University Press.

Recommended literature:

Anthony Giddens (2016): Introduction to Sociology, W. W. Norton & Company, p.816. ISBN-13: 978-0393265163

Other teaching aids: tutorial slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) your knowledge

- the student will become familiar with the basic concepts of sociology, its main theoretical trends and methodological features
- gain an overview of the international context in sociology
- knowledge of the social processes associated with globalisation
- gain insights into the main causes of changes in social processes

b) skills

- be able to understand culture, individual and social interactions, power structures, social institutions and social changes in globalisation and the modern world
- the ability to identify links between factors that influence social processes

c) attitude

- receptive to the opinions of others, regional, national and European values
- open and understanding of social problems

d) autonomy and responsibility

- takes responsibility for its opinions and decisions
- conducts the debate independently

4. Subject name: PSYCHOLOGY - ECONOMIC PSYCHOLOGY	Credit: 2
Subject name in English: Psychology - Economic Psychology	Code(s): 92, 73
Responsible Professor(s): Dr. György Lipécz, retired College Professor, PhD, Visiting lecturer	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), assessment of the presentation, continuous feedback on the class activity	
Suggested semester: 2	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to familiarise students with the economic effects of human behaviour (individual and group) and the mechanisms of interaction between the human psyche and economic processes. During the semester, students will become familiar with the most important concepts and areas of study in the discipline of economic psychology. Students will be able to understand and approach macro- and micro-level processes in the economy from a social psychological perspective, and to understand the close links between the economy and social interactions.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The subject, areas of study and levels of economic psychology 2. The concept and tools of psychology in economic life 	

3. Interpreting the behaviour of economic agents through psychology. Rationality/irrationality in economic life
4. Basics of consumer behaviour I.
5. Basics of consumer behaviour II.
6. The psychology of money. Economic socialization
7. 1. Exam test
8. Business communication (marketing)
9. Advertising Psychology I.
10. Advertising Psychology II.
11. Easterlin paradox
12. Well-being societies and/or happy societies. The role of social well-being, happiness in economic competitiveness
13. The Economics of Happiness I.
14. The Economics of Happiness II (film review)
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

W. Fred van Raaij Gery M. van Veldhoven Karl-Erik Wärneryd (1988): Handbook of Economic Psychology, Springer, Dordrecht, 1988, ISBN: 978-90-481-8310-4

Szirmai, Viktoria (ed.)(2015): From spatial inequalities to social well-being, Kodolanyi Janos University of Applied Sciences, Székesfehérvár, 2015 9-36.pp. ISBN:978-615-5075-29-2

Recommended literature:

Michael Como (2011): Do happier people make more money? An empirical study of the effect of a person's happiness on their income In: The Park Place Economist Vol.19.Issue 1.Available at: <http://digitalcommons.iwu.edu/parkplace/vol19/iss1/8>

Other teaching aids: -

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) knowledge

- the student will have a knowledge of the basic, comprehensive concepts, theories, facts, macro- and microeconomic contexts of economic psychology, relevant economic actors, functions and processes
- mastered the basic theories and characteristics of economic psychology
- knowledge and understanding of the importance of the interaction and interaction of social phenomena, in particular social psychological and psychological processes, with economic processes

b) skills

- be able to search for, explore and explain the links between human behaviour, psychology and macro- and micro-processes in the economy using the theories and methods studied
- can understand the complex workings of the economy through social and human behaviour and psychology

c) attitude

- receptive to new information, new professional knowledge and methodologies, open to new tasks and

responsibilities requiring autonomy and cooperation

- strive to develop their knowledge and working relationships, working in cooperation with their colleagues

d) autonomy and responsibility

- carry out independently, under general professional supervision, the tasks defined during the semester
- independently organise the analysis of economic psychological processes, the collection, systematisation and evaluation of data
- takes responsibility for its analyses, conclusions and decisions
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct during the semester

The scope: International Integrations

Credit range (max. 12 kr.): 3

Subject: 1) EU Studies 2) International Commercial, Financial and Economic Organisations

1. Subject name: EU STUDIES	Credit: 3
Subject name in English: EU Studies	Code(s): 18
Responsible Professor(s): Dr. Laura Kovács, College Associate Professor, PhD	
Involved Professor(s): Dr. Tamás Lattmann, Associate Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers will be assessed according to the SER (the 2nd written examination paper will be written during the exam period), the presentation will be assessed in class	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	

The aim of the course is to familiarise students with the idea of Europe, the history of European integration, the stages of integration, the process of enlargement and the creation of the European Union. The course also deals with the institutional system, decision-making mechanisms and policies of the European Union, providing a general overview of the European Union as an integration organisation.

Learning material:

1. Definitions of Europe, basic concepts. Globalisation, integration, regionalisation
2. The political and economic situation after World War II, the first steps towards integration
3. The importance and functioning of the organisations created by the European Union and the Treaties of Rome
4. The stages of integration. Horizontal widening and vertical deepening of integration
5. Sources of Community law, basic treaties and their amendments, the *acquis communautaire*
6. The EU institutions: the European Council, the European Commission, the European Parliament
7. European Court of Justice, European Court of Auditors, ECB, Advisory Committees and Ombudsman
8. Decision-making in the EU: procedures and aspects of the democratic deficit
9. 1. Exam test
10. EU common policies: sectoral and horizontal policies
11. The Common Agricultural Policy (CAP)
12. Regional disparities and EU regional policy
13. Economic and Monetary Union
14. The EU's enlargement to the East before and after 2004. Hungary's preparations for EU membership. Hungary's prospects in the EU
15. The importance of the Lisbon Treaty, the Union's development

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

A. Stabb- M.Lodge- E.Thielemann: Politics and Policies of the European Union. University of London, 2011., [http://www.londoninternational.ac.uk/sites/default/files/progamme resources/lse/lse pdf/subject guides/ps3088ch1-3.pdf](http://www.londoninternational.ac.uk/sites/default/files/progamme%20resources/lse/lse%20pdf/subject%20guides/ps3088ch1-3.pdf)

Mark Gilbert: European Integrations: A Concise History, Lahnam-Boulder: Rowan and Littlefield, 2013. ISBN-13: 978-0742566644

Recommended literature:

Dinan, D. Ever closer union: an introduction to European integration (London: Palgrave Macmillan, 2010) fourth edition [ISBN 9780230272613] Chapters 1-6.

S.Hix- B. Hayland: The Political System of the European Union. London: Palgrave, Macmillan, 2011. ISBN: 9780230249820

Neill Nugent: The Government and Politics of the European Union, London: Palgrave, 2010.

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will learn about the history of European integration, the founding treaties and their major amendments, which are the main milestones in the development of the Union
- the student should be familiar with the different levels and types of economic and political integration, thus understanding the functioning of the single internal market and the importance of Economic and Monetary Union
- to provide students with an insight into the EU's institutional system and decision-making mechanisms, as well as the system of Community policies, in particular the Common Agricultural Policy and the Union's regional policy

b) skills

- students will be able to apply information on the legal and institutional structure of the European Union and the evolution of integration

c) attitude

- receptive to new professional knowledge and methodologies
- open to foreign policy
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- participates responsibly as a citizen in the European Union affairs process
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

2. Subject name: INTERNATIONAL COMMERCIAL, FINANCIAL AND ECONOMIC ORGANISATIONS	Credit: 5
Subject name in English: International Commercial, Financial and Economic Organisations	Code(s): 227
Responsible Professor(s): Dr. Abdulkerim Yavuzaslan, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 100/0%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: written examination papers will be assessed according to the SER (the 2nd written examination paper will be written during the exam period), the presentation will be assessed in class	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to introduce the development of international economic and political relations and the functioning of their international organisations. In the complex system of the global economy, multilateral relations have become dominant, with international institutions as the main governing bodies. International organisations have a key role to play in the development of their respective fields, in reconciling the interests of their member countries and in managing conflicts. Students will be introduced to the main global and regional institutions from the wide range of international organisations, according to the groupings used in the literature, with particular emphasis on the role of the United Nations and economic organisations.</p>	

Learning material:

1. Development, definition, characteristics and classification of international organisations
2. The history of the creation and demise of the League of Nations. Evaluation of the activities of the League of Nations
3. The context in which the UN was created. The characteristics and system of the UN Charter. The membership of the UN, its main organs. UN peacekeeping: main features and 'generations', new developments and reforms since the 1990s
4. The UN Economic and Social Council (ECOSOC) and the UN Regional Commissions. UN specialised agencies and other bodies
5. Organisation for Economic Co-operation and Development (OECD). Council of Europe. European Bank for Reconstruction and Development (EBRD)
6. The North Atlantic Treaty Organisation (NATO) The Organisation for Security and Cooperation in Europe (OSCE)
7. United Nations economic and financial organisations I. : The purpose, membership, function, operation and reform of the International Monetary Fund (IMF)
8. The economic and financial organisations of the United Nations II : The main objectives, members, activities and organs of the World Bank (WORLD BANK). Introduction to the World Bank Group (IBRD, IDA, IFC, MIGA, ICSID)
9. GATT (General Agreement on Tariffs and Trade) and WTO (World Trade Organisation) as the global institutions for international trade. WTO objectives, members, main functions and main agreements, reforms
10. International Chamber of Commerce and International Commercial Terms of Trade (INCOTERMS)
11. Regional economic integration and its organisations in the Americas and Europe: the European Union, the European Free Trade Association (EFTA), the European Economic Area (EEA), the Central European Free Trade Agreement (CEFTA). The US-Mexico-Canada Agreement (USMCA). The Organisation of American States (OAS). The Caribbean Community and Common Market (CARICOM). The South American Common Market (MERCOSUR)
12. Regional economic integration and its organisations in Africa, the Middle East and Asia: the African Union. Economic Community of West African States (ECOWAS). Common Market for Eastern and Southern Africa (COMESA). League of Arab States. Organisation of Petroleum Exporting Countries (OPEC). Association of South East Asian Nations (ASEAN). Asia-Pacific Economic Cooperation (APEC).
13. Protection of victims of armed conflict and humanitarian aid: specific international cooperation
14. Some forum-type and specific forms of international cooperation. International organisations of non-governmental organisations (NGOs)
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended* literature**Compulsory literature:**

Karns, Margaret P. – Mingst, Karen A. – Stiles, Kendall W. (2015): International organizations: The politics and processes of global governance. Lynne Rienner, Boulder London

Recommended literature:

Britannica Concise Encyclopedia. Revised and Expanded Edition.

<https://archive.org/stream/EncyclopediaBritannicaConcise/Encyclopedia%20Britannica%20Concise#page/n0/mode/2up>

Other teaching aids: -

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- students will develop their professional knowledge through a systematic understanding of the main international economic and financial institutions, their development, their main activities and their reforms

b) skills

- students will be able to better understand conflicts between international organisations and their member countries, national advocacy and the importance of compromise

c) attitude

- students' interest can be developed by working with one of the above institutions on current issues and presenting them to the group

d) autonomy and responsibility

- develop responsibility and independent thinking by preparing their own assignments and participating in discussions

The domain: Management

Range of credit (max. 12 kr.): 12

Subject: 1) Project and Team Management 2) Leadership and Management

1. Subject name: PROJECT AND TEAM MANAGEMENT	Credit: 4
Subject name in English: Project and Team Management	Code(s): 771, 77
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay and its presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of homework and presentation, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The basic objective of the course is to familiarise students with the general theoretical foundations, methods and practical applications of project management (PM).	
Learning material:	

1. Fundamentals, theoretical framework, history of project management, project interpretation, principles, project phases, project cycle models
2. The main steps of the logical framework methodology for project design and implementation, problem analysis, stakeholder analysis, project objectives, strategy and alternatives analysis, strategy selection, activity, time and cost planning, control and monitoring
3. Main project planning techniques and tools, problem tree and goal tree, task breakdown techniques, time scheduling, time planning and network planning techniques, critical path (CPM), resources
4. The project staff background. The external and internal environment of the project, traditional and project organisations, methods of organisation analysis
5. The structure of project management, the qualities of a good project manager. The roles and responsibilities of management
6. Project management, project hierarchy, roles, tasks and responsibilities, project manager competences, responsibilities
7. 1. Exam test
8. Implementation of the project. Implementation phases, technical documents used during project implementation (project plan and feasibility case study)
9. Team management during implementation
10. Project management, project control. Project monitoring and controlling, purpose, influencing factors, controlling tools, milestones, types of indicators (SMART, QQTP)
11. Financial planning of the project. Financial management during implementation. Procurement. Staff costs of the project
12. Project marketing and communication. The purpose, process and tools of project marketing. Project communication, types of communication tools, documents governing communication. Internal project communication, communication within the project team
13. Public procurement and tenders
14. IT and software solutions to support project and team management (MS Project, Mindmapping, time planning software)
15. 2. Exam test. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Project Management in Practice, Samuel J. Mantel, International Student Version, 4th Edition, John Wiley & Sons, Inc. 2011.

