

Course title:	Hungarian:		Bevezetés a közgazdaságtanba		Code:	GT_AKMNE002-17		
	English:		Introduction to Economics					
Institute:			University of Debrecen, Faculty of Economics and Business, Institute of Economics and World Economy					
Prerequisites:			-		Code:			
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	0	E	3	English
Responsible instructor			name:	Pál Czeglédi		academic position	Associate Professor	
Instructor			name:			academic position		
Course goals:								
The course will provide the students with the basic concepts of economics: how economists think about the behavior of households, firms, how to think about markets, how to analyze the economy as a whole, what is inflation and unemployment. By the end of the course students should be able to use some basic tools of economics and apply them in solving basic economic problems.								
Competences:								
Knowledge:								
Possesses knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.								
Ability to:								
Using the theories and methods learnt, identify facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, make decisions in routine and partly unfamiliar contexts, both domestic and international.								
Attitude:								
Receptive to new information, new professional knowledge and methodologies.								
Autonomy and responsibility:								
Takes responsibility for his/her analyses, conclusions and decisions.								
Course content , topics:								
The first half of the semester focuses on the principles of the economic way of thinking and the basic concepts of microeconomics, whereas the second part is concerned with the most important macroeconomic variables and their measurement. After an overview of the subject, method and principles of economic thinking the course considers the model of demand and supply and its applications. Of the many macroeconomic variables, the course concentrates on GDP and price indices. In addition, stylized facts of economic growth, the labor market, money and finance are also discussed.								
Learning methods:								
Lectures with ppt presentations together with some calculation problems.								
Assessment								
The exam is a written test which will be evaluated according to the following grading schedule: 0 - 50% – fail (1) 50%+1 point - 63% – pass (2) 64% - 75% – satisfactory (3) 76% - 86% – good (4) 87% - 100% – excellent (5)								
Compulsory readings:								
Mankiw, Gregory: Principles of Economics. Fifth Edition. South-Western, Mason, USA, 2009. ISBN-13: 978-0-324-58998-6								
Recommended readings:								
Heyne, Paul – Boettke, Peter – Prychitko, David: The Economic Way of Thinking. Twelfth Edition. Pearson Education International, New Jersey, 2010. ISBN-10: 0132991292								

## Syllabus

Week	Topic
1.	Basic concepts and fundamental questions of economics LO*: Economics as science and as a social science
3.	Ten principles of economics and the economic way of thinking/1. LO: Understanding the basic concepts of rational decisions
5.	Ten principles of economics and the economic way of thinking/2. LO: Understanding the market as a process of cooperation and the metaphor of the invisible hand
7.	Production possibilities frontier LO: Graphical representation of opportunity cost
9.	How markets work: demand and supply I. LO: Understanding the concept of demand and supply and their determinants
11.	How markets work: demand and supply II. LO: The meaning of the equilibrium (market-clearing) price, and comparative statics
13.	Measuring a nation's income LO: Understanding the notions of nominal and real GDP
15.	Measuring the cost of living LO: The meaning of the price level and inflation, GDP deflator and the consumer price index
17.	Exercises on measurement LO: Exercises in calculating GDP and inflation
19.	Savings and investment, and the role of the financial system LO: The market for loanable funds, and the determination of the real interest rate
21.	Money and inflation I LO: Definition of money, understanding the significance of using money in trade
23.	Money and inflation II LO: The role of the banking system in money creation
25.	Unemployment LO: The fundamentals of the labour market
	Summary LO: Systematic review of the topics discussed

\*LO learning outcomes

Course title:		Hungarian:		Matematika			Code:	GT_AKMNE001-17
		English:		Mathematics I.				
Institute:				University of Debrecen Faculty of Business Economics, Institute of Methodology and Business Digitalization				
Prerequisites:				-			Code:	
Division		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Daytime	x	per week	2	per week	2	Exam	5	English
Correspondent		Semiannually		Semiannually				
Responsible instructor				Name:		Dr. Sándor Kovács	post	associate professor
Instructor				Name:		-	post	-
Course goals:								
The main goal of this subject is that the students could be introduced to the basic methods and terminology of definitions in mathematics which can be used in economics. The differential calculus of one-variable functions and its practical application is in the center of interest as well as the extreme value and elasticity calculation of one-variable functions. During the course of practical lessons students should gain experience in problem solving from the various topics of the subject.								
Competences:								
Knowledge:								
Students should get acquire the mathematical, statistical methods which are needed to analyse and cope with problems in Rural Development and Agriculture.								
Skills:								
Student will be qualified for plannig and oragnizing Rural Development programmes and for allocating resources, making professional proposals, drawing conclusions.								
Attitude:								
Student should be more cooperative in solving problems from the field of Rural Development and Quality Assurance. Students become opened to the innovative and scientific approaches and sensitive to the new features.								
Autonomy and responsibility:								
Students will be able to plan economic processes and to control purchasing and marketing processes								
Course content , topics:								
Theory of sets. Sets of numbers,								
Classification and characteristics of one-variable real functions.								
Theorems of limit calculation.								
Mathematics of Finance.								
Limit calculation, continuity and derivate of functions.								
Examination of functions, elasticity.								
Extrame values calculation of functions with practical applications.								
Practical applications of the differential calculus.								
Indefinite integrals.								
Learning methods:								
The theoretical background should be taught on the lectures, the translation of theory into practice happens on the seminars. Each and every topic involves special work problems and the tests include only these work problems and not the definitions and theorems of the lectures. Students should write two test from the work problems that were solved during the seminars. For plotting functions WINPLOT software is used. Problem solving on the semiars requires individual work from the students and the use of claculator.								
Assessment								
The attendace on every lecture and practice is compulsory for the students as the different topics are built upon one another. A catalogue is being made during the lectures and seminars. Each student MUST SIGN the form and should not miss more than 4 occasions. Each student could get a recommended grade which will be based on the midterm and endterm tests (work problems and multiple choice questions). In order to fulfill the subject every student should receive a signature which has two conditions. There should not be more than 4 uncertified absence from the courses and from the lectures and 20 percent should be obtained from the total score of the two tests. Evaluation in the learning period will be made mainly according to the results of the midterm (in the 8th week) and endterm (in the								

last week) tests written on the seminars but the students could gather extra points by solving tests for plus points. The lecturer will provide at least 10 tests for plus points and if a student solves them 100% correctly or only one question per test was wrong, he/she will obtain one point after the tests. This means that if a student solves all 10 tests 100% correctly (or made only 1 mistake per test), he/she will obtain 10 plus points. In case the final score from both tests reaches at least the half of the obtainable total the student gets a passing recommended grade between 2 and 5. In case the final score from both tests is between 20 and 50% of the obtainable total the student has to take an exam. Those students who were not able to obtain a passing recommended grade during the learning period or would like to improve the result, will be given 3 chances during the examining period. In case the student has already obtained a grade but would like to better the results, the better result will be valid. This means that there is no place for spoiling the accomplished result even if the second grade is worse than previous one. In case a student should take an exam, the evaluation will be based ONLY on the performance on the exams.

#### Compulsory readings:

E. Haeussler – R. Paul – P. Wood (2014): Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th edition, Pearson, UK, ISBN: 978-1-29202-114-0

#### Recommended readings:

R.J. Harschbarger – J.J. Reynolds (2015): Mathematical application for Management, Life and Social Sciences, Brooks/Cole, USA, Belmont, CA, ISBN: 978-1305108042

S.T. Tan (2016): Applied Mathematics for Managerial, Life and Social Sciences, Cengage Learning, USA, Stamford, ISBN: 978-1-285-46464-0

K. Sydaster – P. Hammond (2016): Essential Mathematics for Economics Analysis, Pearson Education, UK, ISBN: 978-1-292-07465-8

## Syllabus

Wee k	Topics
1.	LO: Algebraic preliminaries: Real number line, operations, rules for exponents and radicals, operations with algebraic expressions, factoring
2.	LO: Algebraic preliminaries II: Cartesian coordinate systems, straight lines, distance in the plane
3.	LO: Functions I: Graph and algebra of functions,
4.	LO: Functions II: application in business economics, break-even analysis, supply-demand, market equilibrium
5.	LO: Functions III: Exponential, logarithmic and logistic curves and its applications
6.	LO: Mathematics of Finance I: amount of investment, rate of interest, present value, compound interest, mathematical models
7.	Mid-term exam week
8.	LO: Mathematics of Finance II: Future Value of annuities, annuities due, loans and amortization of debts
9.	LO: Calculus: limits and continuity and derivatives
10.	LO: Differential Calculus I: rules, higher order derivatives, marginal functions in economics
11.	LO: Differential Calculus II: first and second, curve sketching
12.	LO: Differential Calculus III: optimization, elasticity and other applications in business economics
13.	LO: Indefinite Integration I: Rules of Indefinite Integration
14.	LO: Indefinite Integration II: applications of indefinite integration in business economics

\*LO learning outcomes

Course title:		Hungarian:		A marketing alapjai		Code:	GT_AKMNE009-17	
		English:		Basics of Marketing				
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
full-time	X	per week	2	per week	1	examination	4	English
Responsible instructor				name:	Dr. Kiss Marietta		post	associate professor
Course goals:								
The aim of the course is to provide the students with an insight into the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs.								
Competences:								
Knowledge:								
From the textbook, participation assignments/homework, and class discussions, students will learn about the decisions that marketers must make and tools/frameworks that will assist them in making those decisions effectively.								
Capabilities:								
The course aims to develop analytical, communication, and presentation skills (through use of technological aids, such as Microsoft Word, PowerPoint, and the Internet)—the basic tools of marketing. Beside this, students will be able to work in teams.								
Attitudes:								
Students will be able to analyze the role of marketing within the firm and society. On the practical side, this new understanding of marketing should make each of them a more knowledgeable consumer.								
Autonomy, responsibility:								
By the end of the course, students should understand the complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies.								
Course content , topics:								
The course focuses on basic marketing concepts and the role of marketing in the organization. Topics include market segmentation, product development, distribution, and pricing. Other topics, which will be incorporated into the course, are external environment (which will focus on integrative topics with marketing, such as economics, politics, government, and nature) and marketing research.								
Learning methods:								
Lecture presentations (students are provided with lecture slides), class discussions, team work (case study analysis and discussion), and e-learning materials including the e-book, online assignments/homework and online study plan with additional exercises to practice.								
Assessment								
Composition of the final grade:								
<ul style="list-style-type: none"><li>End term test: 70%</li><li>Seminar work, including case analysis/detailed written and/or oral group presentation: 30%</li><li>Extra credit questions via MyLab Marketing: +10%</li></ul>								
The final result will be evaluated according to the following schedule:								
0-50% – 1								
51-62% – 2								
63-74% – 3								
75-86% – 4								
87-110% – 5								
Attendance is expected and is taken at the beginning or the end of each class. More than three absences from seminar classes for any reason will result in signature denied. Class participation will be evaluated based on the quantity and the quality of individuals’ contribution. Participation is particularly important in our case study coverage. Late assignments will incur a penalty. The amount of the penalty will be a minimum of 50% of the assessed mark for the first week of lateness.								
Make-up assignments will not normally be given. The only exception will be natural disaster, documented serious emergency or illness of the student or immediate family member. In all relevant cases physician’s confirmation will be required. Make-ups will absolutely not be given because the date of assignment happen to clash with student’s								

travel plans, sports activities or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by independent third party.

There is a zero tolerance cheating policy during this course. Students caught violating the academic honesty policy will face severe penalty. Any offense will result in a 0 on an assignment or test.

**Compulsory readings:**

KOTLER, P.—ARMSTRONG, G. (2020): Principles of Marketing. Global Edition, 18/E, Pearson, ISBN: 9781292341132 (print) or 9781292345895 (eText)

**Recommended readings:**

KOTLER, P.—ARMSTRONG, G. (2020): Principles of Marketing. Pearson MyLab Marketing without Pearson eText. Global edition, 18/E, Pearson, ISBN-13: 9781292341187

KOTLER, P.—KELLER, K. L.—BRADY, M.—GOODMAN, M.—HANSEN, T. (2019): Marketing Management. 4th European edition, Pearson/Prentice Hall, Harlow, ISBN: 9781292248448

KOTLER, P.—KELLER, K. L.—CHERNEV, A. (2022): Marketing Management. Global edition, 16th edition, Pearson/Prentice Hall, Boston, ISBN-13: 9781292404813

## Syllabus

Week	Topics
1.	Orientation, course overview. Introduction to the use of MyLab Marketing LO: Students have a basic overview of the semester's topic and they are introduced to the use of the e-learning materials.
2.	<i>Part 1: Defining Marketing and the Marketing Process</i> Marketing: Creating Customer Value and Engagement LO: Students are able to define marketing, marketing process, and basic concepts of marketing (needs, wants, demand, market, exchange, and customer value). They are introduced to the marketing management orientations.
3.	Company and Marketing Strategy: Partnering to Build Customer Engagement, Values, and Relationships LO: Based on the companywide strategic planning process, students are introduced to the marketing planning process, including basic concepts such as segmentation, targeting, positioning, and integrated marketing mix.
4.	<i>Part 2: Understanding the Marketplace and Consumer Value</i> Analyzing the Marketing Environment LO: Students know the two levels of the marketing environment: Microenvironment (the company, suppliers, marketing intermediaries, competitors, publics, customers) and Macroenvironment (demographic, economic, natural, technological, political and social, cultural environments).
5.	Managing Marketing Information to Gain Customer Insights LO: Students understand the marketing information system and its parts (internal databases, marketing intelligence, and marketing research). They know the marketing research process.
6.	Consumer Markets and Buyer Behavior LO: Students know the Model of Consumer Behavior and the characteristics of its parts.
7.	Business Markets and Business Buyer Behavior LO: Students are able to distinguish between business markets and consumer markets, and they know the Model of Business Buyer Behavior and its parts.
8.	<i>Part 3: Designing a Customer Value-Driven Strategy and Mix</i> Customer-Driven Marketing Strategy: Creating Value for Target Customers LO: Students understand the three parts of the value creating marketing strategy (segmentation, targeting and positioning).
9.	Products, Services, and Brands: Building Customer Value LO: Students are able to define and classify products and they understand basic product decisions (attributes, branding, packaging, labeling, and support services).
10.	New-Product Development and Product Life-Cycle Strategies LO: Students know the new product development process and product life cycle strategies.
11.	Pricing: Understanding and Capturing Customer Value LO: Students are able to define pricing and they know basic pricing strategies.
12.	Pricing Strategies: Additional Considerations LO: Students are introduced to additional considerations affecting pricing decisions and special pricing

	strategies (new-product pricing, product mix pricing, price adjustments, and price changes).
13.	Marketing Channels: Delivering Customer Value LO: Students are able to define supply chain and intermediaries, and distinguish among types of distribution systems. They understand channel design decisions and marketing logistics.
14.	Retailing and Wholesaling LO: Students are able to distinguish between wholesaling and retailing activities, and identify and characterize different wholesalers and retailers.