EC PCM Training Handbook: http://www.cfcu.gov.tr/SPOs/TOOLS/PCM_Training_Handbook.pdf

Recommended literature:

PCM guidelines:

http://ec.europa.eu/europeaid/multimedia/publications/documents/tools/europeaid_admin_pcm_guidelines_2004_en.pdf

Guide to the PM Body of Knowledge: PMBOK Guide: ISBN-10: 1935589679; ISBN-13: 978-1935589679, Project Management Institute, 2013

Paul Roberts: Guide to Project Management: Getting it right and achieving lasting benefit, The Economist Newspaper Ltd., 2013., ISBN-10: 1118383702

Other teaching aids: teaching slides and other project documents

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student knows the rules, the process and the ethical norms of cooperation in projects, teams, work organisations, project management
- knowledge of the basic methods used in project planning and team management
- have a basic vocabulary for project management

b) skills

- the ability to plan, implement and manage a complex project
- the ability to apply project planning and management and team management methods
- the ability to think in systems terms and to review project processes at system level

c) attitude

- constructive, cooperative and proactive in project and team work
- problem solver, able to make decisions and compromise in decision-making situations
- empathetic, receptive to the opinions of others

d) autonomy and responsibility

- independently plan, manage and implement the project under general professional supervision
- plan the composition of the project team on the basis of professional guidance and involve the members in the work
- takes responsibility for the implementation of the project

1. Subject name: LEADERSHIP AND MANAGEMENT	Credit: 3
Subject name in English: Leadership and Management	Code(s): 23
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers - weeks 8 and 15, 1 presentation - week 15	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with the knowledge that will enable them to develop their understanding of management, to manage the organisation as a system and to choose effective management methods.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. The concepts of management and organisational processes 2. The basic model of the corporate structure, the organisational structure, organisational guidelines 3. Decision optimisation 	

4. Change management
5. Individual in the organisation, individual decision making, problem solving
6. Content and process theories of motivation
7. Groups in the organisation
8. 1. Exam test
9. Power and organisational politics, personal leadership - leadership
10. Conflicts in the organisation, modern management trends
11. Change management
12. Empowerment. Benchmarking
13. Outsourcing. Re-engineering
14. Strategic alliances, networks
15. 2. Exam test. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Peter G. Northouse: Leadership - Theory and practice, 2017. 7th edition, ISBN: 978- 1483317533

Forrest W. Parkay, Eric J. Ancil: Curriculum Leadership, 2017. 10th edition, ISBN 978- 0132852159

Neil Thomas (ed.)(2004): Handbook of leadership and management. Thorogood Ltd. ISBN: 85418 204 8 220.page. Available at:

[https://zodml.org/sites/default/files/John Adair The Handbook of Management and Leadership.pdf](https://zodml.org/sites/default/files/John%20Adair%20The%20Handbook%20of%20Management%20and%20Leadership.pdf)

Kevin B. Lowe, K. Galen Kroeck, Nagaraj Sivasubramaniam (1996): Effectiveness correlates of transformational and transactional leadership: A meta-analytic review of the MLQ literature. The Leadership Quarterly, 7(3), 385-415. [http://dx.doi.org/10.1016/S1048-9843\(96\)90027-2](http://dx.doi.org/10.1016/S1048-9843(96)90027-2)

Recommended literature:

Satinder Dihman: Holistic Leadership - A new paradigm for today's leaders, 2017. 1th edition, ISBN-13: 978-1137555700

Racid Benlamri, Michael Sparer: Leadership, Innovation and Entrepreneurship as Driving Forces of the Global Economy: Proceedings of the 2016 International Conference on Leadership, Innovation, 1st ed. 2017 Edition, Kindle Edition, ISBN-13: 978-3319434339

Patrick M. Lencioni (2016): The ideal team player, Jossey-Bass, p. 240 ISBN-10: 1119209595

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student is familiar with the main corporate management issues and organisational structures and trends
- understand the main issues of the development of the company and its interaction with its environment
- know the content and process theories of individual motivation
- knowledge of the main aspects of the company's organisational policy and management, conflicts and ways of resolving them
- knowledge of modern management trends and methods

b) skills

- the ability to approach and understand business processes in a systems approach

- the ability to put theoretical organisation and management methods into practice
- the ability to put different areas of knowledge into practice in the company
- the ability to present professionally formulated proposals and positions, orally and in writing, in accordance with the rules of professional communication and to promote the implementation of the company's strategy

c) attitude

- receptive to new information, new professional knowledge and methodologies and their integration into business practice
- is interested in innovation
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving management and organisational processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: PUBLIC MANAGEMENT	Credit: 2
Subject name in English: Public Management	Code(s): 95
Responsible for the course: dr. habil. László Suhányi, Associate Professor	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 50/50%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/15 and 1/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER, continuous feedback on the activity in class	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The main objective of the course is to introduce the basic theories and methods of public administration and to examine how business management methods, models and processes can be integrated in the field of public administration. The subject focuses on the main theories of public administration, introducing different types of management models and methods, and the possibilities and process of implementation.</p> <p>During the course, students will learn about the planning, delivery and management of socially organised public services.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Basic theories and models of public administration - theoretical framework 2. Definition and history of public administration 	

3. Basic concepts - public goods, public utilities, public services, etc.
4. Public services, new public administration (definition, theories, history)
5. Models of public administration - English, French and German models
6. The public services environment, the public services system - examples from the EU and Hungary
7. 1. written written test
8. Regulation of public services
9. Administration of human resources services - health and education
10. Management of public utilities and infrastructure services - utilities, characteristics of utilities
11. Public activities
12. Financial management of public services
13. Benchmarking and performance assessment in the public sector
14. Summary
15. 2. written written test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Ewan Ferlie: The Oxford Handbook of Public Management. Eds. by L.E. Lynn Jr. and C. Pollitt. Oxford University Press, 2007.

Recommended literature:

Meyer, C.K., Zagoren, A.J., Noe, L.J., Geerts, J.A., Frank, G.L.: Solving Public-Management Problems: A Case Study Approach, Millennium HRM Press, LLC, Des Moines, Iowa, 2015

Managing the new public services. Ed. by David Farnham and Sylvia Horton. Macmillan. 1996

Other teaching aids: teaching notes

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Knowledge of the basic, broad facts, directions and limits of the subject area of Public Management.
- Knowledge of the key contexts and theories of the field and the terminology that underpins them.
- Knowledge of basic knowledge acquisition and problem solving methods related to Public Management processes.

b) skills

- Ability to perform the tasks assigned to him/her without direction or control.
- The ability to plan, schedule and carry out tasks within the scope of his/her responsibilities.
- Within his or her remit, he or she makes the necessary proposals, decisions and measures for the effective solution of the task.
- Ability to apply and benefit from managerial roles and managerial competences.
- Ability to formulate and express/debate an opinion independently.

c) attitude

- He is open to authentically communicate the overall thinking and essential features of his profession.
- The need for continuous self-training in public management

d) autonomy and responsibility

- Independently thinks through broad, underpinning professional issues and reflects on them in the light of the resources available.
- Collaboration and responsibility with qualified professionals in the field.

The domain: International Management

Range of credit (max. 12 kr.): 12

Subject: 1) Intercultural management 2) Organizing and management of international events

2. Subject name: INTERCULTURAL MANAGEMENT	Credit: 5
Subject name in English: Intercultural management	Code(s): 444
Responsible for the course: dr. habil. László Suhányi, Associate Professor	
Teacher(s) involved in teaching the subject: -	
Status: compulsory	
Theory and Practice in p.c.: 30/70%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 1 written examination	
Assessment of knowledge, skills and competences: the assessment of the final examination paper is based on the TVSZ, the final examination paper is written during the examination period.	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

The aim of the course is to familiarise students with the basic, comprehensive concepts, theories, facts and contexts of intercultural management. Students should know and understand the basics of intercultural management processes, problem-solving methods related to the subject, their application conditions and limitations. The student should have a basic professional vocabulary of intercultural management. The student will be able to explore new approaches and creative solutions through an understanding of the roots and characteristics of different cultures, and to recognise and identify typical misunderstandings and communication problems arising from a lack of cultural knowledge. During the course, the student will learn proven management methods, from strategy development to human resource management and organisational development, to successfully manage and benefit from cultural differences.

Learning material:

1. Introduction. The internationalisation process
2. The relationship between the international environment and national culture
3. The concept and main functions of intercultural management
4. The need for consistency between strategy, structure and culture. The role of culture in the development of entrepreneurial-business performance
5. The relationship and interrelationship between attitudes, behaviour, culture and values
6. Dimensions of national cultures
7. Communication in different cultures
8. Communication and international companies and institutions
9. Methods and tools for dealing with cultural differences
10. Hungarian organisational culture
11. The transformation of national, business and management cultures in an international context
12. Intercultural features of competence and career planning
13. General and specific methods of intercultural training
14. Meeting with foreigners
15. Cross-cultural and intercultural body language

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Geert Hofstede: The Cultural Relativity of the Quality of Life Concept, 1984., Academy of Management Review Vol. 9, No. 3

Jean-François Chanlat, Eduardo Davel, Jean-Pierre Dupuis: Cross-cultural Management: Culture and Management Across the World, Routledge, 2013

Recommended literature:

Craig Storti: Figuring Foreigners Out: A Practical Guide, 1999., Intercultural Press, ISBN-10: 1877864706

Other teaching aids: teaching slides and other project documents

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Knowledge of the basic, comprehensive concepts, theories, facts and contexts of intercultural management
- Knowledge and understanding of the basics of intercultural management processes, problem-solving methods related to the subject, their application conditions and limitations
- Possesses a basic professional vocabulary of intercultural management
- The student learns new approaches and creative solutions through understanding the roots and characteristics of different cultures
- Know and recognise typical misunderstandings and communication problems due to lack of cultural knowledge
- You will learn tried and tested management methods, from strategy development to human resource management and organisational development, to successfully manage and benefit from cultural differences.

b) skills

- Ability to plan, organise, manage and monitor intercultural projects
- Ability to present professional proposals and positions related to intercultural management, orally and in writing, in Hungarian and in foreign languages, according to the rules of professional communication
- Understand and use online and print literature specific to their field
- Ability to actively participate in intercultural management projects
- Understand the specificities of working in an international, multicultural environment
- Gives lectures, makes presentations independently

c) attitude

- Demonstrate a problem-sensitive attitude that recognises cultural differences in order to deliver quality work,
- Constructive, cooperative and proactive in projects and group work
- Receptive to new information, tolerant of cultural differences
- Strive to develop your knowledge and working relationships, working with colleagues from different cultures

d) autonomy and responsibility

- Under general professional supervision, independently carries out and organises its tasks
- Taking responsibility for its decisions
- Assume responsibility for adhering to professional, ethical standards and norms of work and conduct and for differences arising from cultural differences

2. Subject name: ORGANIZING AND MANAGEMENT OF INTERNATIONAL EVENTS	Credit: 4
Subject name in English: Organizing and management of international events	Code(s): 229
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Involved Professor(s): Dr. Laura Kovács, Associate Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 20/80%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 presentation - week 15	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to familiarise students with the basic concepts of international events and the tasks involved in organising them. The course will focus on the cultural differences that need to be taken into account when organising an international event.</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. Basic event management concepts: event, event organiser, venue, project, management, communication, marketing, etiquette, protocol, conference tourism, etc. 2. Groups and types of international events 3. Participants in international events 	

4. Planning international event processes, project planning
5. The venue for international events
6. Financial planning for international events - budget, participation fee
7. The process and stages of organising international events
8. 1. Written exam paper.
9. Services related to international events. 1. Marketing of international events - design, printing, sponsorship, etc.
10. Communication of international events
11. Legal issues related to the organisation of international events
12. The organisation and management of international events. Evaluation and follow-up of international events . Ethical issues and cultural differences in the organisation of events
13. Practical examples, good practices in the organisation of international events 2.
14. Making presentations
15. 2. Written exam paper.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Atkinson, R. (1999) Project management: cost, time and quality, two best guesses and a phenomenon; it's time to accept other success criteria. *International Journal of Project Management*, 17 (6), 337-342.

Goldblatt, J. J.: *Special events: best practices in modern event management*. 1997, USA, 382 pp, 0442022077

Catherine H. Price: *The Complete Guide to Professional Meetings and Event Coordination*, George Washington University, 2000

Recommended literature:

Nicole Ferdinand - Paul Kitchin - Paul James Kitchin : *Events Management: An International Approach*, 2012., Sage Publications Ltd ISBN-13: 978-0857022417

Other teaching aids: tutorial slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student has a knowledge of the basic, comprehensive concepts, theories, facts and contexts of event management
- knows the rules of cooperation in projects, teams and project management
- mastered the written and oral forms and methods of professional and effective communication required in the organisation of international events

b) skills

- the student is able to apply the theories and methods learned in practice
- the ability to cooperate with other fields of knowledge, disciplines
- participates in projects, group problem-solving
- be aware of the multicultural specificities of the tasks involved in international event management

c) attitude

- the student is receptive to new professional knowledge and methodologies
- strive to improve their professional knowledge
- is open to changes in event management practice and seeks to follow and understand these

changes

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The domain: International Marketing

Range of credit (max. 12 kr.): 12

Subject: 1) International Marketing 2) International negotiation techniques and strategies

3. Subject name: INTERNATIONAL MARKETING	Credit: 6
Subject name in English: International Marketing	Code(s): 54, 54-1
Responsible for the course: dr. habil. László Suhányi, Associate Professor, PhD	
Teacher(s) involved in teaching the subject: -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: practical	
Mid-term study requirements: 1 written examination, 1 presentation (scheduled during the semester)	
Assessment of knowledge, skills and competences (method and timetable: assessment of final papers according to the SER), assessment of presentations immediately in class	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

The course will focus on the interpretation of the world economic environment from a marketing perspective, as well as an overview of international marketing tools and an evaluation of the experience gained from their practical application. Students will transfer the marketing knowledge they have already acquired to the international context. The development of marketing knowledge to a skill level will be supported by the joint and individual processing of case studies based on international corporate practice related to each topic. The course will pay particular attention to the emphasis on the specificities of international marketing and the comparison of marketing practices of companies from different cultures.

Learning material:

1. The stages of international marketing, analysis of the global economic environment
2. Key tools to support sales abroad
3. The economic environment and competitive conditions for marketing in foreign markets
4. Elements of the cultural, political and legal environment of international marketing
5. Basic types of international marketing strategies
6. Product differentiation and product adaptation in international markets. Pricing policy in international marketing
7. 1. Written exam paper
8. Types of sales channels and how they operate in international markets
9. Marketing communication strategies in international marketing
10. Factors of international competitiveness in the competitive struggle between countries
11. Market segmentation and target market definition in international markets. The principle of comparative advantage
12. Specificities of marketing research in an international context
13. Forms and choices of exit to the external market
14. The domestic environment of international marketing and its impact, stages of economic integration
15. 2. Written exam paper

The 2-5 most important *compulsory and recommended* literature

Compulsory literature:

Warren J. Keegan - Mark C. Green: Global Marketing, 2015, Pearson, ISBN-13: 9780133545005

Recommended literature:

Philip Kotler – John A. Caslione: Chaotics: The Business of Managing and Marketing in the Age of Turbulence, 2009, Amacom, ISBN-10: 0814415210

Warren J. Keegan: Global Marketing Management, 2014, Prentice Hall PTR, ISBN-13: 978-0136157397

Other teaching aids: teaching slides and other project documents

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- comprehensive knowledge of the marketing problems arising from the specificities of the international environment
- know the methods and techniques for understanding the international environment
- know the ways and techniques to exit to foreign markets
- know how to adapt the marketing mix in the domestic context to the international context

b) skills

- follow and interpret international trade trends and take them into account in their analyses, proposals and decisions
- can identify marketing problems in the international environment and propose solutions
- ability to work effectively on marketing and commercial projects
- understands and uses the typical online and offline literature in the field of international marketing in Hungarian and foreign languages
- the ability to plan and implement operational marketing activities in an international environment

c) attitude

- receptive to new professional knowledge and methodologies
- open to the use of new ICT techniques
- strive to improve their professional knowledge
- tolerant of the opinions of others

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving marketing-related processes related to sales
 - take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

3. Subject name: INTERNATIONAL NEGOTIATION TECHNIQUES AND STRATEGIES	Credit: 4
Subject name in English: International negotiation techniques and strategies	Code(s): 229
Responsible for the course: Dr. Abdulkerim Yavuzaslan, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/1 and 15/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 presentation - week 15	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of the presentation immediately in class, continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will be able to negotiate effectively in different situations and, if necessary, to deal with conflict situations, based on knowledge of the laws and contexts of negotiation techniques and the rules of international protocol. The ability to understand and adapt to different cultures and negotiating situations</p>	
<p>Learning material:</p> <ol style="list-style-type: none"> 1. The importance of techniques and protocol in international negotiations. Communication in negotiations, negotiating situations 2. The concept, purpose, types and tools of negotiation. Factors determining the outcome of a 	

negotiation

3. Characterisation of the stages of the trial
4. Negotiation as conflict management, negotiation styles. Personal conditions for negotiation
5. Persuasion in negotiation, argumentation techniques, questioning techniques. Advocacy: negotiation, coercion, manipulation
6. Meeting infrastructure, rules for recording and recording, document management. Negotiation situation, group negotiation. Characteristics of a delegation negotiation
7. 1. Written exam paper
8. National specificities in negotiation, assessment of difficulties, intercultural characteristics 1.
9. The concepts of etiquette and diplomatic protocol, diplomatic ranks and posts
10. Diplomatic and protocol occasions, special occasions, dressing. Order of protocol (states, diplomatic corps, order of diplomats, check-in)
11. Preparing for a face-to-face meeting, greetings and addresses. Appearances, introductions, handshakes, rules for handing out business cards
12. Invitations and invitations. Standing receptions, the host body, national and special dishes
13. Meetings, conferences, events at home and abroad. English and French seating arrangements, place settings, menus, serving. Preparation for a mission abroad, preliminary information about the host country and partner.
14. Protocol for visiting official and social organisations abroad. Establishing contacts with Hungarian organisations and individuals in the host country. 2 written exam paper
15. Presentations.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Carol Bennett: Business Etiquette & Protocol: Professional Development Series 1st Edition

South Western US: Delmar School. ISBN: 978-0538724630

Rosalie Rivet: Diplomatic protocol : etiquette, statecraft & trust. Dunbeath, Caithness: Whittles Publishing, 2018. 1849953708 9781849953702

Brigid Starkey, Mark A. Boyer, Jonathan Wilkenfeld: International Negotiation in a Complex World , Rowman & Littlefield Publishers, 2010, ISBN-13: 978-0742566804

Galluccio, Mauro (Ed.): Handbook of International Negotiation, 2015, Springer International Publishing, ISBN 978-3-319-10686-1

Recommended literature:

Valerie Garant -Sokolosky: Corporate Protocol: A Brief Case for Business Etiquette. Tulsa: Harrison House. ISBN-13: 978-0892744176

Terri Morrison, Wayne A. Conaway: Kiss, Bow, Or Shake Hands: The Bestselling Guide to Doing Business in More Than 60 Countries , Adams Media, 2006, ISBN-13: 978-1593373689

Pease, Allan - Pease, Barbara: The Definitive Book of Body Language - How to Read Others' Attitudes by Their Gestures, Orion Publishing Group, 2017, ISBN: 1409168506

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student knows the types of international negotiation processes and their main characteristics
- knows the rules and main processes of international negotiation
- knowledge of mutually beneficial negotiating mechanisms
- be familiar with the stages of international negotiation processes and the strategies and techniques used at each stage and how they work
- knows the key factors in international negotiations
- knows the basic principles of international negotiation planning

b) skills

- the student is able to collaborate with other fields of knowledge and specialisations
- be able to present a professionally formulated proposal and position, orally and in writing, in accordance with the rules of international negotiation
- ability to process and correctly interpret professional texts
- the ability to approach and understand business processes and systems from a systems perspective

c) attitude

- the student is receptive to new professional knowledge and methodologies
- open to the use of new international negotiation techniques and new methods
- open to new methods of improving negotiation techniques
- strive to improve their professional knowledge

d) autonomy and responsibility

- independently performs and organises his/her tasks under professional supervision
- takes responsibility for improving the company's international negotiation processes
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of knowledge: International Economics

Range of credit (max. 12 kr.): 12

Subject: 1) International Economics 2) International finance and Transactions 3) Global economic politics

4. Subject name: INTERNATIONAL ECONOMICS	Credit: 3
Subject name in English: International Economics	Code(s): 9121, 912, 12
Responsible for the course: Dr. Ömür Önhon, College Associate Professor, PhD	
Teacher(s) involved in teaching the subject: -	
Status: compulsory	
Theory and Practice in p.c.: 80/20%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 2 written examination, 1 presentation	
Assessment of knowledge, skills and competences: final papers will be assessed according to the SER (the 2nd written exam paper will be written during the exam period), the presentation will be assessed in class	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

The student will learn the main categories of international economics and the history of the development of the world economy. A basic knowledge of the main theories of the development of the world economy. You will learn about the main factors of the international division of labour and their role in the development of international relations. You will be able to assess the role and situation of the international division of labour, the motives and development of international trade and the evolution of international and national competitiveness. Understand and assess the nature, effects and asymmetries of international factor flows. Distinguish between countries according to the level of development of their economies and analyse the rise and fall of economies, understanding their causes and consequences. Ability to analyse the current world economic situation and to judge differences in the content of related analytical literature.

Learning material:

1. The concept and development of the world economy, its stages
2. The main theories of international economics in terms of stages of development: mercantilism, physiocratism, classical theories - absolute and comparative advantage, neoclassical theories, international implications of Keynes' theory, neoliberal theories, left-wing, "new left" theories in international economics
3. The main field of international relations: international trade, trade policy trends (free trade, protectionism) and the main instruments of trade
4. International factor flows: Foreign Direct Investment: the role of FDI in international relations. FDI - The role of foreign direct investment in the relationship between countries. Theories related to foreign direct investment
5. International financial system and its main institutions
6. International factor flows: asymmetries in international labour flows. Migration issues
7. International trade in services and its evolution
8. 1. written exam paper
9. Characteristics and indicators of openness to external trade and the world economy
10. The process of globalisation and its impact on countries around the world
11. The activities of transnational companies and their role in shaping country relations
12. Economic growth and development in the world economy, characteristics of development theories. Understanding economic development. Different groups of countries with different levels of development
13. The nature of world economic crises. The state and main trends of the world economy today. National development and competitiveness
14. Hungary's place and role in the world economy
15. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Krugman, Paul, Maurice Obstfeld and Marc J. Melitz (2018): *International Economics. Theory and Policy*, eleventh edition, Pearson

https://edisciplinas.usp.br/pluginfile.php/176676/mod_resource/content/1/KRUGMAN.pdf

Watson, Matthew (2014): "The Historical Roots of Theoretical Traditions in Global Political Economy." In *Global Political Economy*, ed. John Ravenhill. Oxford: Oxford University Press

Recommended literature:

Palánkai, T. (2014): Economics of global and regional integration. Akadémiai Kiadó, Bp.