Course title:	Hungarian:		Kommunikációs alapismeretek				Code:	GT_AKMNE004-17
	English:		Communication skills					
Institute:			Faculty of Economics and Business, Institute Management and Organization Sciences					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	1	per week	1	P	3	English
Responsible instructor			name:		Dr. JUHÁSZ, Csilla		post	associate professor
Instructor			name:		Dr. FARKAS, János		post	lecturer
Course goals:								
To study basic communication skills. Understand the process of communication. Begin practicing listening skills. Understand the importance of nonverbal communication and of improving their nonverbal communication skills. Recognize importance of intercultural diversity of communication.								
Competences:								
Knowledge:								
Graduated student should know, analyze, plan, manage the communication of organizations, and be able to recognize, analyze and solve communicational problems..								
Graduated student should know and apply communicational forms, know barriers and rules.								
Graduated student know and apply professional written and oral communication in life.								
Capabilities:								
Graduated students can analyse, plan, organise and manage the process of communication, and can solve problems.								
They are able to choose between the most efficient processes and methods for problem solving. They are able to use consciously and plan in high standard.								
They are able to use references effectively and independently.								
They are able to write reports, analyses.								
Attitudes:								
Graduated students are able to effectively use managerial methods, forms, communicational processes								
Autonomy, responsibility:								
They will be able to control processes, can manage, organise, and communicate								
Course content , topics:								
Basic communication skills. Process of communication. Active listening skills. Nonverbal communication, verbal communication skills. Communication barriers. Intercultural communication								
Learning methods:								
Lectures and trainings with practices. Essay writing								
Assessment								
Students final grade is added from their activity of middle term work.								
The calculation is the following: <60% – 1; 61% – 2; 71% – 3; 81% – 4; 91%– 5. There are two chances to retake the end-term exam.								
Compulsory readings:								
Guffey, Mary Ellen – Loewy, Dana (2018): Essential of Business Communication.								
ISBN13 (EAN): 9781337386494 South Western, 2018								
Recommended readings:								
McLean, S. (2005). The basics of interpersonal communication. Boston, MA: Allyn & Bacon								
Pearson, J., & Nelson, P. (2000). An introduction to human communication: Understanding and sharing. Boston, MA: McGraw-Hill								
Remillard Vincent (2016): Human communication Across Cultures. Equinox Publishing ISBN13 (EAN):								



## Syllabus

Week	Topics
1. lecture	Basic knowledge of Communication LO: The student understands the differences between communication process
2. seminar	Requirements of essay LO: They will be able to write an essay, and understand the requirements
3. lecture	Nonverbal communication I LO: The students understands nonverbal signs
4. seminar	Students reports about nonverbal communications LO: They will be able to keep an presentation for nonverbal communication
5. lecture	Nonverbal communication II LO: They understand differences between emotions
6. seminar	Practise of nonverbal communication LO: Using nonverbal signs They recognise differences between emotions
7. lecture	Writing Communication LO: Understanding effective writing techniques
8. seminar	Practise of verbal communication LO: Using effective writing techniques
9. lecture	Oral Communication LO: Understand the roles of effective oral communication
10. seminar	Practices of Oral communication LO: Recognising of rules of effective oral communication. Developing of communication skills
11. lecture	Barriers of communication LO: Understanding the rules of communicational barriers
12. seminar	Practise of barriers of communication, distortion of information LO: Practise of avoiding of communicational distorsion.
13. lecture	Intercultural and International Business Communication LO: Understand the differences intercultural business communication
14. seminar	Practise intercultural communication LO: Developing intercultural communication skills

\*LO learning outcomes

Course title:	Hungarian:		Üzleti informatika				Code:	GT_AGMNE026
	English:		Business Informatics					
Institute:			Módszertani- és Üzleti Digitalizáció Intézet					
Prerequisites:			-				Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	1	per week	2	practical exam	3	English
Responsible instructor			name:	Dr. Várallyai László/Borbásné			post	associate professor
Course goals:								
The course is designed to reach a basic level of business informatics knowledge. That knowledge will help them in the following courses and as well as in the practice. They have to learn how to collect data from the internet, and they have to solve complex exercises with the use of spreadsheet and database management program (Microsoft Excel and Access). The course is mainly application and practice oriented.								
Competences:								
Knowledge:								
It possesses the most basic information gathering, analysis, task, and problem solving methods.								
Capabilities:								
It makes simpler professional reports, evaluations, presentations, and performs.								
Attitudes:								
It is receptive to receiving new information, professional knowledge and methodologies.								
Autonomy, responsibility:								
It performs job assignment independently, prepares own professional reports, create small presentations independently. If needed, it will be required to work with a staff member or a manager.								
Course content , topics:								
Understanding the structure of the spreadsheet program, using worksheet functions and solving basic and complex worksheets. Acquiring knowledge in basic database management through the operation of Access databases, understanding the structure of databases, basic operations with data. Learning how to make reports from data, which analyze tools can be used and interpretation of results.								
Learning methods:								
The students get theoretical basic knowledge on the lectures. The practical tasks are related to the theoretical. The students get presentations on the lectures and on the practice get spreadsheets and database knowledge tasks.								
Assessment								
Participation at seminars is mandatory. For the completion of the semester students have to pass a problem solving test during the semester. 15% theoretical exam, 15% theoretical exam (Excel), 45% Excel practical exam, 25% Database practical exam The sum of points the notes are the followings:								
0 - 59 fail,								
60 -69 pass,								
70 -79 satisfactory,								
80 -89 good,								
90 - 100 excellent.								
Compulsory readings:								
The on-line seminar materials and presentations of the lecturer (available on the e-learning system)								
Recommended readings:								
Füzesi, István, Kovács, Tamás, Lengyel, Péter, Péntek, Ádám, Szilágyi, Róbert, Takács, Viktor, Várallyai, László, (2024) Business Informatics jegyzet. Debreceni Egyetem. ISBN (PDF) 978-963-615-181-2.								

<https://dea.lib.unideb.hu/items/1e214b35-5998-4948-8378-8f2f447ee15d>

R. Elmasri – S. B. Navathe: Fundamentals of Database Systems, Addison Wesley, 2004.

H. Garcia-Molina, J. D. Ullmann – J. Widom: Database Systems: The Complete Book (2nd edition), Pearson Prentice Hall, 2009

V. Sridhar: Emerging ICT Policies and Regulations. Springer Nature, 2019

Date, J. C.: An Introduction to Database Systems, Addison Wesley, 2004

## Syllabus

Week	Topics
1.	Information, system (data, information, knowledge, system categories, system approach). Data input, data types, basic operations LO: The use of worksheets: basic formatting and data format
2.	Structure of data tables, spreadsheet function semantics. References, sorting and filtering LO: Learning the structure of functions and basic operations, data range formatted as a table
3.	Handling data tables. Date and time functions, text functions LO: Learning the use of operators and arguments in date and time functions and text functions
4.	Handling data tables. Logical functions and lookup and reference functions LO: Learning the use of conditions in functions
5.	Organizing data. Data features, tables as databases. LO: The use of database functions
6.	Data analysis and reports. LO: The use of PIVOT tables.
7.	Visualization of data. Preparing data to create graphs and charts. LO: The use and edit graphs and charts
8.	Business decision and decision support. Complex practice LO: Working with a database, create business analyses
9.	An overview. Exam on Excel LO: Assessing the ability to handle data, data tables and databases
10.	Database basics, database management systems. Relational database model, the role of keys. LO: Creating data tables in Access, handling data sheets, fields, data types and features
11.	Multidimensional data modelling. Relations between data sheets. Queries and query types. LO: Using query types: select query, queries with calculated fields
12.	Modifying and summarizing data in database, reports for business decisions. LO: Using query types: Update, Delete, Crosstab, learning report structure
13.	Business intelligence and the ERP. Exam on Access LO: Assessing the ability to handle databases for business purposes
14.	LO: Replacement and correction possibility

\*LO learning outcomes

Course title:		Hungarian:		Gazdasági magánjog				Code:	GT_AKMNE008-17	
		English:		Business Civil Law						
Institute:				Institute of Economics and World Economy						
Prerequisites:				-				Code:	-	
		Classes per week				Requirement	Credit	Language of instruction:		
		Lecture(s)		Seminar(s)						
Full time	X	per week	2	per week	0	collocvium	3	English		
Part time										
Responsible instructor				name:		András Helmeczi, PhD		post	senior lecturer	
Instructor				name:				post		
Course goals:										
The course is designed to introduce students to the particularities of legal aspects of economy, both theoretically and in practice. A broad overview over the most relevant topics in the area of legal life in economy is given.										
Competences:										
Knowledge:										
Capabilities:										
Attitudes:										
Autonomy, responsibility:										
Course content , topics:										
Basic legal terms, personal law, rights in rem, contractual law, company law.										
Learning methods:										
In the lessons the students get detailed explanations with life-like examples to the most important legal aspects of economy.										
Assessment										
Final written test at the end of the semester, with the following grades:										
points    grade										
0-7    1 (fail)										
8-9    2 (satisfactory)										
10-11    3 (fair)										
12-13    4 (good)										
14-15    5 (excellent)										
Compulsory readings:										
handout (electronically sent to the students)										
Recommended readings:										

## Syllabus

Week	Topics
1.	<b>Legal system, basic legal terms 1: law as social rule, content and function of law, categories of legal rules</b> LO: the knowledge of the most important legal rules and solutions according to the topic
2.	<b>Legal system, basic legal terms 2: sources of law, legislation and jurisdiction, legal relation</b> LO: the knowledge of the most important legal rules and solutions according to the topic
3.	<b>The person as subject at law 1: natural person, legal capacity and competency</b> LO: the knowledge of the most important legal rules and solutions according to the topic
4.	<b>The person as subject at law 2: legal person, protection of personality</b> LO: the knowledge of the most important legal rules and solutions according to the topic
5.	<b>Rights in rem 1: the thing, possession</b> LO: the knowledge of the most important legal rules and solutions according to the topic
6.	<b>Rights in rem 2: ownership rights, rights of use</b> LO: the knowledge of the most important legal rules and solutions according to the topic
7.	<b>Contractual law 1: obligations and legal statements, representation, performance</b>

	LO: the knowledge of the most important legal rules and solutions according to the topic
8.	<b>Contractual law 2: basic rules of contracts</b> LO: the knowledge of the most important legal rules and solutions according to the topic
9.	<b>Contractual law 3: express contracts</b> LO: the knowledge of the most important legal rules and solutions according to the topic
10.	<b>Contractual law 4: liability for damages</b> LO: the knowledge of the most important legal rules and solutions according to the topic
11.	<b>Company law 1: common rules, organization</b> LO: the knowledge of the most important legal rules and solutions according to the topic
12.	<b>Company law 2: representation, termination</b> LO: the knowledge of the most important legal rules and solutions according to the topic
13.	<b>Company law 3: sole company types</b> LO: the knowledge of the most important legal rules and solutions according to the topic
	<b>Consultation</b> LO: the knowledge of the most important legal rules and solutions according to the topic

\*LO learning outcomes

Course title:		Hungarian:		EU tanulmányok				Code:	GT_AKMNE010-17
		English:		EU studies					
Institute:				Faculty of Economics and Business, Institute of Economics and World Economy					
Prerequisites:				-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:	
		Lecture(s)		Seminar(s)					
full time programme	X	per week	2	per week	full time programme	terminal examination	3	english	
Responsible instructor				name:		Dr Tőkés Tibor	post	senior lecturer	
Instructor				name:		Tóth Eszter	post	assistant professor	
Course goals:									
Surveying the European Union’s evolution from the Rome Treaty to the present, the course captures the full story of Europe’s ongoing integration, its changing identity, and its increasing importance as a global actor in the 21st century. The course consists of the history, institutions and policies of the European Union, lays out the major elements of the European integration and explain how the European Union functions.									
Competences:									
Knowledge:									
Graduates will have acquired									
- a comprehensive and fundamental knowledge of the concepts, theories, facts, national and international relations of economics with regard to relevant economic players, functions and processes.									
- a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; the structure, operation and relation systems of organizations in the given professional areas; the behaviour of players and its decisive factors in external and internal environments, information gathering for decision-making; and motivational factors.									
- a detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres.									
- a thorough knowledge of the operation and organization of trade companies, the key workflows and techniques of commercial activities.									
Capabilities:									
Graduates will									
- follow and interpret processes in the world economy and international business, changes and their impacts in relevant professional policies and regulations concerning economic policies in the given professional areas; take all these into consideration in their analyses, proposals or decisions.									
- have the ability to conduct efficient work in economic, marketing and commercial projects and in business organizations.									
- acquire a body of knowledge to cooperate with other research areas and social-economic sub-systems.									
Attitudes:									
- For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.									
- They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.									
- They will foster efforts to use their informal learning as a means of achieving their professional objectives.									
- They will be ready to accept others’ opinion with regard to sectoral, regional, national and European values (including societal, social, ecological and sustainability issues as well).									
Autonomy, responsibility:									
- In a supervised professional work environment, they will be able to work and organize activities set out in their job description independently.									
- They will take responsibility for the development and justification of professional viewpoints.									
- They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.									
- They will be able to give a presentation and manage debates independently. They will take part responsibly in the work of professional forums within or outside the business organization.									
Course content , topics:									
Theories of European Integration. The Rome Treaty and Its Original Agenda: 1957-1975. The Single European Act and the Maastricht Treaty (1975-1993). Efforts to Reach the Next Level (1994-2008). Enlargement of the European Union. Institutional Dynamics in the European Union. Electoral Politics and Public Opinion. Economic and Monetary Union. The EU Budget, Common Agricultural Policy and Cohesion Policies. External Economic Relations of the European Union. Common Foreign and Security Policy. Justice and Home Affairs.									
Learning methods:									

The course is implemented as a lecture. The participation in the lectures is not compulsory however it is highly recommended. Occasionally external speakers are invited to make the course more colorful.  
In the exam period written exams will be organized to check students' knowledge.

#### Assessment

- Individual presentation on a specific subject (optional)
- Written exam in the exam period at the end of the semester (100%), 3 exam possibilities
- Final evaluation: 0–55% failed (1), 56–65% acceptable (2), 66–75% medium (3), 76–85% good (4), 86–100% excellent (5)

#### Compulsory readings:

- Bulmer, S. et al eds. (2020): Politics in the European Union - 5th edition. Oxford- New York: Oxford University Press. ISBN 978-0-19-882063-5
- Baldwin, R - Wyplosz, Ch. (2020): The Economics of European Integration. 6th edition. London: McGraw-Hill Education. ISBN-13: 978-1526847218
- Horvath, Z. (2011): Handbook on the European Union. 4th edition, HVG-Orac Lapkiadó Kft, Budapest.
- Birol A. Yesilada – David M. Wood (2010): The Emerging European Union, 5th edition, Longman-Pearson, Washington.
- Jacques Pelkmans: European Integration – Methods and Economic Analysis – Part 2 (Ch 5-Ch10), Part3 Ch 11, Ch 12.; Pearson Education Canada; 3rd edition, 2006; ISBN-10: 0273694499, ISBN-13: 978-0273694496
- Handouts and presentations uploaded in the Moodle

#### Recommended readings:

- The official website of the EU: [www.europa.eu](http://www.europa.eu)
- EU Bookshop: [www.bookshop.europa.eu](http://www.bookshop.europa.eu)
- EU Single Market: [www.singlemarket20.eu](http://www.singlemarket20.eu)
- Eurostat: [www.ec.europa.eu/eurostat](http://www.ec.europa.eu/eurostat)
- European Commission: [www.ec.europa.eu](http://www.ec.europa.eu)

## Syllabus

Week	Topics
1.	• Introduction to the course
2.	• General Introduction of the European Union
3.	• History and Development of European Integration I
4.	• History and Development of European Integration II
5.	• The Institutional Structure of the European Union
6.	• The Internal Market and the Four Freedoms
7.	External speaker from the Europdirect Debrecen Office
8.	• The Union's Competences, • Decision-making and Legislation in the EU, • EU Law
9.	• The Budget of the EU
10.	• The Economic and Monetary Union,
11.	• The Common Agricultural Policy and the Common Fisheries Policy
12.	• Regional Policy – Economic, Social and Territorial Cohesion in the EU
13.	• Justice and Home Affairs in the European Union, The External Policies of the European Union, Enlargement policy
	• Summary of the course