Oatley, Thomas (2018): International Political Economy. 6th edition. Routledge, London, New York

Other teaching aids: teaching slides and other project documents

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will learn the basic concepts, stages of development and theories of international economics
- understands the need to participate in the international division of labour
- learn about the main areas of international economic relations, in particular the trends in international trade, the most important instruments and institutions of regulation
- understand the main flows of international factors and their impact on national economies
- knowledge of the current state of the world economy and its development trends

b) skills

- be able to use the knowledge acquired in other professional fields
- be able to understand changes in international economic processes and theories
- the ability to think systematically and critically evaluate international processes

c) attitude

- open to international processes and politics
- is interested in world economic events
- strive to improve their professional knowledge

d) autonomy and responsibility

- take responsibility for complying with professional, legal and ethical standards and rules relating to their work and conduct

4. Subject name: INTERNATIONAL FINANCE AND TRANSACTIONS	Credit: 4
Subject name in English: International finance and Transactions	Code(s): 53
Responsible for the course: Dr. Melles Hagos Tewolde, College Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 50/50%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 1/2 and 15/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-year study requirements: 2 written examination papers, 1 essay	
Assessment of knowledge, skills and competences: assessment of written examination paper/essay according to the SER, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): Financial I (Macro Financial Processes)	
Subject description: a concise but informative description of the subject to be covered	
<p>The course is divided into two parts: it combines the theoretical foundations of international finance and the practical knowledge of financial transactions related to international trade. Students will learn the basic concepts of international finance, the functioning of the international financial system, the processes of financial globalisation, its main markets, institutions and instruments, and its main rules. In the practical part of the course, students will learn about the main actors, institutions and instruments of international transactions. By combining theoretical and practical knowledge, students will also understand the risks of financial transactions accompanying real transactions and the issues of financing. Students will learn and practice the types of international trade and cross-border finance, payment methods and instruments through practical examples and case studies.</p>	

Learning material:

1. Introduction to the international monetary system
2. Foreign exchange policy, foreign exchange management, exchange rate policy
3. Macroeconomic aspects of international finance
4. The role, compilation and types of the international balance of payments
5. Main causes of international payments imbalances
6. International debt finance - official credit channels. 1. written exam paper
7. International and regional financial institutions and their arrangements
8. International credit markets - sources, players, types of transactions
9. Indebtedness. Debt management programmes and policies
10. Specific characteristics of foreign trade, terms and conditions of foreign trade relations
11. Categories and characteristics of foreign trade transactions
12. Grouping of foreign trade participants, characterisation of foreign traders
13. Legal regulation of external trade relations (Essay submission)
14. International payments, payment terms, payment methods
15. Export and import transaction management, financing. 2.

The 2-5 most important *compulsory* and *recommended* literature**Compulsory literature:**

Maurice D. Levi: International Finance. Routledge, 2009. eBook ISBN: 9781135975197 (608 pages)

Kenneth R. Szulczyk: Money, Banking, and International Finance. CreateSpace Independent Publishing Platform, 2nd Edition, 2013. ISBN-13: 9781479159765 (292 pages)

Frederick D.S. Choi: International Finance and Accounting Handbook. Wiley, Third Edition, 2003. ISBN-13: 9780471229216 (888 pages)

Horst Tomann: Monetary Integration in Europe: The European Monetary Union after the Financial Crisis. Palgrave Macmillan, 2nd Edition, 2017. ISBN-13: 9783319592466 (246 pages)

Dilip K. Das: Financial Globalization: Growth, Integration, Innovation and Crisis. Palgrave Macmillan, 2010. ISBN-13: 9780230278608 (304 pages)

Recommended literature:

Gerard Caprio: Handbooks in Financial Globalization. Academic Press, 2012. ISBN-13: 9780124072268 (2188 pages)

Ralph Folsom – Michael Gordon – Michael Van Alstine – Michael Ramsey: International Business Transactions in a Nutshell. West Academic Publishing, 10th Edition, 2016. ISBN-13: 9781634598934 (497 pages)

Daniel C.K. Chow – Thomas J. Schoenbaum: International Business Transactions: Problems, Cases, and Materials Documents Supplement, 3rd Edition, Wolters Kluwer Law & Business, 2015. ISBN: 9781454859987 (312 pages)

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- students will become familiar with the international financial system and its development and main institutions
- gain an insight into the specificities of international cooperation and the different forms of international financing
- learn about international credit markets, sources, actors, types of transactions, the concept and management of debt crises, debt management programmes and policies
- among international transactions, transactions related to foreign trade transactions are given priority

b) skills

- students will be able to link international real and financial processes
- will be able to understand the international financial system and to understand transactions related to foreign trade

c) attitude

- students will be more open to this complex subject
- be more sensitive to international financial processes and their changes

d) autonomy and responsibility

- take greater responsibility in their professional field for international real and financial processes and their regulation

3. Subject name: GLOBAL ECONOMIC PROCESSES	Credit: 3
Subject name in English: Global economic processes	Code(s): 223
Responsible Professor(s): Dr. Sándor Tamás Bartus, College Associate Professor	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 80/20%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination	
Assessment of knowledge, skills and competences: final papers are assessed according to the TVSZ, the final paper is written during the examination period	
Suggested semester: 3	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>The aim of the course is to deepen students' professional knowledge of economic and social processes in world economic regions. The course also aims to provide a comparative introduction to the world's regions, to understand their similarities and differences, to understand the socio-economic and external economic interrelationships, and to understand the transformation of the world economy.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The concept and types of regions 2. Main regions of the world 3. Actors in the world economy 4. The world economy and international institutions 5. The system of international economic relations, its mechanism of movement 6. International flows of factors of production - capital and labour flows 	

7. International trade
8. Regional differences and similarities in the world
9. Methods for measuring similarities and differences
10. Centre regions in the world
11. The role of the United States in the world economy
12. The role of the European Union in the world economy
13. China's role in the world economy
14. Evolution of small tigers, their role in the world economy
15. The role of transition economies in the world economy

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Allen J. Scott: *Regions and the World Economy: The Coming Shape of Global Production, Competition, and Political Order*, Oxford University Press, 2000., ISBN-13: 978-0198296584

Recommended literature:

OECDiLibrary: <https://www.oecd-ilibrary.org>

Leea, Jinyong; LaPlacab, Peter; Rassekh, Farhad (2 September 2008). "Korean economic growth and marketing practice progress: A role model for economic growth of developing countries". *Industrial Marketing Management*. Elsevier B.V. (subscription required). 37 (7): 753–757. doi:10.1016/j.indmarman.2008.09.002

Derek Gregory; Ron Johnston; Geraldine Pratt; Michael J. Watts; Sarah Whatmore, eds. (2009). "Asian Miracle/tigers". *The Dictionary of Human Geography* (5th ed.). Malden, MA: Blackwell. p. 38. ISBN 978-1-4051-3287-9.

John Page (1994). Stanley Fischer; Julio J. Rotemberg, eds. "The East Asian Miracle: Four Lessons for Development Policy". *NBER Macroeconomics Annual 1994*. Cambridge, Massachusetts: MIT Press. 9: 219–269 [239]. doi:10.1086/654251

Other teaching aids: teaching slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) Knowledge

- Knowledge of the basic, overarching concepts, theories, facts and interrelationships of world economic processes, relevant economic actors, functions and processes
- Gain an insight into the specificities of international cooperation and the functioning of international and regional financial institutions
- Knowledge and understanding of the knowledge base for identifying international processes, information gathering, analysis and problem solving methods relevant to the field
- Knowledge and understanding of the basic functions, determinants and objectives of foreign trade processes.
- Possess a basic technical vocabulary of international economics

b) skills

- Using the theories and methods learnt, discover facts and basic relationships, organise and analyse, draw independent conclusions and make critical observations
- Gain knowledge that will help them to think more systematically and solve problems more effectively
- Follow and interpret global economic and international business trends

c) attitude

- receptive to new information, professional knowledge and methodologies

- Seeks to take into account international sectoral, regional relations and national and European values in its decisions

d) autonomy and responsibility

- Independently organise the analysis of world economic processes, data collection, organisation and evaluation
- Take responsibility for your analyses, conclusions and decisions

The field of knowledge: International Politics

Range of credit (max. 12 kr.): 12

Subject: 1) Foreign Economic Politics 2) EU Common Politics

1. Subject name: FOREIGN ECONOMIC POLITICS	Credit: 3
Subject name in English: Foreign Economic Politics	Code(s): 68-1
Responsible for the course: Dr. Laura Kovács, College Associate Professor, PhD	
Involved Professor(s): Dr. Monika Pál, Associate Professor, PhD	
Status: compulsory	
Theory and Practice in p.c.: 70/30%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/0 and 30/0 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: 2 written examination papers, 1 essay: definition of the foreign economic profile of a given country using international statistical data and presentation	
Assessment of knowledge, skills, competences: assessment of written examination papers/essay according to the SER, continuous feedback on the activity in class	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The aim of the course is to provide students with an understanding of the international economic	

environment and its changes that shape foreign economic policy in the 21st century. The course will focus on the main processes shaping the international economic environment, globalisation and regionalism, the openness of the world economy and current issues of protectionism. The main focus of the course is on how countries can shape their foreign economic strategies and develop their external market activities within the framework of international multilateral and bilateral treaties and international economic integration blocs. The main types of foreign economic policy, its development and current implementation are presented on the basis of specific examples of individual countries and groups of countries, taking into account their economic potential, with a special focus on large and small countries and emerging economies.

Learning material:

1. The concept, objectives, instruments and main elements of external economic policy. National and international institutions regulating foreign economic policy. The relationship between foreign economic policy and economic policy. Interaction between foreign policy and foreign economic processes
2. The main features of the evolution of the world economy in the 21st century: the digital phase of globalisation and the international business environment shaped by international regional integrations, and their impact on the development of foreign economic policy
3. The concept of international trade and the evolution of its elements. The main trends in international trade: free trade and protectionism. Main trends in international trade - changes in trade in goods and services. Transformation of the international trade system due to global value chains (GVC)
4. The global (multilateral) regulatory framework for international trade. The main aims, functions and main agreements of the WTO. The WTO's main achievements, the failure of the Doha Development Round and the need for WTO reform GVCs, TNCs and the need for multilateral regulation
5. International regional integration processes and organisations in the global space. The interaction between globalisation and regionalisation and its impact on the regulation of international trade. Coexistence and conflict between multilateral WTO rules and free trade agreements (bilateral, plurilateral relations)
6. Specificities of international regional integration at global level: megaregional integration blocs: CETA, CPTPP, TTIP, RCEP, etc.
7. The specific features of regional integration in Asia in the 21st century and their impact on the foreign economic policies of Asian countries
8. 1. written exam paper
9. FDI (foreign direct investment) and global value chains (GVCs), which are transforming the international economic system. FDI trends by analysing UNCTAD statistics. The role of FDI in foreign economic policy. National and international regulation of FDI
10. US foreign economic policy in the 21st century. The rise of economic nationalism. The foreign economic policies of Japan and China
11. The European Union's external economic policy and strategy. Free trade agreements in EU trade policy
12. Hungary's external economic relations
13. Shaping Hungarian foreign economic policy in the context of EU trade policy. Domestic trade within the EU (EU internal market) and external trade outside the EU
14. Transnational corporations in Hungary and their impact on economic development and external economic relations
15. 2. written exam paper

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Khanna, P. (2016): Connectographia. Mapping the Future of Global Civilization. Penguin Random House LLC, New York

MGI (2016): Digital globalization: The new era of global flows. By James Manyika, Susan Lund, Jacques Bughin, Jonathan Woetzel, Kalin Stamenov, and Dhruv Dhingra
<http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/digital-globalization-the-new-era-of-global-flows>

Recommended literature:

Annual Report of WTO <https://www.wto.org/>

Annual Report of UNCTAD, U.N. Conference on Trade and Development <http://unctad.org/en/Pages/Home.aspx>

Other teaching aids: Teacher's slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- it will enhance students' basic professional knowledge of the main features of the international system in the 21st century: the development of multilateral and regional economic relations
- learn about the main factors and international institutions that determine foreign economic policy and their role in regulating the international system
- become familiar with the statistical databases and annual reports of the main institutions as the main professional sources

b) your skills

- the course develops the students' economic analytical skills by introducing them to the annual reports, statistics, trends and other contexts of the WTO, UNCTAD, OECD, World Bank, IMF and other organisations
- students will also develop their analytical skills by using the statistics of the above institutions to independently define and present a country's external economic profile

c) attitude

- their autonomous role strengthens their professional attachment to the field of foreign economic policy and their ability to monitor its changes, drawing on professionally credible sources

d) autonomy and responsibility

- the preparation of an independent professional assignment requires responsibility and independent thinking, which may influence the students' professional reasoning, conclusions and criticism

Field of knowledge: International Development Policies

Credit range (max. 12 kr.): 10

Subject: 1) International Development Policies 2) Methodology of International Development Policies

1. Subject name: INTERNATIONAL DEVELOPMENT POLICIES	Credit: 6
Course name in English: International Development Policies	Code(s): 228
Responsible Professor(s): Dr. Monika Pál, College Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/2 and 30/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: 2 written exam papers,	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the 2nd written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description:

The aim of the course is to provide a comprehensive understanding of the Sustainable Development Goals (SDGs) adopted by the United Nations, which set the direction for development up to 2030 (at the level of strategic plans, programmes and projects), supported by financial resources from global and regional organisations and from developed countries individually. The course will focus on the main areas of development and their public financing, from the UN Sustainable Development Goals (SDGs) to AGENDA 2030, with a brief look back at previous UN development decades. In line with the UN's strategic development goals, both the US and the EU have launched their own development programmes, defining their financial resources for development and their implementation. External resources, including Aid for Trade, can help developing countries' economic growth and are also worth exploring. With this new knowledge, students will gain a better understanding of unequal development and the opportunities for catching up by examining their own or their chosen country's strategic plan, best development programmes (group work) and projects (individual assignment), which they will also present to their peers.

Learning material:

1. The importance of the development policies of the UN and other international organisations, the aid policies of donor countries and private institutions. Presentation of the main objectives and methods of the subject
2. Uneven development in the world economy, the need to support developing countries and examples of catching up since the 1970s
3. International development assistance (development aid), a brief historical overview. The main types of aid, looking at the main purposes of aid, including international financial aid directly aimed at economic growth and poverty reduction
4. UN development policy since 1970. The importance of Official Development Assistance (ODA), the commitment of developed countries (0.7% of GNI) and the facts
5. The UN development goals. Millennium Development Goals (2001, 8 goals), Sustainable Development Goals (2015), Agenda 2030 - holistic goals for development. Third International Conference on Financing for Development - Adis Abbaba Development Actions
6. The United Nations Development Programme (UNDP). The largest aid organisation, its aims, operations and country programmes
7. 1. written exam paper
8. USAID. US government development assistance, with a focus on economic development aid. Programme delivery based on annual reports
9. EU external development policies in line with the UN Sustainable Development Goals. EU's five main development principles, development objectives and financial instruments. European aid: sectors, countries and regions
10. The EU's external and internal development policies: cohesion policy (2021-2028): objectives and development resources. Support for less developed EU countries, NUTS II and catching-up issues
11. "Aid for trade": development through trade. OECD countries support the developing world through trade development instruments. Comparing general aid and trade development
12. The EU and the ACP (African, Caribbean and Pacific) countries, the EU Association Agreements, their history and the new treaties
13. Organisations, actors, players, aims and objectives of private support initiatives in the third world
14. The critical dimension of international aid policy: aid, but in whose interest? Facts and points of debate
15. Summery

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

U.N. (2015): *2030 Agenda for Sustainable Development*.
<https://sustainabledevelopment.un.org/post2015/transformingourwor>

U.N. (2015): *Addis Ababa Action Agenda* of the Third International Conference on Financing for Development. http://www.un.org/esa/ffd/wp-content/uploads/2015/08/AAAA_Outcome.pdf

Recommended literature:

OECD (2018): *Financing for Stability and Resilience in the Post-2015 Era*. OECD Publishing, Paris.

Pool, L.- Scott, R. (2018): *Financing for stability: Guidance for practitioners*. OECD Development Policy Papers, February 2018. No 11. <https://www.oecd.org/library.org/development/financing-for-stability>

Other teaching aids: instructor's slides and other practice materials, tests

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- enrich students' knowledge of the UN's 2030 strategic development goals
- acquire a complex knowledge and understanding of the holistic nature of global strategy and country programmes in the field of international development
- learn and understand why it is necessary to support developing countries
- learn about the objectives and instruments, practices and criticisms of aid in the context of country studies

b) your skills

- students will be able to assess development processes at different levels of economic and social development, including critical issues of international financing
- students will be able to express their views and defend their positions on international aid issues in a debate

c) attitude

- based on their knowledge, they will be aware of the characteristics of international aid and, as supporters of development, they will monitor the implementation of strategic objectives and good practice
- will be able to argue for the need for, and the need for, cooperation and responsibility for, development, and to convince their communities of the importance of cooperation

d) autonomy and responsibility

- have a sense of responsibility to argue for development according to their own capacities, based on a comprehensive knowledge of the UN Sustainable Development Goals and of inequitable development

2. Subject name: METHODOLOGY OF INTERNATIONAL DEVELOPMENT POLICIES	Credit: 6
Subject name in English: Methodology of International Development Policies	Code(s): 234
Responsible for the course: Dr. Monika Pál, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/2 and 30/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 1 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any):	

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with the basic knowledge of international planning, management, financing and control required by international organisations for the development of the projects they finance (which also serve the development up to 2030).PCM (Project Cycle Management) is a major part of the curriculum, the practical aspect of which is emphasised by having students work in groups to develop a project based on a real international call for proposals. Public procurement is closely linked to public development. Students will learn about the main international rules on public procurement based on EU regulations, taking into account the WTO GPA rules, which will be better understood through the analysis of specific public procurement contracts.

Learning material:

1. The importance and usefulness of strategic planning, programme and project development methods for the effective implementation of Agenda 2030. Objectives and methods of the course
2. Understanding the United Nations Development Assistance Programme (UNDAP) Support Framework (UNDAF Method): a recommended method for planning and implementation at government level
3. National, state-level strategic plans based on the UNDAF methodology. Main parts of UNDAF: objectives, key elements, governance, country analysis, results matrix, monitoring, reporting and evaluation
4. USAID and its expected methodology, which includes the development and implementation of programmes and projects. USAID Program Cycle: the Agency's (US government agency) model for practical implementation, which includes methods for planning, evaluating and developing a program at country and regional levels
5. USAID Program Cycle: project design and implementation methodology
6. The EU's PRAG (Practical Guide of Contracting Procedures), which covers the implementation of all EU external funding actions and European Development Fund (EDF) development
7. Main parts of the PRAG: Introduction - principles, objectives (Part 1)
8. PRAG Part 2: basic public procurement rules
9. PRAG Part 3: Service contracts
10. PRAG Part 4: Contracts for the supply of goods
11. PRAG Part 5: Procedure for construction works
12. PRAG Part 6: Award of public contracts and their contracting
13. PRAG Part 7: legal text
14. Group and individual work I.
15. Group and individual work II.

The 2-5 most important *compulsory* and *recommended* literature**Compulsory literature:**

UN (2017): UNITED NATIONS DEVELOPMENT ASSISTANCE FRAMEWORK

GUIDANCE was produced by the UN Development Operations Coordination Office. © UNDG

<http://undg.org>. (This publication can be downloaded free of charge

USAID (2018): Program Cycle Operational Policy. <https://www.usaid.gov/sites/default/files/documents/1870/201.pdf> This publication can be downloaded free of charge

EU (2016): Practical Guide (PRAG). Procurement And Grants for European Union external actions – A Practical Guide Applicable as of 15 January 2016.

https://ec.europa.eu/europeaid/work/procedures/index_en.htm_en This publication can be downloaded free of charge

Recommended literature:

USAID Agency Financial Report can be accessed: <https://www.usaid.gov/results-and-data/performance-reporting>

OECD (2018): Financing for Stability and Resilience in the Post-2015 Era. OECD Publishing,

Paris.

Other teaching aids: instructor's slides and other practice materials, case studies

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- students will acquire a complex and concrete knowledge of the methodology of design, financing and implementation of programmes and projects supported by international organisations, and will learn through examples the effectiveness of the application of these methods,
- enhance their knowledge of planning and management through international developments, with a strong emphasis on results matrix, PCM and procurement methodologies

b) your skills

- upon completion of the course, students will be able to participate as assistants in programme and project planning and implementation
- be able to plan in a group/team and to manage small projects in its implementation
- will be able to generate new project ideas and organise their planning and implementation

c) attitude

- students will develop an awareness of development programmes and projects, understanding the process and institutions for their design, implementation and monitoring
- will be committed to improvements and, with their knowledge, will be able to take the initiative for change

d) autonomy and responsibility

- students will be empowered to participate in development projects by having the knowledge of programme and project development methods
- use their knowledge supported by methods to make themselves useful in their own communities
- can use their critical perspective to take action to ensure that public money is used for transparent, efficient and honest development

The field of knowledge: world economic regions

Range of credit (max. 12 kr.): 4

Subject: 1) World Economic Regions - Asia 2) World Economic Regions – America 3) World Economic Regions - Africa

1. Subject name: WORLD ECONOMIC REGIONS - ASIA	Credit: 4
Subject name in English: World Economic Regions - Asia	Code(s): 224
Responsible for the subject: Dr. Bariscil Ahmet, Phd, College Associate Professor	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-year study requirements: 2 written examination papers - weeks 7 and in exam period, 1 presentation - from lesson 9 onwards	
Assessment of knowledge, skills and competences: written examination papers will be assessed according to the SER (the 2nd written examination paper will be written during the exam period), the presentation will be assessed in class	
Suggested semester: 4	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	

The aim of the course is to introduce students to one of the most powerful and central regions in the world, Asia. The course will provide students with knowledge about the different countries of Asia, including their history, economic geography and regions. The course will analyse the economic role and weight of several Asian countries in the world economy.

Learning material:

1. The economic geography of Asia, its geographical regions.
2. The role and place of different developed countries and groups of countries in Asia in the global world economy.
3. Regional disparities in Asia
4. Japan: factors of economic growth and their impact on the development of Southeast Asia.
5. Japan's role in the world economy and its place in the Global Triad.
6. Newly industrialising countries I (e.g. Hong Kong, Taiwan, Singapore, South Korea).
7. Written exam paper
8. Newly industrialising countries II (e.g. Philippines, Indonesia, Malaysia, Thailand).
9. Demographic trends and their impact in Asia; socio-economic life in Japan, China and India.
10. China: economic reforms and their controversies from 1978 to the present.
11. China's role in the world economy and future opportunities.
12. India: an emerging market in the world economy (internal political and economic developments from 1947 to the present).
13. Poverty and hunger in the most deprived countries in Asia (e.g. Pakistan, Bangladesh, etc.).
14. Economic and social geography of the Pacific Islands.
15. Asia: opportunities and challenges for countries with different economic roles in the 21st century.

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Takeshi Hamashita: China, East Asia and the global economy: Regional and historical perspectives, Routledge, 2008, ISBN13: 978-0-415-46458-1

OECD Development Centre: Southeast Asian Economic Outlook 2013, Economic Outlook for Southeast Asia, China and India, ISSN: 22253998, https://www.oecd-ilibrary.org/development/southeast-asian-economic-outlook_22253998

OECD iLibrary: <https://www.oecd-ilibrary.org/>

World Bank. 2017. South Asia Economic Focus, Fall 2017: Growth Out of the Blue. Washington, DC: World Bank. © World Bank. <https://openknowledge.worldbank.org/handle/10986/28397>
License: CC BY 3.0 IGO

Recommended literature:

Natasha Hamilton-Hart: The regionalization of Southeast Asian business: transnational networks in

national contexts, 2005, Cornell University Press

Chris Dixon: South East Asia in the world economy, a regional geography, 1995, Cambridge University Press, ISBN 0 521 31237

The World Bank DataBank: <http://databank.worldbank.org/data/home.aspx>

Other teaching aids: -

A list of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of regional economics, relevant economic actors, functions and processes
- Knowledge of the geographical regions of Asia, their role and position in the global economy
- Understand and appreciate the role of Asian countries in the world economy
- Ability to assess the regional development and development factors of Asia's regions and their typical anomalies in the global economy

b) skills

- Ability to differentiate between Asian countries based on economic development
- Ability to interpret the economic and political role of Asian countries
- Ability to interpret the socio-economic and political causes and consequences of demographic trends on the Asian continent
- Ability to interpret the socio-economic development of the regions of the Asian continent in comparison with Europe
- Ability to explore, organise and analyse facts and basic relationships using the theories and methods learned

c) attitude

- Follow and interpret global economic, international and Asian business trends
- Receptive to new information, professional knowledge and methodologies related to economic development in Asia

d) autonomy, responsibility

Independently monitor changes in the socio-economic-legal environment in Asia affecting the field

2. Subject name: WORLD ECONOMIC REGIONS – AMERICA	Credit: 4
Subject name in English: World Economic Regions – America	Code(s): 226
Responsible Professor(s): Dr. Yavuzaslan, Abdulkirim, Associate Professor, PhD	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Mid-term study requirements: 1 written examination paper,	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the written examination paper will be written during the exam period), continuous feedback on class activity	
Suggested semester: 6	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with a comprehensive understanding of the role of the Americas as a global economic region in the global world economy. In this context, they will learn about the continent's fragmented geographical and geopolitical characteristics. The economic characteristics of the USA, Canada, Mexico and South America and the role of regional economic integration in the world economy. The course will also provide students with specific knowledge of the differences in economic development between the countries of the continent.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Geography and metropolitan areas of the Americas. 	