\* LO learning outcomes: At the end of the semester in the exam period written exams are organized to check students' knowledge

Course title:		Hungarian:		Matematika kritériumtárgy			Code:	GT_AMATKRNE-17
		English:		Mathematics Criterion course				
Institute:				University of Debrecen Faculty of Business Economics, Department of Research Methodology and Statistics				
Prerequisites:				-			Code:	-
Division		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Daytime	x	per week	0	per week	2	Practical grade	1	English
Correspondent		Semiannually		Semiannually				
Responsible instructor				Name:		Dr. Sándor Kovács	post	associate professor
Instructor				Name:			post	
Course goals:								
<p>This subject attempts to revise the major topics learned in high-school and introduce students to the generic terminology and concepts that will be used in their further studies. The main objective is to motivate students using their knowledge in their every day life. Problem solving approach is stressed throughout the whole course. In order to reach that goal every new concept and definition will be illustrated by numerous real-life examples and concrete appropriate applications. Special emphasis is placed on helping students to solve and interpret their own problems. During the course of practical lessons students should gain experience in problem solving from the various topics of the subject.</p>								
Competences:								
<i>Knowledge:</i>								
Students should get acquire the mathematical, statistical methods which are needed to analyse and cope with problems in economics.								
<i>Skills:</i>								
Student will be qualified for plannig and oragnizing programmes and for allocating resources, making professional proposals, drawing conclusions utilizing developed mathematics.								
<i>Attitude:</i>								
Student should be more cooperative in solving problems from every field of economics. Students become opened to the innovative and scientific approaches and sensitive to the new features.								
<i>Autonomy and responsibility:</i>								
Students will be able to plan economic processes and to control purchasing and marketing processes. Students will be able to take responsibility for their decision.								
Course content , topics:								
<p>The semester starts with the theory of sets and algebraic preliminaries like rules of fractions, exponents, Cartesian coordinate system, straight lines. Next we discuss classifications and characteristics of one-variable functions regarding plotting and basic function types including exponential and logarithm functions and algebra of functions. We deal also with some financial mathematics like amount of investment, rate of interest, present value, compound interest and geometric and arithmetic series. A special emphasis will also be placed on solving practical problems using multiple equations and inequalities. Trigonometrics and the fundaments of statistics will also be discussed and covered.</p>								
Learning methods:								
<p>Seminars were made by solving problems and further explanations will be made on the whiteboard. During the seminars the mathematical softwares will be used: Winplot for representing functions in 2D,3D and for nonlinear and polynomial fit. Microsoft excel will be used for other operations and solving multiple linear equation systems. Regarding calculus and analysis Wolfram Alpha will be presented. Online multiple choice questions are available through the elearning system which could help practicing for the exams.</p>								
Assessment								
<p>The attendace on every lecture and practice is compulsory for the students as the different topics are built upon one another. A catalogue is being made during the lectures and seminars. Each student MUST SIGN the form and should not miss more than 3 occasions. Each student should get a practical grade which will be based on the midterm and endterm tests (work problems and multiple choice questions). The practical grade will be written in the Neptun System till the end of the learning period. In order to fulfil the subject every student should receive a signature which has two conditions. There should not be more than 3 uncertified absence from the courses and 20 percent should be obtained from the total score of the two tests. Evaluation in the learning period will be made mainly according to the results of the midterm (in the 5th week) and endterm (in the 10th week) tests written on the seminars In case the final score from both tests reaches at least the half of the obtainable total the student gets a passing practical grade</p>								



between 2 and 5. In case the final score from both tests is between 20 and 50% of the obtainable total the student gets a fail grade. Those students who were not able to obtain a passing grade during the learning period or would like to improve the result, will be given 2 extra chances during the examining period. In case the student has already obtained a grade but would like to better the results, the better result will be valid. This means that there is no place for spoiling the accomplished result even if the second grade is worse than that. In case a student should take an exam, the evaluation will be based ONLY on the performance on the exams.

**Compulsory readings:**

E. Haeussler – R. Paul – P. Wood (2014): Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th edition, Pearson, UK, ISBN: 978-1-29202-114-0

**Recommended readings:**

R.J. Harschbarger – J.J. Reynolds (2015): Mathematical application for Management, Life and Social Sciences, Brooks/Cole, USA, Belmont, CA, ISBN: 978-1305108042

S.T. Tan (2016): Applied Mathematics for Managerial, Life and Social Sciences, Cengage Learning, USA, Stamford, ISBN: 978-1-285-46464-0

K. Sydaster – P. Hammond (2016): Essential Mathematics for Economics Analysis, Pearson Education, UK, ISBN: 978-1-292-07465-8

M. Spiegel – J. Schiller – A. Srinivasan (2001): Probability and Statistics, McGraw Hill, USA, ISBN: 0-07-139838-4 159 pages

S. Warner – S. R. Costenoble (2007): Finite Mathematics and applied calculus, Thomson Higher Education, USA, Belmont, CA, ISBN: 0-495-01631-4 1252 pages

## Syllabus

Wee k	Topics
1.	Algebraic preliminaries: fractions, radicals, rational, quadratic, exponential, logarithm expressions, factor polynomials, sequences
2.	Functions and graphing: major function types and plotting
3.	Trigonometric functions, trigonometry, radians and degrees, positive and negative angles, converting degrees to angle, determining angle
4.	Linear equations, lines and practical problems
5.	Linear inequalities and graphing
6.	Linear equation systems and practical problems
7.	Exponential and logarithm functions
8.	Financial Mathematics (percentages, ordinary annuities, compounding interest)
9.	Basic statistics: mean, median, mode, variance, relative frequency histogram
10.	Summary

Course title:	Hungarian:		Filozófia				Code:	GT_AKMNE011-17
	English:		Philosophy					
Institute:			Faculty of Economics and Business,					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	0	Exam	3	English
Responsible instructor			name:		Dr. Lajos Horváth		post	Senior Lecturer
Instructor			name:				post	
Course goals:								
The aim of the course is to represent the main intellectual traditions of western modern philosophy and to discuss a few contemporary philosophical issues. A general aim of the course is to develop analytic skills and critical thinking. Examining philosophical problems provide the opportunity to reflect to our current understanding of reality, language, mind and the overall interrelations between these fields of inquiries.								
Competences:								
Knowledge: The course aims to introduce students to the main tenets of the western history of philosophy and examines contemporary philosophical problems.								
Capabilities: The course enables students to think through the issues occurring in philosophical thinking. The students will gain a general overview of philosophical concepts and arguments that enables them to examine a specific problem form different angles. The course aims to improve the students' analytic and critical skills.								
Autonomy, responsibility:								
The students will gain an overview of western philosophical thinking and its relation to societal changes and natural sciences. The students will understand the aims and methods of philosophical thinking and by means of textual analysis acquire an interpretative skill. Philosophy facilitates independent and critical thinking, and these skills can be employed in other academic studies as well.								
Course content, topics:								
The course examines and explains the main branches of philosophical thinking. It consists of introductory lectures concerning antique and modern philosophy, philosophy of science, epistemology, and ethics. The second half of the course examines the main contemporary critiques of the modern conception of consciousness and introduces the fields of contemporary mind sciences as well.								
Learning methods:								
The lectures will consist of interpretations and discussions of basic philosophical ideas. The compulsory readings and written instructions will be available on the <i>e-learning webpage</i> of the course.								
Assessment								
The assessment will consist of a written exam (i.e., a multiple-choice test). The students must read the compulsory texts and the written exam will consist of questions concerning the main ideas discussed in the lectures and the texts.								
Compulsory readings:								
<ul style="list-style-type: none"><li>Susan Blackmore: Egos, bundles, and theories of self. In Blackmore, S. (Ed.), <i>Consciousness: An Introduction</i> OUP, New York, 2018. (pp. 435-463)</li><li>Thomas Dixon: <i>Science and Religions – A Very Short Introduction</i>. Oxford: OUP, 2008.</li><li>Stephen Mumford: <i>Metaphysics – A Very Short Introduction</i>. Oxford: OUP, 2012.</li><li>Jennifer Nagel: <i>Knowledge – A Very Short Introduction</i>. Oxford: OUP, 2014.</li><li>Gray Gutting: <i>Foucault – A Very Short Introduction</i>. Oxford: OUP</li><li>Edward Craig: <i>Philosophy – A Very Short Introduction</i>. OUP, Oxford. 2012.</li></ul>								
Recommended readings:								
Anthony Kenny: <i>A New History of Western Philosophy</i> . Oxford: OUP, 2010.								

### Syllabus

Wee k	Topics
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1.	Introduction to philosophy LO: To gain a general overview about the aims of philosophical thinking.
2.	Philosophy and the early modern period LO: Short introduction to the rationalist enterprise of modern philosophy.
3.	Philosophy and the modern age LO: To give an outline about modern thinking with respect to societal and scientific changes.
4.	The question of knowledge and language LO: To give an introduction into the philosophy of language and epistemology.
5.	Philosophy and science LO: To gain an overview about the relation between philosophical thinking and science.
6.	The crisis of modern and the postmodern LO: A discussion regarding skepticism and relativism in our contemporary worldview.
7.	The narrative of western ethics LO: In this lecture we examine and criticize the basic ethical tenets of western world.
8.	The early modern concept of mind LO: To represent the early modern conception of mind as a theatre and to discuss the problem of representation.
9.	The doctrine of the ghost in the machine LO: The overview of the critique of the notion of the mind from the angle of philosophy of language.
10.	Mind body dualism and its ramifications LO: To scrutinize the contemporary critiques of dualist worldview.
11.	Consciousness and animal minds LO: An introduction to the heated debates of contemporary consciousness studies.
12.	Philosophical problems of artificial intelligence LO: To discuss the short history of the relation of human and machine intelligence.
13.	The problem of the self LO: To give a skeletal outline of the basic notions of the self.
	Overview and discussion. Sample test presentation. LO: To summarize the outcome of the course. Sample test presentation.

\*LO learning outcomes

Course title:		Hungarian:		Szociológia		Code:	GT_AKMNE013-17	
		English:		Sociology				
Institute:				Institute of Sports Economics and -management				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
	X	per week	2	per week	0	colloquium	3	English
		per semester	0		0			
Responsible instructor			name:	Dr. Szabados György Norbert			post	associate professor
Course goals:								
The objective of the course is to get students familiar with the discipline of sociology, its terms, international history, research methodology. Moreover, students of the course will get an insight into specific fields of sociology (such as demography, social stratification, poverty, etc.)								
Competences:								
Knowledge: Possesses the basic, comprehensive definitions, theories, facts and relationships of national and international economy, in relationship with the relevant economic actors, functions, and processes.								
Capabilities: Organizes economic activities, projects, manages and controls a smaller scale enterprise, organization. By the application of learnt theories and methods, he/she reveals facts and basic relationships, moreover, organizes and analyses, defines private consequences, critical notices. He/she prepares suggestions for the preparation of decisions, and makes decisions at familiar and non-familiar (on national and international level) circumstances.								
Attitudes: Sensitive for the acceptance of novel information, new technical knowledge, methodology, and open to new tasks, responsibilities requiring cooperation.								
Autonomy, responsibility: Takes responsibility regarding meeting rules, technical, legal, ethical norms related to the work and behavior.								
Course content , topics:								
Sociology and social sciences. Definitions, approaches, theories. The history of sociology. The practice of social research. The sociology of specific fields (such as demography, social stratification, poverty, family, etc.)								
Learning methods:								
In the framework of the course lectures are held weekly. Based on its slides, together with the introduced professional literature, the students will prepare for the colloquium individually by learning.								
Assessment								
Colloquium (written exam).								
Compulsory readings:								
Ferrante, J. (2011): Sociology-A global perspective. 7 <sup>th</sup> Ed. Wadsworth Cengage Learnig, Belmont, USA.								
Recommended readings:								
Henslin, J.M. (2009): Essentials of Sociology. A Down-to-Earth Approach. Pearson, Boston.								
Giddens, A. –Sutton, P.W. (2021): Sociology. 9 <sup>th</sup> Ed. Polity Press, Maldon, USA.								

## Syllabus

<b>Week</b>	<b>Topics</b>
1.	Sociology and social sciences, society. Definitions, approaches. I. LO: Students will acquire most important findings of the lecture.
2.	Sociology and social sciences, society. Definitions, approaches. II. LO: Students will acquire most important findings of the lecture.
3.	History of sociology (Saint-Simon, Comte, Weber, Spencer, Durkheim, Veblen, Marx) LO: Students will acquire most important findings of the lecture.
4.	History of sociology (Parsons, Merton, Frankfurt School, Elias, Aronson, Riesman, Mills) LO: Students will acquire most important findings of the lecture.
5.	Postmodern theories I. (Giddens, Berger, Beck) LO: Students will acquire most important findings of the lecture.
6.	Postmodern theories II. (Ritzer, Hradil, Schulze) LO: Students will acquire most important findings of the lecture.
7.	Sociology and Hungary. LO: Students will acquire most important findings of the lecture.
8.	The practice of social research. Approaches, concepts. LO: Students will acquire most important findings of the lecture.
9.	The practice of social research. Qualitative approaches. LO: Students will acquire most important findings of the lecture.
10.	The practice of social research. Quantitative approaches. LO: Students will acquire most important findings of the lecture.
11.	The sociology of family. LO: Students will acquire most important findings of the lecture.
12.	Demographic issues. LO: Students will acquire most important findings of the lecture.
13.	The sociology of poverty I. LO: Students will acquire most important findings of the lecture.
14.	The sociology of poverty II. LO:- Students will acquire most important findings of the lecture.