2. The settlement and colonisation of America.
3. A complex socio-geographical overview of the United States of America (USA).
4. The role of the US in the GlobalTriad and the global world economy.
5. US economic circles and their role in post-industrial society.
6. US trade and economic relations with the Americas.
7. Canada's global economic situation.
8. Canada and Mexico: their opportunities and constraints in NAFTA.
9. Mexico: on the border between two worlds.
10. Latin America's economic and political relations with North America (USA).
11. Economic development disparities in Latin America.
12. Regional integrations in Latin America.
13. Brazil: an emerging market in the world economy.
14. Argentina: diverse endowments, contradictory development.
15. Latin America: opportunities for economic catch-up in the 21st century.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Paul Johnson (1999): The History of American people, Harper Perennial

ISBN: 978-0060930349

José Antonio Dicampo (2013): The history and challenges of the Latin American development(United Nations

https://repositorio.cepal.org/bitstream/handle/11362/3183/1/LCI3546eng_en.pdf

Recommended literature:

Francisco Rodriguez (2011): The Political Economy of Latin American Economic Growth

<https://pdfs.semanticscholar.org/5f7b/614e1611e11e195b51906f0b5a4c3b3f0509.pdf>

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- Knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of regional economics, relevant economic actors, functions and processes
- Knowledge of the geographic regions of the Americas, their role and position in the global economy
- Understand and appreciate the role of the USA, Canada and Latin American countries in the world economy
- Ability to assess the regional development and development factors and anomalies of the regions of the Americas in the global world economy
- Differentiate Latin American countries according to their economic development.
- You know the different forms of economic cooperation on the continent and can compare them with

the integration processes of the European Union.

b) skills

- Ability to differentiate countries in the Americas based on economic development
- Ability to interpret the economic and political role of countries in the Americas
- Ability to interpret the socio-economic and political causes and consequences of demographic trends in the Americas
- Ability to interpret the socio-economic development of the regions of the Americas in comparison with Europe
- Ability to interpret the economic and political role of the United States of America in the economic catching-up of Latin America and its role in the world economy and in the economic and commercial life of the Americas
- Ability to explore, organise and analyse facts and basic relationships using the theories and methods learned

c) attitude

- Tracks and interprets global economic, international and US business trends
- Receptive to new information on US economic developments, new professional knowledge and methodologies

d) autonomy, responsibility

- Independently monitor changes in the US socio-economic-legal environment affecting the field

3. Subject name: WORLD ECONOMIC REGIONS - AFRICA	Credit: 4
Course name in English: World Economic Regions - Africa	Code(s): 225
Responsible for the subject: Dr. Bariscil Ahment, Associate Professor	
Involved Professor(s): -	
Status: compulsory	
Theory and Practice in p.c.: 60/40%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 2/1 and 30/15 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: colloquium	
Intermediate academic requirements: 1 written examination papers	
Assessment of knowledge, skills, competences: assessment of written examination papers according to the SER (the written examination paper will be written during the exam period), the presentation will be assessed in class, continuous feedback on class activity	
Suggested semester: 5	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
<p>The aim of the course is to provide students with a comprehensive economic and social knowledge of Africa, one of the world's most populous and largest continents. They will learn about the continent's specific history, its internal regional divisions resulting from its unique historical past, its current demographic, social and economic characteristics, its inequalities and challenges. It will also focus on Africa's position in the global world economic system, including current and future economic trends.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Introduction. Africa is the continent of "leges". 	

2. Natural geography of Africa (climate, topography, hydrography, nature and fauna)
3. Social geography of Africa (population, demography, religion, ethnicities)
4. Economic geography of Africa (industry, agriculture, raw materials, high-tech industries)
5. The colonial past and heritage 1.
6. The colonial past and heritage 2.
7. The impact of globalisation in Africa
8. Modern Africa 1.
9. Modern Africa 2 (watch the film)
10. Regional disparities in Africa
11. World economic situation in Africa
12. Foreign capital presence in Africa
13. Africa's external economic relations
14. Presentations
15. Summary

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Jenny C. Aker and Isaac M. Mbiti (2010): Mobiles phones and economic development in Africa In: Journal of Economic Perspectives—Volume 24, Number 3—Summer 2010—Pages 207–232

<https://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.24.3.207>

Gareth Austin (2010): African Economic Development and Colonial Legacies , International Development Policy In: Revue internationale de politique de développement [Online], 1 | 2010

<http://journals.openedition.org/poldev/78>

Recommended literature:

Hopkins, A. G. (2009): The new economic history of Africa. In: Journal of African History, 50 no. 2: 155-77.

<https://doi.org/10.1017/S0021853709990041>

Other teaching aids: case studies

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- Understand global economic trends and the role of Africa in them
- Gain a comprehensive knowledge and understanding of Africa's specific historical past and present, and its economic and social consequences that still have an impact today
- Learn about the demographic, social, political and economic challenges in Africa that have an impact on the global economy

b) skills

- Be able to take a differentiated view of the world's major regions with different historical, economic and social development histories
- Ability to understand economic processes in a global context and to place Africa in the global world economic system

c) attitude

- It is open to learning about other countries and continents with different histories and geographies,
- Receptive to analysing economic processes in a global system

d) autonomy and responsibility

- -carries out and organises his/her tasks independently under professional supervision
- Assume responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

The field of study: optional subjects

Range of credit: min. 10 credits

Subjects:

- 1) **Fight against money laundering**
- 2) **Security policy**
- 3) **Economic aspects of corruption**
- 4) **Argumentation theory and technique**
- 5) **Economic defence**
- 6) **Career development**
- 7) **Basics of quality management**
- 8) **Project and team management**
- 9) **Customs knowledge**
- 10) **TDK**

5. Subject name: SECURITY POLICY	Credit: 4
Subject name in English: Security Policy	Code(s): 3801, 380
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, assessment of presentations, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	

Pre-study obligations (if any): -

Subject description:

The student will learn about the different interpretations of the concept of security, its components, dimensions and the scope of security policy. The student will learn in detail about the EU's common security and defence policy, the practice of justice and home affairs cooperation and the changes in Hungary's defence policy. It is able to interpret the typology of security challenges, threats and the resulting conflicts, and the fight against wars. Can form an independent opinion on the issues of asymmetric warfare, terrorism and the activities, objectives and perspectives of international civil (intergovernmental) and military organisations and alliances working against them.

Learning material:

1. The concept, complexity and components of security. Dimensions of security. Definition and content of security policy
2. Typology of security challenges
3. International overview of wars and conflicts
4. Crises, crisis strategies, crisis management and humanitarian intervention to date
5. Safety and security organisations, institutions
6. Security risks of new social phenomena. The increased role of economic security. Efforts by the major powers to reduce and resolve conflicts and guarantee security.
7. Conflict phenomena arising from cultural differences
8. Security aspects of migration
9. Hungary's internal and external positions, geopolitical environment, trends in defence policy.
10. Today's crisis areas: the Middle East, Africa
11. The identity and vision of the EU and NATO
12. The implementation of Hungarian security policy through the fulfilment of international commitments
13. Summary and consultation
14. 2. Exam test
15. Presentation of presentations

The 2-5 most important *compulsory* and *recommended literature*

Compulsory literature:

Council of the European Union (n.d.), *Provisions on a Common Foreign and Security Policy*. Available:

at: <http://www.consilium.europa.eu/uedocs/cmsUpload/Treaty%20on%20European%20Union%20-%20Title%20V.pdf>

Fukuyama, Francis: *The End of History and the Last Man*; Free Press, 1992

Huntington, Samuel P.: *The Clash of Civilizations?* Foreign Affairs, 1996

<http://www.nato.int/cps/en/natohq/publications.htm>

http://europa.eu/european-union/documents-publications_en

A Chronology of European Security & Defence 1945-2005 (Ed. by Lindley-French, Julian – Flückiger, Katja), Geneva Centre for Security Policy, Geneva, 2005

Recommended literature:

Davies, Norman: Europe: A History; Pimlico, 1994

Huntington, Samuel P.: The Soldier and the State; The Theory and Politics of Civil-Military Relations; Harvard University Press, London, 1998

Imperial Hubris by Anonymous; Brassey's Inc. 2004

Other teaching aids: -

List of the **required professional competences and competence elements to which the subject typically and substantially contributes**

a) knowledge

- the student will be familiar with the different interpretations of the concept of security, its components, dimensions and the scope of security policy
- detailed knowledge of the EU's common security and defence policy and of the practice of cooperation in justice and home affairs
- is familiar with Hungary's defence policy

b) skills

- the student is able to interpret the typology of security challenges, threats and the resulting conflicts, and the action against wars

c) attitude

- the student will strive to continuously develop his/her complex knowledge of security policy and to keep abreast of changes in the field of security policy
- receptive to new information, professional knowledge and methodologies
- strive to develop their knowledge and working relationships
- seeks to take security policy aspects into account in its decisions in a responsible manner

d) autonomy and responsibility

- can form an independent opinion on the issues of asymmetric warfare, terrorism and the activities, aims and perspectives of international civil (intergovernmental) and military organisations and alliances working against them
- independently monitor changes in the socio-economic and legal environment affecting their field of expertise
- the ability to behave responsibly and ethically towards cultural values and to form creative opinions

6. Subject name: ECONOMIC ASPECTS OF CORRUPTION	Credit: 3
Course name in English: Corruption and Its Economic Implications	Code(s): 643
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper, 1 presentation	
Assessment of knowledge, skills and competences: assessment of the written examination paper according to the SER, assessment of the presentation, continuous feedback on the class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	

Subject description: a concise but informative description of the subject to be covered

The aim of the course is to provide students with an understanding of the links between corruption and the economy and its harmful effects. The course will provide a comprehensive knowledge of the essential issues of corruption: definition, causes, types of corruption, the fight against corruption at national and international level. The student will be able to understand the essence of corruption and its destructive effects, and to act and consciously fight against it according to his/her possibilities. You will gain a broad knowledge of national and international policies, tools and methods to prevent corruption.

Learning material:

1. Why is corruption oppressive? The concept of corruption, its different forms and its qualitative and quantitative categorisation
2. The causes, roots, social and economic context of corruption
3. The main characteristics of corruption. Characteristics of the scope and structure of fraud
4. Fighting corruption at international level. Conventions of international organisations
5. UN Convention against Corruption (2004). UN Convention against transnational organised

- crime [U.N. Convention against transnational organised crime (2003)]
6. OECD Anti-bribery Convention (1997)
 7. International regional conventions: Africa, Latin America, Asia
 8. Taking action against corruption in Europe. Council of Europe Criminal Law Convention against Corruption. EU legislation: the "Convention on the protection of the European Communities' financial interests" (2002)
 9. Action against corruption in the USA
 10. Corruption and the fight against fraud in different countries
 11. The economic impact of corruption: especially in the areas of investment and trade
 12. Transparency International reports and analysis. Understanding the content of the "corruption index"
 13. Corruption in Hungary
 14. Case studies
 15. Candidate essay

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

IMF (2016): Costs and mitigating strategies. Staff Discussion Notes (SDN), May 2016/

<http://www.imf.org/Publications/SPROLLs/Staff-Discussion-Notes?page=2>

Transparency International (2018): Corruption perception Index, 2017.

https://www.transparency.org/news/feature/corruption_perceptions_index_2017

Ayhan Kuloglu and Oana-Ramona Lobont and Mert Topcu (2012): A question of causality between political corruption, economic freedom and economic growth in Europe. www.eco.u-szeged.hu/download.php?docID=40615; MPRA Paper No. 40365, posted 6. August 2012, <https://mpr.a.ub.uni-muenchen.de/40365/>

Recommended literature:

OECD (2011): Convention on Combat Bribery of Foreign Public Officials in International Business Transaction and Related Documents.

http://www.oecd.org/daf/anti-bribery/ConvCombatBribery_ENG.pdf

OECD (2012): Issues Paper on Corruption and Economic Growth <https://www.oecd.org/g20/topics/anti-corruption/Issue-Paper-Corruption-and-Economic-Growth.pdf>

<https://www.weforum.org/agenda/2017/12/four-myths-about-corruption/>

UN (2004): U.N. Convention against Corruption. https://www.unodc.org/documents/brussels/UN_Convention_Against_Corruption.pdf

Other teaching aids: tutorial slides

List of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) knowledge

- the student will have a comprehensive knowledge of corruption, its general

characteristics, with particular reference to its economic nature

- knowledge of the links between corruption and the economy, its harmful effects and the economic and social mechanisms of corruption at both international and national levels
- will be aware of the importance of international cooperation against corruption and its legal framework, and will be familiar with the main conventions
- understands the destructive effects of corruption and the national and international procedures and legal instruments to prevent and eliminate it

b) skills

- the student will be able to use his/her complex knowledge to influence his/her environment: to highlight the harmful effects of corruption and to convince his/her community not to be indifferent to corruption

c) attitude

- students show greater sensitivity to corruption
- are critical of any form of corruption or abuse

d) autonomy and responsibility

- act responsibly and honestly in their own sphere of competence and promote fair business relationships

7. Subject name: THEORY AND TECHNIQUES OF ARGUMENTATION	Credit: 4
Course name in English: Argumentation Theory and Techniques	Code(s): 681, 68
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 1 written examination paper, presentation of short and longer public speeches, participation in group discussions	
Assessment of knowledge, skills and competences: assessment of the written examination paper based on the SER, oral assessment of the tasks, continuous feedback on the activity in class	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn the main nodes of logical thought, the most important elements of Aristotelian logic of form, and the "ligic" way of thinking in everyday life. The knowledge acquired will enable him/her to apply argumentative discourse in the light of models of social behaviour.</p> <p>Learning material:</p> <ol style="list-style-type: none"> 1. The theory of reasonableness 2. Theory of speech acts 3. Judgement and the value of justice, the concept of the calculus of judgement 4. The argumentation theorem 5. The concept of meta-language, elementary and compound statements 6. The definition 7. Deductive validity and inductive power 8. The rebuttal 	

9. Reasoning errors
10. The proof
11. Techniques of reasoning, arguments, logical correctness
12. Dialectical and metaphysical reasoning
13. The causality principle. The explanation
14. Persuasion and influence, the question of manipulation
15. Candidate essay

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Goodwin, J.: "Designing Issues". In F. H. van Eemeren & P. Houtlosser (Eds.), *Dialectic and Rhetoric: The Warp and Woof of Argumentation Analysis*. Dordrecht: Kluwer. 2002. pp. 81-96.