Course title:	Hungarian:		Számvitel				Code:	GT_AKMNE005-17
	English:		International Financial Accounting I					
Institute: Accounting and Finance			Faculty of Economics and Business					
Prerequisites: -			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week		per week		5	English	
x		2		2				
Responsible instructor				name:	Ildikó Orbán Mrs. Tamás Dékán		post	associate professor
Instructor				name:			post	
Course goals:								
The main purpose of this subject is to provide insights into the impact of financial accounting in an international environment.								
Competences:								
Knowledge:								
The subject will provide students with an international perspective on financial accounting including theory, practice, and its applications under International Financial Reporting Standards (IFRS).								
Capabilities:								
Students will be able to understand the information presented in financial statements prepared under International Financial Reporting Standards (IFRS). Nevertheless, students will become capable of accounting for several business transactions and preparing different financial statements or extracts.								
Attitudes:								
Students will accept the importance and necessity of financial reporting and accounting under IFRS.								
Autonomy, responsibility:								
Students will become responsible for improving their knowledge in financial and corporate reporting.								
Course content , topics:								
The course will provide students with an international perspective on financial accounting including theory, practice, and its applications under <b>International Financial Reporting Standards (IFRS)</b> . Primary areas of study include definition and principles of accounting and double entry bookkeeping, recognition and measurement of assets, liabilities, and equity, the impact of economic transactions on different financial statements, the definition and recognition of revenue and income, accounting policies, general and special journals, the accounting cycle, and the process of preparation of different financial statements. Nevertheless, students will be introduced into several financial reporting issues under IFRS.								
Learning methods:								
Explaining the provisions of International Financial Reporting Standards (IFRS) through illustrative examples.								
Assessment								
Signature: More than 3 missed seminars are not allowed.								
Written exam with theoretical and practical examples, tests, essays (50% - 2, 62,5% - 3, 75% - 4, 87,5%- 5)								
Compulsory readings:								
David Alexander and Christopher Nobes: Financial Accounting: An International Introduction, Prentice Hall, 2016, 6 <sup>th</sup> Edition, <b>chapters 1, 2, 3, 6, 8, 9, Appendix A</b>								
Conceptual Framework for Financial Reporting 2010 (the IFRS Framework) approved by the IASB, the Framework is available at <a href="http://www.ifrs.org/News/Press-Releases/Documents/ConceptualFW2010vb.pdf">http://www.ifrs.org/News/Press-Releases/Documents/ConceptualFW2010vb.pdf</a>								
Related International Accounting Standards/International Financial Reporting Standards: IAS 1, IAS 7, IAS 8, IAS 10, IAS 16, IAS 33, IAS 38, IAS 40, IFRS 5, IFRS 8								
the standards are available at <a href="http://www.ifrs.org/IFRSs/Pages/IFRS.aspx">http://www.ifrs.org/IFRSs/Pages/IFRS.aspx</a> (free registration required)								

Study materials, illustrative examples, solutions provided by the instructor in the classes (They will be uploaded to the Moodle system)

### Recommended readings:

*Clyde P. Stickney, Roman L. Weil, Katherine Schipper, and Jennifer Francis*: Financial Accounting: An Introduction to Concepts, Methods and Uses, South-Western Cengage Learning, 2010

*Barry J. Epstein and Eva K. Jermakowicz*: Wiley IFRS: Interpretation and Application of International Accounting and Financial Reporting Standards 2010, Wiley, 2010

*Thomas R. Ittelson*: Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, Career Press, 2010

## Syllabus

Week	Topics
1.	Introduction. The context of accounting, basic requirements. The purposes and users of accounting. Fundamentals of financial accounting LO: Students will be able to understand the fundamentals of financial accounting
2.	Basic financial statements, statement of financial position, statement of profit or loss, statement of cash flows LO: Students will be able to understand the basic financial statements
3.	Introduction to International Accounting Standards/International Financial Reporting Standards, the IASB's Conceptual Framework LO: Students will be able to understand the structure and governance of the IFRS Foundation
4.	The double-entry bookkeeping system. Journals, journalizing and posting transactions, adjusting and closing procedures, composition of financial statements LO: Students will be able to understand the the double-entry bookkeeping system
5.	The contents of financial statements, statement of financial position, comprehensive income (CI) other comprehensive income (OCI). LO: Students will be able to understand the the contents of financial statements under IFRS
6.	The contents of financial statements, statement of changes in equity, statements of cash-flows, Notes LO: Students will be able to understand the the contents of financial statements under IFRS
7.	Events after the reporting period, accounting policies LO: Students will be able to understand the definitions and significance of reporting period, events after reporting period, accounting policies
8.	Earnings per Share (EPS) LO: Students will be able to understand how Earnings per Share is calculated under IFRS
9.	Operating Segments LO: Students will be able to understand how operating segments are disclosed under IFRS
10.	Non-current Assets Held for Sale and Discontinued Operations LO: Students will be able to understand the accounting treatment of Non-current Assets Held for Sale and Discontinued Operations under IFRS
11.	Financial reporting issues, recognition of assets and liabilities, revenues/expenses. LO: Students will be able to understand the recognition of assets, liabilities and revenues/expenses under IFRS
12.	Measurement of the elements of financial statements. Accounting for property, plant and equipment: recognition and initial measurement LO: Students will be able to understand the measurement of the elements of financial statements under IFRS
13.	Depreciation of cost of assets. Measurement subsequent to initial recognition under IFRS LO: Students will be able to understand the depreciation of cost of assets
	Investment properties LO: Students will be able to understand the accounting treatment of investment properties under IFRS

\*LO learning outcomes

Course title:		Hungarian:		Matematika II.		Code:	GT_AKMNE014-17	
		English:		Mathematics II.				
Institute:				University of Debrecen Faculty of Business Economics, Institute of Methodology and Business Digitalization				
Prerequisites:				Mathematics I.		Code:	GT_AKMNE001-17	
Division		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Daytime	x	per week	2	per week	2	Exam	5	English
Correspondent		Semiannually	28	Semiannually	28			
Responsible instructor				Name:		Dr. Sándor Kovács	post	associate professor
Instructor				Name:		-	post	-
Course goals:								
Math is an integral part of our daily life and has a great practical value. This subject attempts to illustrate this viewpoint with an applied approach. My objective is to motivate students using their knowledge in their every day life. Problem solving approach is stressed throughout the whole course. In order to reach that goal every new concept and definition will be illustrated by numerous real-life examples and concrete appropriate applications. Special emphasis is placed on helping students to solve and interpret their own problems. Mathematical concepts covered by our course is well connected with each other. One of the major issues of mathematics is the modelling approach. I must strive to develop skills to translate and convert real-life problems into mathematical models. Main topics: functions of several variables, matrix algebra, definite integration, probability counting, markovian chains.								
Competences:								
Knowledge:								
Students should get acquire the mathematical, statistical methods which are needed to analyse and cope with problems in Rural Development and Agriculture.								
Skills:								
Student will be qualified for planning and organizing Rural Development programmes and for allocating resources, making professional proposals, drawing conclusions.								
Attitude:								
Student should be more cooperative in solving problems from the field of Rural Development and Quality Assurance. Students become opened to the innovative and scientific approaches and sensitive to the new features.								
Autonomy and responsibility:								
Students will be able to plan economic processes and to control purchasing and marketing processes								
Course content , topics:								
Definite integrals								
Matrix Algebra								
Functions of Several variables								
Combinatorics								
Probability counting								
Markov Chains.								
Learning methods:								
The theoretical background should be taught on the lectures, the translation of theory into practice happens on the seminars. Each and every topic involves special work problems and the tests include only these work problems and not the definitions and theorems of the lectures. Students should write two test from the work problems that were solved during the seminars. For fitting functions to the Data PAST software is used. Problem solving on the seminars requires individual work from the students and the use of calculator.								
Assessment								
The attendance on every lecture and practice is compulsory for the students as the different topics are built upon one another. A catalogue is being made during the lectures and seminars. Each student MUST SIGN the form and should not miss more than 4 occasions. Each student could get a recommended grade which will be based on the midterm and endterm tests (work problems and multiple choice questions). In order to fulfill the subject every student should receive a signature which has two conditions. There should not be more than 4 uncertified absence from the courses and from the lectures and 20 percent should be obtained from the total score of the two tests. Evaluation in the learning period will be made mainly according to the results of the midterm (in the 8th week) and endterm (in the last week) tests written on the seminars but the students could gather extra points by solving tests for plus points. The								



lecturer will provide at least 10 tests for plus points and if a student solves them 100% correctly or only one question per test was wrong, he/she will obtain one point after the tests. This means that if a student solves all 10 tests 100% correctly (or made only 1 mistake per test), he/she will obtain 10 plus points. In case the final score from both tests reaches at least the half of the obtainable total the student gets a passing recommended grade between 2 and 5. In case the final score from both tests is between 20 and 50% of the obtainable total the student has to take an exam. Those students who were not able to obtain a passing recommended grade during the learning period or would like to improve the result, will be given 3 chances during the examining period. In case the student has already obtained a grade but would like to better the results, the better result will be valid. This means that there is no place for spoiling the accomplished result even if the second grade is worse than previous one. In case a student should take an exam, the evaluation will be based ONLY on the performance on the exams.

#### Compulsory readings:

E. Haeussler – R. Paul – P. Wood (2014): Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th edition, Pearson, UK, ISBN: 978-1-29202-114-0

#### Recommended readings:

R.J. Harschbarger – J.J. Reynolds (2015): Mathematical application for Management, Life and Social Sciences, Brooks/Cole, USA, Belmont, CA, ISBN: 978-1305108042

M. Spiegel – J. Schiller – A. Srinivasan (2001): Probability and Statistics, McGraw Hill, USA, ISBN: 0-07-139838-4

S. Warner – S.R. Costenoble (2007): Finite Mathematics and applied calculus. Thomson Higher Education, USA, Belmont, CA, ISBN: 0-495-01631-4

## Syllabus

Wee k	Topics
1.	LO: Definite Integrals I: Rules of Integral calculus, Fundamental theorem of calculus, Area Under Curve
2.	LO: Definite Integrals II: Applications in business economics: continuous income streams, consumers' surplus
3.	LO: Matrix Algebra: Matrix operations and its practical applications
4.	LO: Matrix Algebra II: Gauss-Jordan elimination for solving systems of linear equations
5.	LO: Matrix Algebra III: Solving Leontief I/O models, Game theory problems
6.	LO: Functions of several variables I: 3 dim spaces and graphing, determination of the domain of a function with several variables
7.	LO: Function of several variables II: Partial derivatives, maximum and minimum of multivariable functions
8.	Mid-term exam week
9.	LO: Function of several variables III: Cobb-douglas function, Supplementary commodities, finding the maxima and minima of multivariable functions, Lagrange multiplier
10.	LO: Combinatorics: Permutation and combinations, Poker hands and other problems
11.	LO: Introduction to probability counting: Probability, estimated probability, odds, odds ratio
12.	LO: Classic and geometric probability: application of the classic and geometric definition to real-life problems
13.	LO: Conditional probability and probability of multiple independent events: Application of conditional probability to real-life problems
14.	LO: Probability trees and Bayes rule: application of Bayes's theorem in marketing, trading, economics

\*LO learning outcomes

Course title:		Hungarian:		Mikroökonómia		Code:	GT_AKMNE016-17	
		English:		Microeconomics				
Institute:				Institute of Economics and World Economy				
Prerequisites:				Introduction to economics Mathematics I.		Code:		
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	2		5	English
Responsible instructor				name:	Andrea Karcagi-Kováts		academic position	senior lecturer
Instructor				name:			academic position	
Course goals:								
The course is aimed at making students familiar with the basic concepts of microeconomic analysis. Particularly, the course will be focused on the analysis of how economic actors, consumers and firms, choose between different alternatives. By the end of the course, student should be able to use the basic tools and models of microeconomics, and apply them in solving problems.								
Competences:								
Knowledge: a comprehensive and fundamental knowledge of the concepts, theories, facts, national and international relations of economics with regard to relevant economic players, functions and processes.								
Capabilities: plan and organize economic activities and projects, manage and control small enterprises or economic operators. By applying principles and methods studied, they will explore, systematize and analyze facts and essential links; draw conclusions independently and make critical comments, prepare proposals for decision-making, bring decisions in a routine and also partly unknown - national or international - environment.								
Attitudes: They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.								
Autonomy, responsibility:								
They will take responsibility for their analyses, conclusions and decisions.								
They will take responsibility for the development and justification of professional viewpoints.								
They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.								
Course content , topics:								
Principles of microeconomics, Demand-Supply and equilibrium, Price elasticity, Consumer preferences, budget constraint and consumer choice, individual demand, Consumer surplus, Production theory, Cost functions, Perfect competition, Monopoly								
Learning methods:								
Lectures, seminars, calculations, graphical illustrations								
Assessment								
The exam is a written test which will be evaluated according to the following grading schedule:								
0 - 50% – fail (1)								
51% - 63% – pass (2)								
64% - 75% – satisfactory (3)								
76% - 86% – good (4)								
87% - 100% – excellent (5)								
Compulsory readings:								
Perloff, Jeffrey M. (2015): Microeconomics. Seventh Edition, Pearson Education Limited.								
Recommended readings:								
Besanko, David – Breatigam, Ronald R.: Microeconomics. Third Edition (International Student version). John Wiley and Sons, Inc., New York, 2008.								
Besanko, David – Breatigam, Ronald R.: Microeconomics. Study Guide. Third Edition. John Wiley and Sons, Inc.,								

New York, 2008.

Varian, H. R. (2009). Intermediate Microeconomics: A Modern Approach. Eighth Edition. W. W. Norton & Company, Inc.

Bergstrom, TH. C., Varian, H. R. (2010). Workouts in Intermediate Microeconomics: for Intermediate Microeconomics: A Modern Approach, Eighth Edition. W. W. Norton & Company, Inc.

### Syllabus

Week	Topics
1.	Principles of microeconomics, equilibrium analysis LO: Opportunity cost, optimisation, models
2.	Demand, supply, and equilibrium, Price elasticity and other elasticities LO: Demand, Supply, Price elasticity
3.	The budget constraint LO: Income, marginal rate of transformation, opportunity set
4.	Consumer preferences and utility LO: Indifference curves, marginal rate of substitution, marginal utility
5.	Consumer choice LO: constrained optimisation, interior solution, corner solution
6.	Individual demand curve and Engel curve LO: price-consumption curve, individual demand, income-consumption curve, Engel curve
7.	Management and owner of firms, Economic cost, Production LO: profit maximisation, explicit and implicit costs, production function, short-run, long-run
8.	Short-run production, Returns to scale LO: average product of labour, marginal product of labour
9.	Cost functions LO: marginal cost, long-run cost, economies of scale
10.	Perfect competition I. LO: Criteria of the model, price-takers, break-even point, shut-down decision
11.	Perfect competition II. LO: supply curve, industry in the long run
12.	Consumer and producer welfare LO: consumer surplus, producer surplus
13.	Monopoly LO: marginal revenue, market power, entry barriers, natural monopoly, deadweight loss
	Summary LO: synthesis

\*LO learning outcomes

Course title:		Hungarian:		Üzleti Gazdaságtan		Code:	GT_AKMNE017-17	
		English:		Business Economics				
Institute:				Faculty of Economics and Business, Institute of Applied Economics Sciences				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full-time	x	per week	2	per week	1	E	4	English
Responsible instructor				name:		Dr. Nábrádi András	post	Professor
Instructor				name:			post	
Course goals:								
This course is preparing the students - working later as senior leaders - for the economic issues used in everyday life, providing them with a summary of economics. Topics covered by the leaders are regularly encountered on a daily basis. With their acquired knowledge, they are able to analyze, make decisions and manage the workflows of the competitive sector and public sector organizations. They are able to recognize, analyze and solve emerging problems.								
Competences:								
Knowledge:								
<ul style="list-style-type: none"><li>- He has mastered the concepts, theories, processes and characteristics of the micro and macro levels of economics and economics, and knows the key economic facts.</li><li>- He owns the modern methods of problem recognition, formulation and solution, information gathering and processing, and knows their limitations.</li><li>- Know the planning and management rules of a business, organization, and project.</li><li>- Acquired basic (functional) practical methods and solutions in the areas relevant to the training, as well as the possibilities of using them.</li></ul>								
Capability:								
<ul style="list-style-type: none"><li>- Formulate independent new conclusions, original thoughts and ways of solving, capable of applying demanding analytical, modeling methods, developing strategies for solving complex problems, making decisions, in changing domestic environments and in organizational culture.</li><li>- Practical knowledge, after having gained experience, is able to run a medium-sized and large-scale enterprise, a complex organizational unit, is able to provide a comprehensive economic function in an enterprise organization, to plan, manage and manage complex management processes.</li><li>- Knowledge, skills and skills for continuous, lifelong development.</li></ul>								
Attitude:								
<ul style="list-style-type: none"><li>- Has a critical attitude towards the work and behavior of one's own and the subordinates, is innovative and proactive in dealing with economic problems.</li><li>- Open and inclusive to new results in economics and practice.</li><li>- It is characterized by a cultured, ethical and objective attitude towards the person and the social problems.</li><li>- It seeks to develop its knowledge and working relationships, and encourages, supports and supports its employees and subordinates.</li><li>- He is committed to his profession, knows and undertakes its core values and norms, and strives for their critical interpretation and development.</li><li>- Through his professional work he is driven by the desire for curiosity, knowledge of facts and relationships.</li></ul>								
Autonomy and Responsibility:								
<ul style="list-style-type: none"><li>- It selects and applies the relevant problem solving methods independently in areas of organizational policy, strategic and management importance, and independently carries out economic analysis, decision-making and advisory tasks.</li><li>- Establishes, organizes and manages a larger enterprise or a larger organization or organizational unit independently.</li><li>- Examine, assume and manage the responsibility that results obtained through analysis and more practical procedures depend on the method chosen.</li><li>- Your work is characterized by the consideration and consideration of economic and non-economic consequences when formulating professional issues.</li></ul>								
Course content , topics:								
Capacity utilization and economies of scale, analysis of financial investments, complex assessment of								

<p>investments, balance analysis from managerial point of view, analysis of investment loan business plan according to the criteria of different banks, corporate asset valuation, management marketing, tax optimization, organizational development, competitiveness and sustainability, economic effects of introducing corporate governance, economic effects of quality management, economic effects of quality management.</p>	
<p><b>Learning methods:</b></p> <p>In the lectures and seminars the students are involved in the processing of the individual topics. By discussing practical examples, we try to deepen our knowledge further. Possibility of consultation.</p>	
<p><b>Assessment</b></p> <p><b>Conditions for obtaining a signature:</b></p> <ul style="list-style-type: none"> <li>- Compulsory seminar attendance (max. 3 absences)</li> <li>- Problems related to the theoretical material presented at the lecture will be solved in the exercises, so the material of the lecture must be known.</li> <li>- In the context of lecture topics, students should be given a lecture, during which the students will deepen their understanding of a particular professional issue and present it through a practical example. (30%)</li> <li>- At the end of the semester 1 compulsory practical exam. (70%)</li> <li>- To obtain the signature, you must reach at least 60% of the above.</li> </ul> <p><b>How to check:</b></p> <p>To obtain a colloquium grade (K):</p> <p>During the exam period the students pass a written exam.</p> <p><b>Evaluation:</b></p> <p>Under 59%: (1) fail  60-69%: (2) satisfactory  70-79%: (3) medium  80-89%: (4) good  90-100%: (5) excellent</p>	
<p><b>Compulsory readings:</b></p> <ol style="list-style-type: none"> <li>1. Nickels, William G. – McHugh, James M. – McHugh, Susan M. (2008): Understanding Business. Eighth edition, McGraw-Hill/Irwin, New York, selected parts. (Available at the Social Sciences Library.)</li> <li>2. Paul G. Keat – Philip K.Y. Young: Managerial Economics: Economic Tools for Today's Decision Makers. Pearson, 2014.</li> </ol> <p><b>Recommended readings:</b></p> <p>Related articles of The Economist, BusinessWeek and the Financial Times, etc.</p>	

## Syllabus

Week	Topics
1.	Theoretical foundation LO: Reviving the theoretical foundations.
2.	Economic psychology and economics LO: Overview of basic economic calculations
3.	Microeconomic basics LO: Interpretation of basic microeconomic functions
4.	Capital market pricing LO: Keeping market portfolios
5.	Cash flows and capital costs LO: Calculation of NPV
6.	Taxes and cash flows LO: Practical questions of capital cost determination
7.	Harmonizing cash flows and capital costs LO: Cash flow for a given year
8.	Corporate Property Valuation (Goodwill, Brand and Brand Value) LO: Methodology for Determining Corporate Property Value.
9.	Economic analyzes LO: Interpretation of various economic indicators

10.	Financial options LO: European and American options
11.	Investment Theory LO: Capital Market Efficiency
12.	Economic effects of organizational development; Financial and Economic Impact of HR Management. LO: Optimizing your wage management is its potential.
13.	Analyzing and controlling corporate production. Efficiency. LO: Optimizing company production.
14.	Economic, social and ecological aspects of competitiveness and sustainability. LO: Economic aspects of social responsibility.

\*LO learning outcomes

Course title:		Hungarian:		Pénzügytan		Code:	GT_AKMNE018-17		
		English:		Finance					
Institute:				Faculty of Economics and Business, Department of Accounting and Finance					
Prerequisites:							Code:		
Training type		Classes per week				Requirement	Credit	Language of instruction:	
		Lecture(s)		Seminar(s)					
Full time	X	per week	2	per week	2	Exam	4	English	
Correspondence		per semester	28	per semester	28				
Responsible instructor				name:		Balázs Fazekas, PhD		post	senior lecturer
Instructor				name:				post	
Course goals:									
In Finance Students get acquainted with the basic concepts of money and the time value of money, the financial system, money and capital markets, banking system, payment methods, stock exchanges and the major securities.									
Course content , topics:									
During the course Students get acquainted with money and time value calculation, the money and capital markets, financial intermediation and the major financial intermediaries, banking system and bank services, financial system, securities and stock exchange.									
Learning methods:									
Students need to process the topics discussed on the lectures at home as well. The understanding of the topics is helped by various calculation based practical exercises. Students have access to various e-learning systems.									
Assessment									
Requirements for getting the signatures:									
Requirement for getting the signature is the regular attendance of seminars in accordance to the Statue of Teaching and Examination and the Ethical Code of UD. Based on the Statue of Teaching and Examination the number of absences cannot exceed 3 occasions, otherwise the signature is denied.									
Learning materials:									
In the e-learning course the lecturers publish the learning materials of lectures and seminars. The workload of lessons and home learning is approximately 50-50%, the materials for home learning are given in compulsory readings.									
Grading system:									
Exam opportunities:									
For passing the course the requirement is to take a successful exam. Exam dates will be published for every week during the exam period. The limit of exams is 1.5 times the number of Students who are entitled for taking the exam. The exam dates will be published in the Neptun for the Students in the final week of the term-time. After that the limits won't be extended and further exam dates won't be published. Only those Students are entitled for participating on the exam, who registered for the given exam in the Neptun. Based on the Statue of Teachings and Examination if the number of Students registered for the exam is below 10 the teachers are not liable to keep the exam.									
Topics and structure of tests:									
Exams cover all the topics of the semester. Tests are electronic written tests via the official e-learning site of UD. Tests include theory and practical questions in 50-50% ratio. The questions are connected to the topics of lectures and seminars and to the compulsory readings.									
Evaluation of tests:									
Exam grade is given based on the score of the test. (Theory and practical parts have 50-50% in evaluation, but there is no minimum requirement for the theory or the practical part alone, the final score is the average of the theory and practical parts.) Based on test score the grades are the following:									
under 60%: 1, fail									
60-69%: 2, pass									
70-79%: 3, satisfactory									
80-89%: 4, good									

90-100%: 5, excellent

Teachers and Students must follow the guidelines in every situation the UD's Statue of Teaching and Examination and its Ethical Code.

**Compulsory readings:**

Topics of the lectures and seminars.

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance I – Time value of money and the basics of the valuation of securities. University of Debrecen, Debrecen

Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance II – Investment decisions. University of Debrecen, Debrecen

Fazekas, B. (2021): Fundamentals and Case Studies of Financial Markets I. University of Debrecen. Debrecen

Fazekas, B. (2021): Fundamentals and Case Studies of Financial Markets II. Debreceni Egyetem. Debrecen

**Recommended readings:**

Titman, Sharidan- Keown, A. J., Martin J. D. (2010): Financial Management. Principles and Applications – 11th edition- ISBN – 13: 978-0-13-217422-0

Mishkin, Frederic S. (2013): The economics of money, banking, and financial markets) 10th edition, (The Addison-Wesley series in economics), ISBN 0-321-12235-6



### Syllabus

Week	Topics
1.	Syllabus. Money: functions and evolution. Modern money, inflation, exchange rates. I. LO: The Students understand the economic relevance of money and its role in the economy.
2.	Syllabus. Money: functions and evolution. Modern money, inflation, exchange rates. II. LO: The Students understand the economic relevance of money and its role in the economy.
3.	Principles of time value of money and future value LO: The Students understand the basic principles of time value.
4.	Present value and interest rates LO: Students understand basic time value calculations.
5.	Annuities LO: Students can value cash flow streams.
6.	Financial markets, financial intermediaries LO: The Students understand the logic of financial markets and financial intermediation.
7.	Banking and monetary policy I. LO: The Students understand the basics of monetary policy and banking system.
8.	Banking and monetary policy II. LO: The Students understand the basics of banking services.
9.	Basics of securities LO: The Students understand the logic of securities markets. The Students are familiar with the major securities.
10.	Bonds. LO: Students understand bond markets.
11.	Shares LO: Students understand stock markets.
12.	Financial intermediaries LO: Students are familiar with financial intermediaries
13.	Stock Exchanges I. LO: Students understand the basics of trading with securities on open markets.
14.	Summary

\*LO learning outcomes

Course title:		Hungarian:		Kereskedelmi áruismeret		Code:	GT_AKMNE012-17	
		English:		Basics of Product Policy				
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	0	E	3	English
Responsible instructor				name:		Dr. András Fehér	post	Assoc. Professor
Instructor				name:			post	
Course goals:								
Provide students with a high level of understanding of the sorting of commercial goods, standards, quality and quality management from the point of view of consumers and business life, consumer protection, trademarks, labels, packaging, handling and storing of goods.								
Competences:								
<i>Knowledge:</i> Graduates will have acquired: a comprehensive and fundamental knowledge of the concepts, theories, facts, national and international relations of economics with regard to relevant economic players, functions and processes; a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; know how with respect to selling and trading activities and their legal and ethical requirements; a thorough knowledge of the operation and organization of trade companies, the key workflows and techniques of commercial activities; all the basic vocabulary of economics in English language.								
<i>Capabilities:</i> Graduates will follow and interpret processes in the world economy and international business, changes and their impacts in relevant professional policies and regulations concerning economic policies in the given professional areas; take all these into consideration in their analyses, proposals or decisions; be able to get a good understanding of the use of the typical online, printed technical literature of trade and marketing in English language; be able to use information communication tools orally and in writing in English language.								
<i>Attitudes:</i> For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork. They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.								
<i>Autonomy, responsibility:</i> They will be able to manage, organize and control organizational units, working groups and undertakings or small economic operators in business organizations, taking responsibility for the organization and employees. They will take responsibility for the development and justification of professional viewpoints.								
Course content , topics:								
Introduction, defining goods and commercial goods, some historical background, principles of sorting goods, defining quality, composition of quality, quality control, quality management, product safety, standards, quality assurance, labels, trademarks, consumer protection, packaging, handling, storing of goods.								
Learning methods:								
Lectures, in-class discussions								
Assessment								
Written exam in the examination session.								
Compulsory readings:								
<ul style="list-style-type: none"><li>Lecture slides (downloadable from Moodle)</li><li>Atiyah and Adams' Sale of Goods, 13/E ISBN-10: 1292009330 • ISBN-13: 9781292009339 ©2016 • Pearson • Paper, 632 pp Published 31 May 2016</li><li>Managing Quality: Integrating the Supply Chain, Global Edition, 6/E S. Thomas Foster ISBN-10: 1292154217 • ISBN-13: 9781292154213 ©2017 • Pearson • Paper, 480 pp</li></ul>								

Subject:		Hungarian:		Statiztika I.		Neptun-code	GT_AKMNE021-17	
		English:		Statistics I.				
University and Department				Institute of Methodology and Business Digitalization				
Preconditions:				Mathematics I.			Code:	GT_AGMNE010
Division		Number of lessons				Requirement	Credit	Language
		Lecture(s)		Seminar(s)				
Daytime	X	Weekly	2	Weekly	2	Practical exam	5	English
Correspondent		Semiannually		Semiannually				
Lecturer				Name:		Prof. Dr. Péter Balogh	Rank:	professor
<b>Purpose of the course:</b> The course introduces the basic statistical concepts and covers the procedures most frequently used in the descriptive analysis of cross-sectional and time-series data. The focus will be mainly put on the computation and interpretation of the most widely used statistical measures and some basic economic indicators that have importance in the socio-economic decision making process.								
<b>Required professional competences which are established and further enhanced on the merits of this subject</b>								
<i>Knowledge:</i> Students should get acquire the mathematical, statistical methods which are needed to analyse and cope with problems in Business and Economics.								
<i>Skills:</i> Student will be qualified for plannig and organizing business programmes and for allocating resources, making professional proposals, drawing conclusions.								
<i>Attitude:</i> Student should be more cooperative in solving problems from the field of Business and Economics. Students become opened to the innovative and scientific approaches and sensitive to the new features.								
<i>Autonomy and responsibility:</i> Students will be able to plan economic processes and to control purchasing and marketing processes								
<b>Short subject description and main topics:</b> The basic concepts of statistics; descriptive statistics: analysis of quantitative variables; stochastic relationships, graphical methods; sampling; estimation theory, point and interval estimation, basics of hypothesis tests.								
<b>Planned teaching activities and methods:</b> During the seminars we solve exercises of the book using SPSS for getting the solutions. Attending the lectures and the seminars are compulsory.								
<b>Evaluation:</b> The overall course grade will be based on the working on practices and the final computer exams.								
<b>Compulsory literature:</b> Anderson, Sweeney, Williams, Freeman and Shoesmith: Statistics for Business and Economics, Second edition, Cengage Learning EMEA, 2010. UK, 928. p. ISBN: 1408018101 Howitt, D. – Cramer D.: Introduction to Statistics in Psychology, 6/E Pearson, Harlow. 2014. 744. p. ISBN-13: 9781292000749								
<b>Recommended literature:</b> Field A.: Discovering Statistics Using SPSS (Introducing Statistical Methods), 5th Edition, SAGE Publications Ltd., London, 2017. 1104. p. ISBN-13: 9781526445780								

Weekly schedule	
1.	The statistical concepts and sub-areas. Statistical basic concepts of the population, criteria, parameters, sample. The statistical work phases. LO: The basic concepts of statistics. Data collection and utilization methods, data sources. Statistical opportunities in the Excel spreadsheet program. Functions and procedures, basic statistical operations.
3.	Sampling procedures, random sample, systematic error parameter. Databases. The criteria of a good database. Database design rules.

	LO: Independent and identically distributed samples, simple sample, stratified sample. Group of samples, non random sampling techniques, combined and artificial samples. Non-responses in the sample. Selection rate calculation.
5.	Levels of measurement data. Definition of the data for the different scales of measurement. Data Representations. LO: Definition of the data for the different scales of measurement. Creating and interpreting charts.
7.	Relative numbers. Correlations between the relative numbers LO: Distribution, coordination, comparative calculation of performance ratios. Determination of the intensity ratios.
9.	Central indicators: median, mode, mean. LO: Calculation of central indicators at different levels of measurement variables.
11.	Central values: arithmetic, geometric, harmonic, quadratic. Calculation of weighted averages. LO: Means (arithmetic mean and the main characteristics, other types of means and typical fields of application).
13.	The measures of variability: standard deviation, variance, range, absolute, relative differences in coefficient of variation, the relative coefficient of variation. LO: Calculation of dispersion from the population and sample.
15.	Measure of concentration, Lorenz curve. Herfindahl-Hirschman-index. Correlation between the concentration and dispersion. LO: The practice of concentration analysis.
17.	Indices LO: Basics of the calculation of the value-, price- and volume indices. The Laspeyres and Paasche indexes. Index relationships. The Fisher's indices.
19.	The normal distribution as a model. Distribution and density function. Skewness and kurtosis characterization. LO: Preparation of Normal Distribution. Analysis of density and distribution functions. Standardization. Calculation of skewness and kurtosis, practical interpretation.
21.	Standard values and regularities of normal distribution. Tests of normal distribution. LO: Standard values and regularities of normal distribution. Tests of normal distribution.
23.	One-sided asymmetrical and two-sided symmetrical probabilities. LO: One-sided asymmetrical and two-sided symmetrical probabilities.
25.	Student's t-distribution. The standard error of the mean. Confidence interval. Statistical hypothesis tests, non-parametric tests. Chi-square test. LO: Determination of standard error. Confidence intervals were calculated for different probabilities. Practical application of the confidence intervals. Independence testing, fit testing, homogeneity test. Chi-square tests.