O'Keefe, D. J. (1982). "The Concepts of Argument and Arguing". In J. R. Cox & C. A. Willard (Eds.), *Advances in Argumentation Theory and Research* Carbondale: Southern Illinois University Press., pp 3-23.

Paul Teller: *A Modern Formal Logic Primer*, US: Prentice Hall, 1989.

<http://tellerprimer.ucdavis.edu/> ISBN 978-0139031700

Recommended literature:

Ceccarelli, L. (2008). *Manufactroversy: The Art of Creating Controversy Where None Existed*. <http://www.scienceprogress.org/2008/04/manufactroversy/>.

Stephen Edelston Toulmin, *The Uses of Argument*, updated edition. Cambridge:

Cambridge University Press, 2003., Chapter III ("The Layout of Arguments"), pp. 87-109.

Other teaching aids: notes, slides, speech patterns

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- is familiar with the main nodes of logical thought, the most important elements of Aristotelian logic of form, and the "logic" way of thinking in everyday life
- have a knowledge of the basic, comprehensive concepts, theories, facts and contexts of argumentation theory

b) skills

- can apply argumentative discourse in the light of models of social behaviour
- is able to present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in foreign languages, according to the rules of professional communication and the theory of argumentation

c) attitude

- strive to develop working relationships and cooperation with colleagues

d) autonomy and responsibility

- give presentations, lead discussions independently

8. Subject name: ECONOMIC PROTECTION	Credit: 3
Subject name in English: Protection of Economy	Code(s): 79
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will acquire a comprehensive knowledge of the nature of crime, its causal mechanisms, tools and methods of prevention through the acquisition of a criminological approach. They will learn about the types of offences against the economic order, the criminological characteristics of economic crime and the legal and control instruments and methods of preventing economic abuse.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The relationship between farming and economic crime, and its development 2. The role of criminology in preventing economic abuse 3. Theoretical issues in criminology 4. Theories on crime 5. Types and characteristics of irregularities in farming 6. Types and characteristics of offences against the good housekeeping 7. 1. Exam test 8. Nature and main characteristics of economic crime 9. Criminological characteristics of economic crime 	

10. Characteristics of the black and grey economy, how to recognise and reduce them
11. Characteristics of money laundering
12. Legal possibilities for the prevention and suppression of acts that violate the order of management
13. Non-legislative instruments to deter acts of mismanagement
14. Basics of security organisation
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Ekaterina Grigoreva-LiliyaGarifova (2015): The Economic Security of the State: The Institutional Aspect In: Procedia Economics and Finance Volume 24, 2015, Pages 266-273

M.Khaler (2004): Economic security in an era of globalization: definition and provision In: The Pacific Review 2004, Issue 4 pp.485-502.

Joseph T. Wells : Corporate Fraud Handbook: Prevention and Detection, Wiley, 2013, ISBN-13: 978-1118728574

Recommended literature:

Pinar Akman : The Concept of Abuse in EU Competition Law: Law and Economic Approaches (Hart Studies in Competition Law), Hart Publishing, 2015, ISBN-13: 978-1849469722

Michael J Betts, David Clark: Investigation of Fraud and Economic Crime, Oxford University Press, 2017, ISBN-13: 978-0198799016

Nils Gilman: Deviant Globalization: Black Market Economy in the 21st Century, Continuum, 2011, ISBN-13: 978-1441178107

Paul Jackson, Danielle Beswick: Conflict, Security and Development: An Introduction, Routledge, 2018, ISBN-13: 978-1138578579

Barry Buzan (1983): People, States, and Fear. The National Security Problem in International Relations.,. Wheatsheaf books Ltd. 1983 ISBN: 0-7108-0101-7 128-149.pp.

Other teaching aids: -

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) knowledge

- the student has a basic conceptual and theoretical knowledge of economic defence
- mastered the key features of economic abuse
- is aware of the legal means to tackle economic abuse
- understand the nature of crime, its causal mechanisms, tools and methods of prevention through a criminological approach
- know the types of offences against the economic order, the criminological characteristics of economic crime
- knowledge of legal and control instruments and methods for preventing economic abuse

b) skills

- with the help of the theories learnt, the student is able to understand and comprehend the main characteristics and causes of economic abuses and crimes and the means to curb them
- on the basis of the knowledge acquired, be able to plan and implement a strategy to prevent economic abuse
- the ability to design and implement a strategy to prevent economic abuse

c) attitude

- demonstrate a problem-sensitive, proactive attitude
- be critical of their own knowledge, work and behaviour and that of their subordinates
- is ready to correct mistakes and helps its staff to do so
- strive to take the opinions of others into account when making decisions
- receptive to understanding and absorbing new information and theories
- strive to increase their knowledge

d) autonomy and responsibility

- organise independently the analysis of economic processes, the collection, organisation and evaluation of data
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct
- carry out independently, under general professional supervision, the tasks defined during the semester

9. Subject name: CAREER BUILDING	Credit: 4
Subject name in English: Carrier Building	Code(s): 800, 80
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, case studies	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity, success of the situational exercises	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The student will learn about the path to success, opportunities and the marketing approach to job hunting. They will be able to assess and apply the right combination of skills, personality traits and professional knowledge. You will be able to prepare a successful CV and interview. This will enable you to explore hidden job opportunities as a fundamental basis for career development.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. Basic labour market concepts 2. Career concepts, processes, theories and perceptions 3. The role of self-awareness in individual careers. Abilities, personality traits. Skills 4. A successful CV and cover letter 5. 1. Exam test 6. Job search techniques I. 7. The most common elements of the interview 8. Selection procedures, scientific methods 	

9. The job offer and the salary offer
10. Situational exercises
11. Headhunters, recruitment consultants, employment agencies. Job search techniques II.
12. Job retention, career progression. Competency-based career management
13. Knowledge of labour law
14. Employment contracts and management/manager contracts
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Jeffrey G. Allen: The Complete Q&A Job Interview. US: Wiley Publishers, 2004. ISBN: 978-0471651253

Katie Weiser: Answers to the Top 20 Interview Questions: Conquering the Job Interview Process US. CreateSpace Independent, 2017. ISBN: 978-1544166506

Recommended literature:

Career Building: Your Total Handbook for Finding a Job and Making It Work.
New York::Harper, 2009. ISBN-10: 0061579106

Other teaching aids: tutorial slides

List of the *required professional competences and competence elements to the development of which the subject typically and substantially contributes*

a) knowledge

- the student has a knowledge of the basic, broad concepts, theories, facts and contexts of career development
- knowledge of current labour market trends and the mechanisms that determine them
- knows the path to success, opportunities and the marketing approach to job hunting
- know the rules and ethical standards of cooperation within the work organisation
- mastered the written and oral forms of professional and effective communication
- be aware of the specificities of working in an international, multicultural environment

b) skills

- by applying the theories and methods learnt, the student will be able to apply successful career building methods in practice
- assess and apply the right combination of skills, personality traits and professional knowledge
- master the skills needed to write a successful CV and prepare for a successful interview
- can explore hidden job opportunities as an essential basis for career development

c) attitude

- demonstrate a problem-sensitive, proactive attitude in order to deliver quality work
- strive to improve their knowledge of labour market trends and the rapidly changing economic environment, particularly as regards career development

d) autonomy and responsibility

- under general professional supervision, independently carries out and organises the tasks defined
- take responsibility for compliance with professional, legal and ethical standards and rules relating to their work and conduct

10. Subject name: BASICS OF QUALITY MANAGEMENT	Credit: 3
Course name in English: Basics of Quality Management	Code(s): 25
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The aim of the course is to provide students with the methods, approaches and techniques that companies and organisations can use to become the best in their category. Students will learn to analyse and evaluate the key success factors and key areas of business today in a usable way. Students will learn about the structure and operation of modern quality systems, the approach to corporate quality management, and basic quality methods.</p> <p>Learning material:</p> <ol style="list-style-type: none"> 1. The quality system 2. Factors determining the quality of goods 3. The ISO 9001 group of standards. Cost of quality. The market value of quality 4. A marketing approach to quality 5. Quality characteristics 6. Quality control and insurance. Quality assessment 7. 1. Exam test 8. The quality approach to value analysis 9. Product responsibility in our country and in the EU. Product Liability Act. Risk mitigation options 	

10. Standardisation and standards
11. EU standard documents
12. Quality certification schemes
13. Forms of consumer price information. Warranty and guarantee.
14. Protection of goods
15. 2. Exam test

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Evans, James R. James W. Dean: Total Quality Management, South-Western, 2002, ISBN-13: 978-0324178715

Recommended literature:

David L. Goetsch, Stanley Davis: Quality Management: Introduction to Total Quality Management for Production, Processing, and Services, Pearson Prentice Hall, 2006, ISBN 9780131189294

Kaoru Ishikawa: Introduction to quality Control, Productivity Press, 1990, ISBN-13: 978-4906224616

Other teaching aids: tutorial slides

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) knowledge

- the student will be familiar with the methods, approaches and techniques used by companies and organisations to become the best in their category
- is familiar with the structure and operation of modern quality assurance systems, the approach to quality management in companies and basic quality methods

b) skills

- be able to analyse and evaluate the key success factors and key areas of today's business in a usable way
- ability to organise, manage and control economic activities and projects

c) attitude

- demonstrates a proactive attitude to quality work
- be critical of their own knowledge, work and behaviour and that of their subordinates
- is ready to correct mistakes and helps its staff to do so
- pursue lifelong learning

d) autonomy and responsibility

- carry out and organise their tasks independently
- analyses and takes responsibility for its conclusions

11. Subject name: PROJECT AND TEAM MANAGEMENT	Credit: 4
Subject name in English: Project and Team Management	Code(s): 771, 77
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers, 1 essay and its presentation	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, oral assessment of homework and presentation, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description:	
The basic objective of the course is to familiarise students with the general theoretical foundations, methods and practical applications of project management (PM).	
Learning material:	
<ol style="list-style-type: none"> 1. Fundamentals, theoretical framework, history of project management, project interpretation, principles, project phases, project cycle models 2. The main steps of the logical framework methodology for project design and implementation, problem analysis, stakeholder analysis, project objectives, strategy and alternatives analysis, strategy selection, activity, time and cost planning, control and monitoring 3. Main project planning techniques and tools, problem tree and goal tree, task breakdown techniques, time scheduling, time planning and network planning techniques, critical path (CPM), resources 4. The project staff background. The external and internal environment of the project, traditional and project organisations, methods of organisation analysis 	

5. The structure of project management, the qualities of a good project manager. The roles and responsibilities of management
6. Project management, project hierarchy, roles, tasks and responsibilities, project manager competences, responsibilities
7. 1. Exam test
8. Implementation of the project. Implementation phases, technical documents used during project implementation (project plan and feasibility case study)
9. Team management during implementation
10. Project management, project control. Project monitoring and controlling, purpose, influencing factors, controlling tools, milestones, types of indicators (SMART, QQTTP)
11. Financial planning of the project. Financial management during implementation. Procurement. Staff costs of the project
12. Project marketing and communication. The purpose, process and tools of project marketing. Project communication, types of communication tools, documents governing communication. Internal project communication, communication within the project team
13. Public procurement and tenders
14. IT and software solutions to support project and team management (MS Project, Mindmapping, time planning software)
15. 2. Exam test. Presentations

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

Project Management in Practice, Samuel J. Mantel, International Student Version, 4th Edition, John Wiley & Sons, Inc. 2011.

EC PCM Training Handbook: http://www.cfcu.gov.tr/SPOs/TOOLS/PCM_Training_Handbook.pdf

Recommended literature:

PCM guidelines:

http://ec.europa.eu/europeaid/multimedia/publications/documents/tools/europeaid_admin_pcm_guidelines_2004_en.pdf

Guide to the PM Body of Knowledge: PMBOK Guide: ISBN-10: 1935589679; ISBN-13: 978-1935589679, Project Management Institute, 2013

Paul Roberts: Guide to Project Management: Getting it right and achieving lasting benefit, The Economist Newspaper Ltd., 2013., ISBN-10: 1118383702

Other teaching aids: teaching slides and other project documents

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

e) knowledge

- the student knows the rules, the process and the ethical norms of cooperation in projects, teams, work organisations, project management

- knowledge of the basic methods used in project planning and team management
- have a basic vocabulary for project management

f) skills

- the ability to plan, implement and manage a complex project
- the ability to apply project planning and management and team management methods
- the ability to think in systems terms and to review project processes at system level

g) attitude

- constructive, cooperative and proactive in project and team work
- problem solver, able to make decisions and compromise in decision-making situations
- empathetic, receptive to the opinions of others

h) autonomy and responsibility

- independently plan, manage and implement the project under general professional supervision
- plan the composition of the project team on the basis of professional guidance and involve the members in the work
- takes responsibility for the implementation of the project

2. Subject name: CUSTOMS UNION AND CUSTOMS POLICY	Credit: 3
Subject name in English: Customs Union and Customs Policy	Code(s): 2351
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: 0/2 and 0/30 (vid. the current timetable)	
Planned individual student hours per week: 1	
Method of assessment: Practice	
Mid-term study requirements: 2 written examination papers	
Assessment of knowledge, skills and competences: assessment of written examination papers according to the SER, continuous feedback on class activity	
Suggested semester: semesters 1./2.	
Announce of the course: annually	
Course language (if not Hungarian): English	
Pre-study obligations (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>The basic aim of the training is to introduce the EU as a customs union: the EU is a customs territory within which the freedom of goods and services (internal market) is guaranteed and it applies a common customs policy towards countries outside the EU. Students will learn about the objectives, main instruments and institutions of the common customs policy. Students will become familiar with existing EU and related national customs legislation and its application.</p>	
Learning material:	
<ol style="list-style-type: none"> 1. The EU as a customs union, the objectives, instruments and main institutions of the common customs policy. The relationship between EU and national legislation in the implementation of customs policy 2. Basic concepts and knowledge of customs law, Glossary of customs law 3. Union Customs Code: Regulation (EU) No 952/2013 of the European Parliament and of the Council of 9 October 2013. Domestic legislation related to the implementation of the EU Regulation: Act CLII of 2017 on the implementation of EU customs law 4. Customs-approved treatment or use of goods, customs procedure, presentation, release, right of representation, customs status, customs territory, customs frontier, customs route, customs 	

- duty, distinction between goods and goods
5. Rules of origin of goods, basic features of the tariff
 6. EUR1, EUR2, EUR-MED, and other documents, the function of the invoice declaration, their relation to the obligation to pay customs duties
 7. Determination of the customs value
 8. Separating commercial and non-commercial traffic, ensuring customs duties 1.
 9. Customs administrative procedures
 10. Regulation of tasks to be carried out at the border, knowledge of goods declaration
 11. Forms of customs procedures, decisions
 12. Customs procedures retaining the character of goods (transit, storage, inward processing, temporary admission)
 13. Continuation of customs procedures, customs procedure discharging the customs status of goods (customs clearance for domestic traffic)
 14. The customs export procedure (export control, temporary export, outward processing)
 15. Payment obligations and tariff reductions. Modification of decisions of customs procedures, appeals. 2.

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

European Commission (2014): The European Union explained. The EU customs union: protecting people and facilitating trade. Publications Office of the European Union, 2014.
http://europa.eu/pol/index_en.htm <http://europa.eu/!bY34KD>

European Commission (2018): Union Customs Code - UCC - Q&A.
https://ec.europa.eu/taxation_customs/business/union-customs-code/ucc-qanda_en

Recommended literature:

The UCC was adopted on 9 October 2013 as Regulation (EU) No 952/2013 of the European Parliament and of the Council.

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32013R0952&from=EN>

Other teaching aids: lesson plans with yearly updates

List of the required professional competences and competence elements to which the subject typically and substantially contributes

a) knowledge

- understand the essence of the customs union and customs policy and how it is implemented in the EU
- basic concepts and knowledge of customs law, the Union Code and its essentials
- be familiar with the EU legislation in force and related national customs legislation
- know the tasks to be carried out at the customs border
- knowledge of auditing and other related tasks
- know the actors, characteristics and rules of the customs segment
- be familiar with the rules applicable to trade with third countries (outside the EU)
- understand the difference between trade procedures with countries outside the EU and within the EU

b) skills

- can understand the essence of the Customs Union and the competences of EU and national legislation, and the changes in legislation in this context
- have an overview of trade policy, customs policy, customs law and their relations in practice
- be able to resolve customs clearance issues related to international goods transport, and to deal with problems in a meaningful way
- the ability to solve specific customs and transport problems (e.g. oversized cargo, live animals, etc.)

c) attitude

- monitor changes in customs policy and customs law in his/her area of expertise

d) autonomy and responsibility

- takes responsibility for developing customs knowledge relevant to his/her work and applying it as necessary in his/her decisions

3. Subject name: TDK (CONFERENCE OF STUDENTS)	Credit: 4
Subject name in English: Scientific Students' Associations Conference	Code(s): 236
Responsible for the subject: rector	
Involved Professor(s): consultant(s)	
Status: optional	
Theory and Practice in p.c.: 40/60%	
Numbers of Hours: Theory/Practice in a week and in the Semester: -	
Method of assessment: signature - <i>in the case of group research, the results of the research must be summarised and presented at the home TDK; in the case of individual research, the results of the research must be summarised and presented at the home TDK</i>	
Mid-year study requirements: completion of methodological basics and presentation exercises for both group and individual research participants under the guidance of the consultants	
Assessment of knowledge, skills and competences: continuous contact between the student(s) and his/her advisor(s), during which the student's research work and its progress is monitored	
Curricular place of the subject: optional	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Condition (if any): -	
Subject description: a concise but informative description of the subject to be covered	
<p>TDK and other academic activities (extra-curricular) are designed to motivate students to engage in scientific research, both in groups and individually. The Research Centre established at the College provides an appropriate organisational framework for the establishment of student circles. The Polányi Károly Szakkollégium provides mentors and discussion evenings to support the work of students, and events organised by both organisations encourage students with similar interests to work together. Individual research is guided by the College's faculty as consultants. Students' TDK activities are a good basis for writing a high-quality BA thesis and for continuing</p>	

their studies at MA level.

Learning material/Process and outcome of scientific work:

For group research

1. How to apply for the Research Centre call
2. Activity under the supervision of a research leader
3. Summarising and presenting the results of the research in a house TDK (and other forums)
4. Activity recognised by the research leader's assessment

For individual research

- a) Application for the TDK announced by the College
- b) Ongoing research under the guidance of a college lecturer or external expert
- c) Preparation and submission of a scientific thesis
- d) Presentation of the thesis at the home TDK (and other forums)

The 2-5 most important *compulsory* and *recommended* literature

Compulsory literature:

OTDK Central and Section Calls. <https://otdk.hu/otdk/aktualis-otdk>

Calls for proposals from the Research Centre

Recommended literature:

Other teaching aids: -

List of the required professional competences and competence elements to the development of which the subject typically and substantially contributes

a) your knowledge

- the student's knowledge will be broadened and deepened, resulting in a knowledge of the subject area of research that enables him/her to formulate and analyse comprehensive, specific contexts
- become familiar with several specific methods of knowledge acquisition, research and abstraction techniques
- selects and develops solution alternatives on the basis of a weighting of the problems encountered and an evaluation of the outcomes of possible solution methods

b) your skills

- the student is able to organise research independently, define objectives and methods
- can apply relevant research methods independently in groups and individually
- can articulate and defend their own research findings and ideas
- the student is able to compare different critical approaches, analyse them from different

perspectives and develop his/her own professionally informed critical opinion

- be able to communicate research results in a fluent and clear way (written, visual and otherwise), without having problems with code-switching

c) attitude

- the student is receptive to new economic and social phenomena
- motivated and curious to understand new phenomena and explore their causes
- reflect critically on information arising from research
- is confident in his/her own abilities and bases independent conclusions on arguments and facts

d) its autonomy and responsibility

- the student is able to act independently in a real research project, both in identifying and planning the resources needed for the solution, in critically analysing the sources and in carrying out the research
- understands freedom of thought and its responsibilities
- understands the difference between general and professional ethics, acts according to ethical standards in scientific research

Priority criteria:

Subject name: Thesis Writing	Credit: 10
Course name in English: Thesis Writing	Code(s): 185
Responsible for the subject: rector	
Involved Professor(s): internal consultant	
Classification of the subject: criterion	
Theory and Practice in p.c.: 0/100%	
Numbers of Hours: Theory/Practice in a week and in the Semester: -	
Method of assessment: signature - the course must be completed before the thesis can be accepted by the college	
Mid-year study requirements: minimum 3-3 consultations with internal and external consultants, certified by the signature of the consultants on the Thesis Supplement	
Assessment of knowledge, skills and competences: continuous contact between the student and his/her advisers, during which the student's research and its progress are monitored	
Suggested semester: semester 7	
Announce of the course: per semester	
Course language (if not Hungarian): English	
Pre-study obligations (if any): simultaneous completion of the internship and all compulsory/optional subjects and 180 credits	
Subject description: a concise but informative description of the subject to be covered	
The aim of the unit is for the student to prepare and submit a thesis through continuous contact with the supervisors and independent research.	

Learning material/Timetable of activities:

1. Mapping, collecting and selecting literature. Preparing a timetable, setting out the main sub-periods
2. Finalising the outline of the thesis, defining the scope of each chapter. Preparing the table of contents. Starting the research work
3. Preparation of the main text, continuous monitoring of the quantity and quality of annotation
4. Supplement the thesis with illustrations, annexes and tables. Drafting the preface and conclusion, finalising the bibliography and footnotes
5. Finish shaping. Printing and binding

The 2-5 most important *compulsory* and *recommended* literature**Required reading:**

Rules for the preparation of theses. Tomori Pál College, <http://www.tpfk.hu/en/regulations-and-documents>

Study and examination regulations. Tomori Pál College, <http://www.tpfk.hu/en/regulations-and-documents>

Recommended literature:**Other teaching aids: -**

A list of the **required professional competences and competence elements to the development of which the subject typically and substantially contributes**

a) your knowledge

- the student's knowledge of the research subject area is such that he/she is able to formulate and analyse comprehensive, specific contexts
- knows several specific methods of knowledge acquisition, research and abstraction techniques
- selects and develops solution alternatives on the basis of a weighting of the problems encountered and an evaluation of the outcomes of possible solution methods

b) your skills

- the student is able to compare different critical approaches, analyse them from different perspectives and develop his/her own professionally informed critical opinion
- can communicate research results in a fluent and clear way (written, visual and otherwise), without having problems with code-switching
- use the terminology, reference, citation, copyright and ethical rules specific to the field in written, oral and visual communication
- be able to work with large amounts of foreign-language literature and texts

c) attitude

- the student reflects critically on the information arising from the research
- approaches abstract and complex problems on an interdisciplinary basis

- consciously puts ethical standards in research at the service of a sustainable future

d) its autonomy and responsibility

- the student acts independently in a real research project, both in identifying and planning the resources needed for the solution, in critically analysing the resources and in carrying out the research
- understands the difference between general and professional ethics, acts according to ethical standards in scientific research