\*LO learning outcomes

Course title:		Hungarian:		Menedzsment		Code:	GT_AKMNE022-17		
		English:		Management					
Institute:				Faculty of Economics and Business,					
Prerequisites:				-			Code:	-	
		Classes per week				Requirement	Credit	Language of instruction:	
		Lecture(s)		Seminar(s)					
	x	per week	2	per week	1	Exam	3	English	
Responsible instructor				name:		Agnes Kotsis PhD		post	assistant professor
Instructor				name:		Adrienn Horváth PhD		post	assistant professor
Course goals:									
Introduce the students into the basics of Management and historical background. Give examples to the decision making process of organizations, highlight the effect of external environment and culture on the work of firms. Examine the change of global environment, how to manage diversity within a company, how to handle the social responsibilities of organizations. During the curse they get information about Innovation chain, Strategy, Structure, Human Resource Management, Communication and Motivation also.									
Competences:									
Knowledge: Possesses the basic, comprehensive definitions, theories, facts and relationships of national and international economy, in relationship with the relevant economic actors, functions, and processes.									
Capabilities: Organizes economic activities, projects, manages and controls a smaller scale enterprise, organization. By the application of learnt theories and methods, he/she reveals facts and basic relationships, moreover, organizes and analyses, defines private consequences, critical notices. He/she prepares suggestions for the preparation of decisions, and makes decisions at familiar and non-familiar (on national and international level) circumstances.									
Attitudes: Sensitive for the acceptance of novel information, new technical knowledge, methodology, and open to new tasks, responsibilities requiring cooperation.									
Autonomy, responsibility: Takes responsibility regarding meeting rules, technical, legal, ethical norms related to the work and behavior.									
Course content , topics:									
Introduction into Management, Historical Background of Management, Decisions Making, External Environment, Managing Diversity, Social Responsibility, Innovation, Strategy, Structure, Human Resources, Communication, Motivation									
Learning methods:									
Lectures and case studies									
Assessment									
On a 5 scale base. Students in groups introduce a case study on the basis of the course content, this give 50% of their grade. The other half comes from an exam at the end of the semester.									
0-50 insufficient									
51-63 satisfactory									
64-76 medium									
77-89 good									
90- excellent									
Compulsory readings:									
Robbins, S. P. – Coulter M., A. (2021):Management. Global Edition, 15 <sup>th</sup> edition. Pearson, Prentices Hall, p. 618									
Recommended readings:									
Griffin, R. (2017): Management. 12 <sup>th</sup> Edition. Cengage Learning, p 708.									

## Syllabus

Week	Topics
1.	Introduction into Management LO: Students know the managers roles, functions and skills, the importance of them in the organization. They can describe the factors, that are redefining the jobs of managers.
2.	Historical Background of Management LO: Students can describe some early management examples. They can explain the various theories in the classical approach, behavioural approach, quantitative approach, and contemporary approach.
3.	Quantitative Approach and Contemporary Approaches of Management LO: Students can describe some today's management examples. They can describe quality management theories, quantitative approach, and contemporary approach. They can explain how today's managers uses quality management theories, quantitative approach, and contemporary approach.
4.	Managing Change and Disruptive Innovation LO: Students can describe making the case for change. They can compare and contrast views on the change process. They can classify areas of organizational change, explain how to manage change and discuss contemporary issues in managing change. They can describe techniques for stimulating innovation, and explain why managing disruptive innovation is important.
5.	Making Decision LO: Students can describe the eight steps in the decision-making process. They can explain the five approaches managers can use when making decisions. They can classify decisions and decision-making styles. They can describe how biases affect decision making.
7.	Global Environment LO: Students can define globalization, nationalism, and parochial-ism; and contrast ethnocentric, polycentric, and geocentric attitudes. They can describe the history of globalization. They can explain the different types of international organizations. They can describe the structures and techniques organizations use as they go international. They can explain the relevance of the political/legal, economic, and cultural environments to global business.
8.	External environment LO: They can contrast the actions of managers according to the omnipotent and symbolic views. They can describe the constraints and challenges facing managers in today's external environment. Students can discuss the characteristics and importance of organizational culture.
9.	Autumn Break
10	Managing Strategy LO: Students can define strategic management and explain why it's important, and can explain what managers do during the six steps of the strategic management process. They can describe the three types of corporate strategies, and competitive advantage and the competitive strategies organizations use to get it.
11	Managing Groups and Teams LO: Students can define groups and the stages of group development. They can describe the major components that determine group performance and satisfaction. They can describe teams and best practices influencing team performance.
12	Designing Organizational Structure LO: Students can describe six key elements in organizational design. They can contrast mechanistic and organic structures. They can discuss the contingency factors that favour either the mechanistic model or the organic model of organizational design. They can describe traditional organizational design options, and discuss organizing for flexibility in the twenty-first century
13	Managing Human Resources LO: Students can explain the importance of human resource management and the human resource management process. They can describe the external influences that affect the human resource management process. They can discuss the tasks associated with identifying and selecting competent employees. They can explain how companies provide employees with skills and knowledge. They can describe strategies for retaining competent, high-performing employees. They can identify two important trends in organizational career development. They can discuss contemporary issues in managing human resources.
14	Motivating Employees LO: Students can define motivation. They can compare and contrast early theories of motivation, contemporary theories of motivation. They can discuss current issues in motivation

Course title:	Hungarian:		Makroökonómia		Code:	GT_AKMNE023-17		
	English:		Macroeconomics					
Institute:			University of Debrecen, Faculty of Economics and Business Institute of Economics and World Economy					
Prerequisites:			Introduction to Economics Mathematics I		Code:	GT_AKMNE002-17 GT_AKMNE001-17		
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	2	exam	5	English
Responsible instructor			name:	Pál Czeglédi		academic position	professor	
Course goals:								
The course is aimed at making students familiar with the basic issues of macroeconomics, and make them able to use those fundamental analytical tools which are needed to answer macroeconomic questions. By the end of the course the students have to be able to use a model of a closed economy in analyzing macroeconomic phenomena.								
A list of the required professional competences and competence elements (knowledge, skills, etc., KKK point 7) to which the subject typically and substantially contributes)								
Knowledge:								
He or she has learnt the basic theories and characteristics of the macro-level organisation of the economy								
Ability:								
By applying the theories and methods learnt, he or she identifies facts and basic relationships, organises and analyses, draws independent conclusions, makes critical comments, prepares proposals for decisions, and makes decisions in routine and partly unfamiliar contexts, both national and international.								
Attitude:								
He or she is receptive to new information, professional knowledge and methodologies.								
Autonomy and responsibility:								
He or she takes responsibility for his/her analyses, conclusions and decisions.								
Course content , topics:								
national income, real and nominal income, goods market, labor market, money market, inflation, monetary policy, fiscal policy, general equilibrium								
Learning methods:								
Lectures and seminars, calculations and graphical illustrations.								
Assessment								
On random occasions during the semester students will have the opportunity to solve some quizzes whose end results will be considered for the final grade. Students are required to attend the seminars, which means they are allowed to miss three seminars at most during the semester for whatever reason. Missing four or more seminars implies a rejection of the signature. The exam is a written test which, together with optional tests taken during the semester, will be evaluated according to the following grading schedule:								
0 - 50% – fail (1)								
50%+1 point - 63% – pass (2)								
64% - 75% – satisfactory (3)								
76% - 86% – good (4)								
87% - 100% – excellent (5)								
Compulsory readings:								
Mishkin, Frederic S. (2015): Macroeconomics: Policy and Practice. Second (Global) Edition. Pearson, New York. ISBN:978-1-292-01959-8								
Kaufman, Roger T. (2007): Student Guide and Workbook for Use with Macroeconomics. Worth Publisher, New York. ISBN: 978 0 7167 7339 9 0 7167 7339 2								
Recommended readings:								
Mankiw, Gregory (2007): Macroeconomics. Sixth Edition. Worth Publisher, New York. ISBN: 978 0 7167 6213 3 0 7167 6213 7								

## Syllabus

Week	Topic	
1.	The fundamental questions of macroeconomics Measuring economic activity: GDP.	Mishkin, pp. 47-62, 63-91 Kaufman, pp. 1-8, 9-18
	LO: model building, GDP, real and nominal GDP	
3.	Measuring economic activity: inflation and unemployment Aggregate production and the division of income	Mishkin, pp. 63-91, 92-116 Kaufman, pp. 19-29, 30-45
	LO: inflation, price index, labour force, unemployment rate, participation rate, aggregate production function, Euler theorem	
5.	Saving and investment in a closed economy	Mishkin, pp. 117-133 Kaufman, pp. 46-58.
	LO: consumption, saving, investment, government purchases	
7.	Money supply	Mishkin, pp. 145-152, 169-187 Kaufman, pp. 59-64, 357-367.
	LO: definition of the money, fractional reserves, money multiplication	
9.	The quantity theory of money, and the Fisher effect The costs of inflation	Mishkin, pp. 153-168 Kaufman, pp. 64-79
	LO: nominal and real interest rate, cost of holding money, types and causes of inflation	
11.	Labour market, employment, and unemployment	Mishkin, pp. 588-614 Kaufman, pp. 111-122
	LO: types of unemployment, rigid wages, job search	
13.	Introduction to economic fluctuations	Mishkin, pp. 248-274 Kaufman, pp. 159-174
	LO: short run vs. long run analysis, stagflation, potential GDP, price flexibility	
15.	Aggregate demand: the IS curve	Mishkin, pp. 275-294 Kaufman, pp. 175-204
	LO: relation of interest rate and GDP in goods market equilibrium	
17.	Monetary policy and aggregate demand	Mishkin, pp. 295-324 Kaufman, pp. 205-220
	LO: relation between inflation and output demand	
19.	Aggregate supply and the Phillips curve	Mishkin, pp. 325-342 Kaufman, pp. 282-290.
	LO: trade-off between unemployment and inflation	
21.	The aggregate demand and supply model I	Mishkin, pp. 343-370.
	LO: equilibrium and the changes of AD and AS	
23.	The aggregate demand and supply model II: economic policy	Mishkin, pp. 371-413
	LO: the effects of fiscal and monetary policy	
25.	Microeconomics of macroeconomics: consumption and saving	Mishkin, pp. 536-566
	LO: intertemporal aspect of consumption decisions	
27.	Summary	



Course title:	Hungarian:		Értékteremtő folyamatok menedzsmentje				Code:	GT_AKMNE027-17
	English:		Operations Management					
Institute:			Faculty of Economics and Business					
Prerequisites:			-				Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	2	colloquium	3	English
Responsible instructor			name:		Dr. Miklós Pakurar		post	University Professor
Instructor			name:				post	
Course goals:								
The aim of the course to acquaint students with the efficient management of production and service processes, make students capable of analyzing processes, controlling quality, creating value and managing the flow of information and products through the supply chain to make the business successful.								
Competences:								
Knowledge:								
Should know the importance of managing production and service processes and the supply chain.								
Should know the steps of strategy building.								
Should know the decision analysis support tools.								
Should know the methods of quality management.								
Should know the importance of process capability and statistical process control.								
Should know the designing methods of products and services.								
Should know the basics of capacity and facility panning.								
Should know the decision tools of facility location.								
Should know the current trends in human resource management.								
Should know the support tools of work measurement decision analysis.								
Should know the basics of project management.								
Capabilities:								
Should be able to control and improve production and service processes.								
Should be able to implement an effective strategy.								
Should be able to apply the tools of decision making.								
Should be able to manage quality efficiently.								
Should be able to satisfy the needs of the customers.								
Should be able to plan products, services and processes.								
Should be able to solve of problems of facility layout and location, and capacity utilization.								
Should be able to cooperate fruitfully with colleagues.								
Should be able to manage projects efficiently.								
Attitudes:								
Should be open-minded to know and apply the newest methods of management.								
Should work insistently to reach the aims of the business strategy.								
Should willingly take part in difficult decisions.								
Should pursue the goal of producing good quality.								
Should be sensible hearing the changing demand of customers.								
Should be motivated to participate actively in the planning process.								
Should call for the high level utilization of facilities.								
Should cooperate willingly with colleagues.								
Should be ready to participate in projects.								
Autonomy, responsibility:								
Should feel responsible for participate in controlling and improvement of production and service processes.								
Should contribute with self-education to improve the organization.								
Should take part in decisions confidently.								
Should comply with lows and ethical standards.								
Should work on healthy environment and prevention of accidents.								
Course content , topics:								

Introduction to operations management. Strategy. Decision analysis support tools. Quality management. Process capability and statistical process control. Forecasting. Designing products. Designing services. Process design. Capacity and facility planning. Facility location. HR management, Work measurement. Project management.	
<b>Learning methods:</b>	Interactive lecture, discussion, consultation, and problem solving.
<b>Assessment</b>	Colloquium The final grade is the average of the seminar grade and the lecture grade.
<b>Compulsory readings:</b>	Russell, Roberta S., Taylor, Bernard W.: Operations and Supply Chain Management, John Wiley & Sons Inc, november 2022
<b>Recommended readings:</b>	Heizer, J. - Barry R. - Chuck M.: Operations Management: Sustainability and Supply Chain Management (12th Edition), Pearson, ISBN-13: 978-0134130422, ISBN-10: 0134130421, 2016

# Syllabus

Week	Topics
1.	<p>LO: Introduction. The structure of value creating processes. Production processes. Service processes. The role of the operations manager. The evolution of operations management. Supply chain management. Globalisation. Productivity and competitiveness.</p> <p>Students should know the basic functions and features of the value creating processes, and should understand the process of the evolution of management.</p>
2.	<p>LO: Strategy. The steps of strategy formulation: primary task, core competencies, order winners and order qualifiers, positioning the firm, and strategy deployment. Hoshin kanri and balance scorecard as methods of strategy deployment. Operations strategy.</p> <p>Students should know the steps of strategy formulation, and should understand the relationships between strategy deployment and business development.</p>
3.	<p>LO: Supply chain management. The concept, structure and operation of the supply chain. Outsourcing, collaboration between supply chain members.</p> <p>Be able to adapt by reducing risk. Understand the structure and operation of the supply chain.</p>
4.	<p>LO: Quality and quality management. The TQM and quality management systems. Quality tools. The focus of quality management: the customer. Quality improvement. Lean six sigma. ISO 9000.</p> <p>Students should know the methods of quality measurement and the techniques of quality improvements, and should be able to conform to the changing demand of the customer.</p>
5.	<p>LO: Process capability and statistical process control. The role of process control in the quality management. Attribute data and variable data. Construction and usage of process control charts: p, c, x mean and R diagrams. Tolerances and process capability.</p> <p>Students should know how to control production and service processes using process control charts. They should understand the importance of preventing production and service processes from defects.</p>
6.	<p>LO: Forecasting. The importance of forecasting. The factors of forecasting demand. Time-series methods: moving average, moving average, exponential smoothing, and linear trend. Regression methods: linear regression and correlation.</p> <p>Students should know how the most important forecasting methods, be able to make a forecasts from historical data.</p>
7.	<p>LO: Product design. The product design process, idea generation, feasibility study, form design, functional design, reliability, maintainability, usability, and production design. Design for environment, and design for robustness.</p> <p>Students should know the steps and interrelations of the product design, and should understand the importance of product development to adapt to the continuously changing demand of customers.</p>
8.	<p>LO: Service design. The service economy. The service design process. Tools for service design. Waiting line analysis for service improvement. Operating characteristics of the queueing system, traditional cost relationships in waiting line analysis. Psychology of waiting, queueing models.</p> <p>Students should know the characteristics of services and the tools for service design, and should able to understand the effect of waiting lines on the service provider and can improve the queueing system.</p>
9.	<p>LO: Process design and technology. Outsourcing, process selection wit break even analysis. Process</p>

	<p>analysis, using process flowcharts, process development. Technology decisions: financial justification and technology primer.</p> <hr/> <p>Students should know the steps of process design. Should know how to select the best production or service process using adequate methods, and should understand the interrelations between the importance of process plan, process selection and business competitiveness.</p>
10.	<p>LO: Capacity and facilities planning. The basics of facility layouts. Basic layouts: process layouts, product layouts, and fix position layouts. Planning of process layouts, service layouts, product layouts, and hybrid layouts.</p> <hr/> <p>TE: Should know the main types of facility layouts and the means of their designs, and should understand the relationship between the facility layout and the capacity utilization.</p>
11.	<p>LO: Facility location decision support tools. The types of facilities. Site selection. The factors of the global supply chain. Location analysis techniques: location factor rating, center-of-gravity technique, and load-distance technique.</p> <hr/> <p>Students should know the types of facilities, the factors that influence facility locations and the techniques of facility locations, and should understand the relationship between geographic location of facilities and efficient operation of facilities.</p>
12.	<p>LO: Human resources in the operations management. HR and quality management. The changing nature of HR management. Contemporary trends in HR management. Management of diversities in HR. Job design, job analysis and the learning curve.</p> <hr/> <p>Students should know the characteristics of modern HR management and the methods of work design and work analysis, and should understand the role of human resources as the primary resource in business operations.</p>
13.	<p>LO: Work measurement decision analysis support Tools. Time studies: stopwatch study, normal time, number of cycles, elemental time files, and predetermined motion times. Work sampling.</p> <hr/> <p>Students should know the traditional work measurement methods, stopwatch study and work sampling, and should understand that the traditional methods are needed presently mainly in services.</p>
14.	<p>LO: Project management. The elements of a project plan. Global differences in project management. The control of projects: time, cost, performance, and communication. Project planning with Gannt chart and CPM/PERT. Microsoft Project. Project crashing, time-cost analysis.</p> <hr/> <p>Students should know the characteristics of projects, the procedure of project planning and the methods (Gannt diagram, CPM/PERT, Microsoft Project). They can control the project implementation, and should understand the importance of project management in the areas of production, services and researches.</p>

Course title:	Hungarian:		Üzleti tanácsadás				Code:	GT_AKMNE025-17
	English:		Business Consulting					
Commerce and Marketing BA								
Institute:			Faculty of Economics and Business					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	0	per week	2	P	3	English
Responsible instructor			name:		Dr. Károly Pető		post	professor
Instructor			name:				post	
Course goals:								
<p>The aim of the subject is to get the students acquainted with the basis of the developing and supporting extension service, and with the knowledge relating to general and professional methodology. Within all these the primary objective is to introduce the elements of business extension service, to detail the process and the tools of extension, and to get to know the operation of extension organizations.</p> <p>The students will be able to reveal and define the existing problems, and select the necessary extension organization</p>								
Competences:								
Knowledge:								
The student is aware of the up-to-date mathematical, statistical, econometric and modeling methods of realization, definition and solution of problems as well as information gathering and processing, and also knows its limitations.								
Capabilities:								
The student formulates individual views based on own analysis, is able to introduce them and represent them in debates.								
Attitudes:								
The student is confident, constructive, cooperative and initiator during working.								
Autonomy, responsibility:								
The student selects and uses the relevant methods for solving problems independently in fields being significant from the aspects of organization policy, strategy and management, and individually performs economic analysis, decision making and business consulting tasks.								
Course content , topics:								
Basic terms of Business Consulting								
Types and process of Business Consulting								
Decision Making and Business Reorganization								
Learning methods:								
knowledge building, lecture, explanation								
Assessment								
mark of written exam								
Compulsory readings:								
Ray, G. L. : Extension Communication and Management, Kalyani Publishers, 2015								
Recommended readings:								
Nell, W.T. – Napier, R.J.: Strategic Approach to Farming Success, International Farm Management Association, 2005								

## Syllabus

<b>Week</b>	<b>Topics</b>
1.	Business Consulting forming and development
2.	Basic terms of Business Consulting (Importance, Definitions, Goals of Business Consulting)
3.	Main specifications of Business Consulting and importance of Hungarian economical life
4.	Main areas of Business Consulting, knowledge-intensive services main characteristics
5.	Business Consulting as a service, Features of Consultant
6.	Different types of Business Consulting
7.	Process of Business Consulting
8.	Psychology of Business Consulting, coaching
9.	Knowledge transfer methods I (Individual and group communications methods)
10.	Knowledge transfer methods II (Public communications methods, training organization)
11.	Decision Making
12.	Chrysis Forecast
13.	Business Reorganization
14.	Written exam or Test

Course title:		Hungarian:		Marketingmenedzsment				Code:	GT_AKMNE024-17
		English:		Marketing Management					
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce					
Prerequisites:				Basics of Marketing				Code:	GT_AKMNE009-17
		Classes per week				Requirement	Credit	Language of instruction:	
		Lecture(s)		Seminar(s)					
full-time	X	per week	2	per week	1	examination	4	English	
Responsible instructor			name:		Dr. Kiss Marietta		post	associate professor	
Course goals:									
As this course is a sequel to Basics of Marketing, its aim is to make students able to apply their previously gained marketing knowledge in solving business problems. Beside the new topics, the course aims to deepen the marketing knowledge students already have, via lectures and seminars, including a marketing simulation game.									
Competences:									
Knowledge:									
<ul style="list-style-type: none"><li>- Students know the specificities of team and project work.</li><li>- They know the methods and tools of professional and efficient communication.</li><li>- From the textbook, class discussions, and the simulation game students will learn about the decisions that marketers must make.</li><li>- They get a knowledge about tools, methods, and frameworks that will assist them in making those decisions effectively.</li></ul>									
Capabilities:									
<ul style="list-style-type: none"><li>- Students are able to write and present, and participate in discussions in English.</li><li>- They are able to participate in team/project work.</li><li>- They are able to use modern information technology tools (Microsoft Word, PowerPoint, Internet) and to communicate in a professional and efficient manner both in writing and orally.</li></ul>									
Attitudes:									
<ul style="list-style-type: none"><li>- Students are open to adopt and use the modern and innovative processes.</li><li>- They are open to different opinions of others if they are well justified professionally.</li></ul>									
Autonomy, responsibility:									
<ul style="list-style-type: none"><li>- Students take responsibility for their professional decisions.</li><li>- They are able to plan and manage marketing processes individually.</li><li>- Students are able to analyze the role of marketing within the firm and society.</li><li>- On the practical side, this new understanding of marketing should make each of them a more knowledgeable consumer.</li></ul>									
Course content , topics:									
The course includes the following topics: communicating customer value; advertising and public relations; personal selling and sales promotion; direct, online, social media, and mobile marketing; creating competitive advantage; the global marketplace; social responsibility and ethics; managing the marketing organization.									
Learning methods:									
Lecture presentations (students are provided with lecture slides), class discussions, e-learning materials including the e-book, online assignments/homework, and study plan with additional exercises to practice, and a marketing simulation game.									
Assessment									
The calculation of the final grade is as follows:									
<ul style="list-style-type: none"><li>- Introductory test on the simulation game 5%</li><li>- Oral presentation of team strategy 20%</li><li>- Hand-out for oral presentation 5%</li><li>- Performance in the simulation game 20%</li><li>- Examination 50%</li><li>- Extra credit questions via MyLab Marketing +10%</li></ul>									
The final result will be evaluated according to the following schedule:									

- 0-50% – 1
- 51-62% – 2
- 63-74% – 3
- 75-86% – 4
- 87-110% – 5

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from seminar classes for any reason will result in denial of the signature for the class. Participation is particularly important and NOT VOLUNTARY in our simulation game. Students participate in the simulation game in teams. In the second seminar, teams have to take a short test about the simulation game rules in order to be prepared for the game.

Student grade for the seminar work is based on a peer review completed by each member of the team in the last seminar to determine whether each member of the team contributed fairly to prepare the assigned tasks (both the game and the presentation). A team member who fails to contribute can be dismissed. A dismissed team member will lose 50% of his/her grade based on the peer review and will not be credited for submitted work related to the marketing game after the dismissal. Only those students' peer reviews will be taken into account who are present and submit the review when requested.

Oral presentation on the firm strategy (preparing PowerPoint slides is compulsory!) will be graded on two parts: content and delivery. Content includes whether the presentation was accurate, complete, specific, and detailed. Delivery includes whether the presentation was interesting, lively, special, upbeat, and clear. The oral presentation cannot be skipped or rescheduled; the only date in which it should be held is the last class. In case of the omission of the presentation, the signature will be denied for all of the group members. The signature will also be denied if the team totally misses the presentation topic so that the presentation is valueless. Ppt slides of the presentation (i.e. hand-out) have to be submitted until the beginning of the last seminar. Late submission will result in a loss of 50% of the grade for the hand-out.

Make-up assignments will not normally be given. The only exception will be natural disaster, documented serious emergency or illness of the student or immediate family member. In all relevant cases physician's confirmation will be required. Make-ups will absolutely not be given because the date of assignment happen to clash with student's travel plans, sports activities or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by independent third party.

There is a zero tolerance cheating policy during this course. Students caught violating the academic honesty policy will face severe penalty. Any offense will result in a 0 on an assignment or test.

#### **Compulsory readings:**

KOTLER, P.–ARMSTRONG, G. (2020): Principles of Marketing. Global Edition, 18/E, Pearson, ISBN: 9781292341132 (print) or 9781292345895 (eText)

MASON, C. H.–PERREAULT, W. D. (2002): The Marketing Game! 3rd Edition. McGraw-Hill Higher Education, New York (USA), ISBN: 0 256 13988 1

#### **Recommended readings:**

KOTLER, P.–ARMSTRONG, G. (2020): Principles of Marketing. Pearson MyLab Marketing without Pearson eText. Global edition, 18/E, Pearson, ISBN-13: 9781292341187

KOTLER, P.–KELLER, K. L.–BRADY, M.–GOODMAN, M.–HANSEN, T. (2019): Marketing Management. 4th European edition, Pearson/Prentice Hall, Harlow, ISBN: 9781292248448

KOTLER, P.–KELLER, K. L.–CHERNEV, A. (2022): Marketing Management. Global edition, 16th edition, Pearson/Prentice Hall, Boston, ISBN-13: 9781292404813



## Syllabus

Wee k	Topics
1.	Lecture: Orientation, course overview LO: Students have a basic overview of the semester's topic.
2.	Lecture: Review of Basics of Marketing I. Seminar: Introduction to the use of the simulation game, forming teams; trial round LO: Students will get a review of their previous knowledge about the definition of marketing, the marketing process, the basic concepts of marketing (needs, wants, demand, market, exchange, and customer value), the marketing management orientations, the marketing planning process, including the integrated marketing mix. They review the two levels of the marketing environment: Microenvironment (the company, suppliers, marketing intermediaries, competitors, publics, customers) and Macroenvironment (demographic, economic, natural, technological, political and social, cultural environments) as well as the marketing information system and its parts (internal databases, marketing intelligence, and marketing research).
3.	Lecture: Review of Basics of Marketing II. LO: Students will get a review of the Model of Consumer Behavior, the difference between business and consumer markets, and the Model of Business Buyer Behavior. They review the three parts of the value creating marketing strategy (segmentation, targeting and positioning), the definition and classification of products and the basic product decisions (attributes, branding, packaging, labeling, and support services), the new product development process and product life cycle strategies.
4.	Lecture: Review of Basics of Marketing III. Seminar: Simulation game Level1, round1 LO: Students are able to understand the basic pricing strategies, additional considerations affecting pricing decisions and special pricing strategies (new-product pricing, product mix pricing, price adjustments, and price changes). They will be able to define supply chain and intermediaries, and distinguish among types of distribution systems. They understand channel design decisions and marketing logistics and they are able to distinguish between wholesaling and retailing activities, and identify and characterize different wholesalers and retailers. Students are introduced to the use of the simulation game.
5.	Lecture: Engaging Customers and Communicating Customer Value LO: Students are able to identify the elements of the integrated marketing communications, to describe the communication process, and to identify the steps in developing effective marketing communications programs.
6.	Lecture: Advertising and Public Relations Seminar: Simulation game Level1, rounds2-3 LO: Students understand two basic marketing communication tools (advertising and PR), their uses, advantages and disadvantages, and types.
7.	Lecture: Personal Selling and Sales Promotion LO: Students understand two further marketing communication tools (personal selling and sales promotions), their uses, advantages and disadvantages, and types.
8.	Lecture: Direct, Online, Social Media, and Mobile Marketing Seminar: Simulation game Level2, round4 LO: Students know direct marketing as a communication tool and its newest forms, i.e., online, social media, and mobile marketing.
9.	Lecture: Creating Competitive Advantage LO: Students understand competitor analysis and basic competitive strategies to be able to form sound marketing strategies.
10.	Lecture: The Global Marketplace Seminar: Simulation game Level3, round5 LO: Students understand major international marketing decisions: analyzing the international marketing environment, deciding whether to go global, deciding which markets to enter, deciding how to enter the market, deciding on the global marketing program, deciding on the global marketing organization.
11.	Lecture: Social Responsibility and Ethics LO: Students will know the role of social responsibility and ethics in marketing.
12.	Lecture: Managing the Marketing Organization Seminar: Simulation game Level3, rounds6-7 LO: Students will know the possibilities to organize a marketing department as well as some questions of the implementation and control of marketing plans.
13.	Lecture: Revision I. LO: Students will review what they have learnt during the semester.
14.	Lecture: Revision II. Seminar: Team presentations, evaluation of the semester LO: Students will review what they have learnt during the semester. They develop their presentation skills and receive a feedback on their personal work in the semester from the team members and from the instructor.

\*LO learning outcomes

Course title:		Hungarian:		Vállalati pénzügyek				Code:	GT_AKMNE026-17	
		English:		Corporate finance						
Institute:				Faculty of Economics and Business, Department of Accounting and Finance						
Prerequisites:				Finance				Code:	GT_AKMNE018-17	
Training type		Classes per week						Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)						
Full time	X	per week	2	per week	2	Practice		4	English	
Correspondence		per semester	28	per semester	28					
Responsible instructor				name:		Patrícia Becsky-Nagy, PhD		post	associate professor	
Instructor				name:				post		
Course goals:										
In Corporate Finance I Students get acquainted with the basic concepts of financial management, the financial processes of companies and the related analytical methods. Students meeting the requirements of the course are able to comprehend and evaluate the financial aspects of corporate economic decisions and their effects.										
Course content , topics:										
During the course Students get acquainted with the financial statements and the methods used to analyze them. Topics like time value calculations and the numerous investment decision methods are the fundamentals of long term financial decisions. The semester also includes the discussion of the most important securities; stocks and bonds.										
Learning methods:										
Students need to process the topics discussed on the lectures at home as well. The understanding of the topics is helped by various calculation based practical exercises. Students have access to various e-learning systems.										
Assessment										
Requirements for getting the signatures:										
Requirement for getting the signature is the regular attendance of seminars in accordance to the Statue of Teaching and Examination and the Ethical Code of UD. Based on the Statue of Teaching and Examination the number of absences cannot exceed 3 occasions, otherwise the signature is denied.										
Learning materials:										
In the e-learning course the lecturers publish the learning materials of lectures and seminars. The workload of lessons and home learning is approximately 50-50%, the materials for home learning are given in compulsory readings.										
Grading system:										
Test opportunities:										
The requirement of the course is practical course grade. Based on the Statue of Teaching and Examination Students have to write a test at the final week of the teaching session. Students can retake the exam in the first week of the examination period. The second and final retake option (which is available only if the first two tests were fails) will be given until the end of the examination period and the practical grades will be registered in the Neptun system.										
Topics and structure of tests:										
Exams cover all the topics of the semester. Tests are electronic written tests via the official e-learning site of UD. Tests include theory and practical questions in 50-50% ratio. The questions are connected to the topics of lectures and seminars and to the compulsory readings.										
Evaluation of tests:										
Grade is given based on the score of the test. (Theory and practical parts have 50-50% in evaluation, but there is no minimum requirement for the theory or the practical part alone, the final score is the average of the theory and practical parts.) Based on test score the grades are the following:										
under 60%: 1, fail										
60-69%: 2, pass										

70-79%:	3, satisfactory
80-89%:	4, good
90-100%:	5, excellent
Teachers and Students must follow the guidelines in every situation the UD's Statue of Teaching and Examination and its Ethical Code.	
<b>Compulsory readings:</b>	
Topics of the lectures and seminars.	
Berk, J. – DeMarzo, P. – Harford, J. (2017): Fundamentals of Corporate Finance. Fourth edition, Pearson Education Limited, ISBN 10: 0134475569	
Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance I – Time value of money and the basics of the valuation of securities. University of Debrecen, Debrecen	
Becsky-Nagy, P. – Fazekas, B. (2018): Exercises and Case Studies from Corporate Finance II – Investment decisions. University of Debrecen, Debrecen	
<b>Recommended readings:</b>	

## Syllabus

Week	Topics
1.	Syllabus, Corporate finance and the financial manager LO: The Students get acquainted with the basic principle of financial management
2.	Financial statements, cash flow statement LO: The Students become familiar with the financial statements with special emphasis on the cash flow of companies.
3.	Introduction to financial statement analysis I. LO: The Students are able to use financial indicators in order to analyze various aspects of the operation of companies, e.g. liquidity, capital structure, profitability.
4.	Introduction to financial statement analysis II. LO: The Students are adept in reading financial statements and in the use of various financial indicators, including turnover ratios, cash-flow based ratios, market based indicators and the Du Pont identity.
5.	The time value of money: An introduction LO: Students know the basic principles and methods of time value calculations.
6.	Time value of money: valuing cash flow streams LO: Students are able to comprehend and value more complex cash flow streams, annuities, growing annuities and perpetuities.
7.	Interest rates and bonds I LO: Students are familiar with the types and features of bonds. They are able to model the cash flows of bonds.
8.	Bonds II LO: Students are capable of computing intrinsic value and various descriptive indicators of bonds.
9.	Stock Valuation I LO: Students are familiar with the types and features of stocks. They are able to model the cash flows of stocks.
10.	Stock Valuation II LO: Students are capable of computing intrinsic value and various descriptive indicators of stocks.
11.	Investments decision rules I LO: Students become aware of the main factors needed to be taken into consideration while making investment decisions. NPV method.
12.	Investments decision rules II LO: Students are able to use numerous investment decision methods that are common in corporate practice (NPV, IRR, PI). They are able to compare investment opportunities.
13.	Fundamentals of capital budgeting LO: Students are familiar with the fundamentals of capital budgeting
14.	Summary LO: Students are able to synthesize the gained knowledge and think in the complex system of finance.

\*LO learning outcomes

Subject:		Hungarian:		Statiztika II.		Code:	GT_AKMNE028-17	
		English:		Statistics II.				
University and Department				Institute of Methodology and Business Digitalization				
Preconditions:				Statistics I., Mathematics II.			Code:	GT_AKMNE021-17
Division		Number of lessons				Requirement	Credit	Language
		Lecture(s)		Seminar(s)				
Daytime	X	Weekly	2	Weekly	2	Exam	5	English
Correspondent		Semiannually		Semiannually				
Lecturer				Name:		Prof. Dr. Péter Balogh	Rank:	professor
<b>Purpose of the course:</b>								
The course introduces the basic statistical concepts and covers the procedures most frequently used in the descriptive analysis of cross-sectional and time-series data. The focus will be mainly put on the computation and interpretation of the most widely used statistical measures and some basic economic indicators that have importance in the socio-economic decision making process.								
<b>Required professional competences which are established and further enhanced on the merits of this subject</b>								
<i>Knowledge:</i>								
Students should get acquire the mathematical, statistical methods which are needed to analyse and cope with problems in Business and Economics.								
<i>Skills:</i>								
Student will be qualified for plannig and organizing business programmes and for allocating resources, making professional proposals, drawing conclusions.								
<i>Attitude:</i>								
Student should be more cooperative in solving problems from the field of Business and Economics. Students become opened to the innovative and scientific approaches and sensitive to the new features.								
<i>Autonomy and responsibility:</i>								
Students will be able to plan economic processes and to control purchasing and marketing processes								
<b>Short subject description and main topics:</b>								
The course covers the basic concept of hypothesis tests, parametric hypothesis tests (for means, variances and population proportions) are studied, as well as some further tests for goodness of fit and independence, regression analysis, both simple and multiple ones and some basic time series methods (smoothing, trends, seasonality, forecasting).								
<b>Planned teaching activities and methods:</b>								
During the seminars we solve exercises of the book using SPSS for getting the solutions. Attending the lectures and the seminars are compulsory.								
<b>Evaluation:</b>								
The overall course grade will be based on the working on practices and the final computer exams.								
<b>Compulsory literature:</b>								
Anderson, Sweeney, Williams, Freeman and Shoesmith: Statistics for Business and Economics, Second edition, Cengage Learning EMEA, 2010. UK, 928. p. ISBN: 1408018101								
Howitt, D. – Cramer D.: Introduction to Statistics in Psychology, 6/E Pearson, Harlow. 2014. 744. p. ISBN-13: 9781292000749								
<b>Recommended literature:</b>								
Field A.: Discovering Statistics Using SPSS (Introducing Statistical Methods), 5th Edition, SAGE Publications Ltd., London, 2017. 1104. p. ISBN-13: 9781526445780								

Weekly schedule	
1.	Testing Hypotheses about the Mean of a Normal Distribution, $\sigma$ Known. Testing Hypotheses about the Mean of a Normal Distribution, $\sigma$ Not Known. LO: Null Hypothesis and Alternative Hypothesis. Test Statistic, Critical Values, Rejection and Nonrejection Regions. Type I and Type II Errors.
3.	Comparing the Means of Two Independent Groups. Comparing Two Dependent Groups. LO: Example for Comparing the Means of Two Independent Groups and Comparing Two

	Dependent Groups.
5.	Comparing More Than Two Groups. The ANOVA F Test for Independent Groups. LO: Practice for ANOVA analysis
7.	Applicability conditions of the analysis of variance. The validation process. Determining an error type I. and type II. The power of analysis of variance. LO: Practice for ANOVA analysis
9.	Mixed effect ANOVA. LO: Practice for mixed effect ANOVA.
11.	Product-moment correlation coefficient: Pearson, Rank correlation: Kendall, Spearman. LO: Examples of the different correlation coefficients. The interpretation of the results.
13.	Regression analysis. Terms of the use of regression analysis. LO: Regression analysis. Terms of the use of regression analysis.
15.	Least Squares Regression. Inferences about the Slope and Intercept. Straight Lines. Linear Regression Model. Least Squares Line. Error Sum of Squares. Standard Deviation of Errors. LO: Example for simple regression models.
17.	Total Sum of Squares. Regression Sum of Squares. Coefficient of Determination. Mean, Standard Deviation and Sampling Distribution of the Slope of the Estimated Regression Equation. Inferences Concerning the Slope of the Population Regression Line. Estimation and Prediction in Linear Regression. Linear Correlation Coefficient. Inference Concerning the Population Correlation Coefficient. LO: Example for multiple regression models.
19.	Multi correlation and regression. A good model and measurement criteria. Elasticity concept, measuring. Partial elasticities. Cobb-Douglas function. LO: Example for the Elasticity. Partial elasticities. Using Cobb-Douglas function in practice.
21.	Time series analysis. Trend, cycle, seasonality and error. The decomposition of the time series. An analysis of the time series means (mean size of the phenomenon, the mean of the absolute and relative changes). LO: Example for stock and flow types of time series.
23.	Time series analysis. Trend analysis: moving averages, trend analytical calculation (linear regression). LO: Representing together the moving average method and the original time series. Example of a linear trend calculation and interpretation of the parameters.
25.	Seasonal character and measurement. Additive and multiplicative models. Seasonal differences and seasonal indices calculation, interpretation and use. Seasonal adjustment. Extrapolation. LO: Examples of seasonal differences and seasonal indices calculation and interpretation. Examples for extrapolation. Making computer time series analysis and interpretation of the outputs. LO: Practice for the exam.

\* LO learning outcomes

Course title:	Hungarian:		Környezetgazdaságtan		Code:	GT_AKMNE029 GT_AKMNES029		
	English:		Environmental economics					
Institute:			Faculty of Economics and Business, Institute of Economics and World Economy					
Prerequisites:			-		Code:			
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	0	3	English	
Responsible instructor			name:	Dombi, Mihály PhD		post	senior lecturer	
Instructor			name:			post		
Course goals:								
This course provides an introduction to economic perspectives on contemporary environmental issues. We will study economic theories related to natural resources and the environment, and their application to environmental policy. The first part of the course will focus on concepts and theory, and the second part will deal with applications including population and food supply, renewable and non-renewable resources, pollution control policy, global climate change, international trade, and environmental politics.								
Competences:								
Knowledge:								
<ul style="list-style-type: none"><li>- a comprehensive and fundamental knowledge of the concepts, theories, facts, national and international relations of economics with regard to relevant economic players, functions and processes.</li><li>- a clear understanding of the most relevant correlations, theories related to trade and marketing and their constituent conceptual structure.</li><li>- all the basic vocabulary of economics in their mother tongue and at least one foreign language.</li></ul>								
Capabilities:								
<ul style="list-style-type: none"><li>- follow and interpret processes in the world economy and international business, changes and their impacts in relevant professional policies and regulations concerning economic policies in the given professional areas; take all these into consideration in their analyses, proposals or decisions.</li><li>- become capable of recognizing economic, marketing and commercial issues, planning their resolutions and realizing them.</li><li>- acquire a body of knowledge to cooperate with other research areas and social-economic sub-systems.</li></ul>								
Attitudes:								
<ul style="list-style-type: none"><li>- They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.</li><li>- In decision-making that is unexpected or requires a complex approach, they will seek to bring a decision taking full account of regulations and ethical norms.</li><li>- They will be ready to accept others' opinion with regard to sectoral, regional, national and European values (including societal, social, ecological and sustainability issues as well).</li></ul>								
Autonomy, responsibility:								
<ul style="list-style-type: none"><li>- They will take responsibility for their analyses, conclusions and decisions.</li><li>- They will take responsibility for the development and justification of professional viewpoints.</li><li>- They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.</li></ul>								
Course content , topics:								
Economic growth and environment; externalities; natural resources; ecological crisis; population								
Learning methods:								
lectures, case studies, processing of scientific articles and other sources of information								
Assessment								
The final grade is based on the written test and will be evaluated as the following:								
0 - 50% – fail (1)								

50%+1 point - 63% – pass (2)

64% - 75% – satisfactory (3)

76% - 86% – good (4)

87% - 100% – excellent (5)

**Compulsory readings:** Harris, Jonathan M. – Roach, Brian: Environmental and Natural Resources Economics: A Contemporary Approach (3rd Edition), Routledge, 2013, 584 p. ISBN-13: 978-1138659476

**Recommended readings:** Costanza, R., Norgaard, R., Daly, H., Goodland, R., & Cumberland, J. (2007). *An Introduction to Ecological Economics (e-book)*. Available at:

<http://www.eoearth.org/view/article/150045>

Brown, Lester R.: *Plan B 4.0: Mobilizing to Save Civilization*. W.W. Norton & Company, 2009 – Earth Policy Institute, <http://www.earthpolicy.org/index.php?/books/pb4>

Available at: [http://www.earthpolicy.org/images/uploads/book\\_files/pb4book.pdf](http://www.earthpolicy.org/images/uploads/book_files/pb4book.pdf)

## Syllabus

Week	Topics
1	Introduction to Environmental Economics LO: Recognition of ecological crisis
2	Economic Growth and the Environment LO: To connect economic and ecological concerns of the world development
3	Sustainable Development LO: Knowledge on wide range of sustainability concepts
4	The Theory of Externalities LO: Examples of externalities
5	Common Property Resources and Public goods LO: An example – the tragedy of commons; Knowledge on environmental management of public goods
6	Resources Allocation over Time LO: Knowledge on role of time in management of resources
7	Valuing the Environment LO: Tools and examples of monetary valuation
8	Ecological Economics: Basic Concepts LO: Knowledge on ecological economics
9	National Income and Environmental Accounting LO: Information of environmental performance of states
10	Population and the Environment LO: Knowledge on dynamics of the population
11	Agriculture, food and environment LO: Knowledge on food production
12	Pollution: Analysis and Policy LO: Connection between environmental policy and the environmental economics
13	Summary LO: Structural summary of the course

\*LO learning outcomes

Course title:	Hungarian:		Nemzetközi közgazdaságtan				Code:	GT_AKMNE031-17
	English:		International economics					
Institute:			University of Debrecen, Faculty of Economics and Business, Institute of Economics and World Economy					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	2	exam	4	English
Responsible instructor			name:		Pál Czeglédi		post	associate professor
Instructor			name:				post	
Course goals:								
The course is aimed at making students familiar with the basic concepts of international economics. Particularly, the course will be focused on the theories of international trade, the tools of trade policy, international finance and open-economy macroeconomic policy.								
Competences:								
Knowledge:								
Possesses knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.								
Ability to:								
Using the theories and methods learnt, identify facts and basic relationships, organise and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, make decisions in routine and partly unfamiliar contexts, both domestic and international.								
Attitude:								
Receptive to new information, new professional knowledge and methodologies.								
Autonomy and responsibility:								
Takes responsibility for his/her analyses, conclusions and decisions.								
Course content , topics:								
Classical model of international trade, Comparative advantage, Heckscher-Ohlin theorem, Leontief paradox, International trade policy, Tariffs, Nontariff barriers, Balance of payments, Exchange rate, Flexible and Fixed exchange rate system, Purchasing Power Parity, Real exchange rate, Interest parity, International monetary system								
Learning methods:								
Assessment								
0 - 50% – 1								
50% - 63% – 2								
64% - 75% – 3								
76% - 86% – 4								
87% - 100% – 5								
Compulsory readings:								
Husted, Steven – Melvin, Micheal: International Economics. 8th edition. Addison Wesley, 2010. ISBN10: 027376828X								
Husted, Steven – Melvin, Micheal: Study Guide for International Economics. Prentice Hall, 2009. ISBN-10: 0321613325								
Recommended readings:								



## Syllabus

Week	Topics	Chapter
1.	Principles of international economics LO: trade patterns, figures of international relations	1.
2.	The classical model of international trade, theory of comparative advantage LO: Adams Smith, absolute advantage, comparative advantage, Ricardo model	2. 3.
3.	The general equilibrium solution of the classical model LO: marginal rate of transformation, production possibilities frontier	2. 3.
4.	Standard model of international trade LO: increasing marginal rate of transformation, community indifference curve	2. 3.
5.	Heckscher-Ohlin theorem, Leontief paradox LO: factor endowment, factor intensity, Stolper-Samuelson effect	4. 5.
6.	No class LO:	
7.	International trade policy, tariffs LO: tariffs, effects of tariff on social welfare	6.
8.	Nontariff barriers and arguments for protection LO: quotas, infant industry protection	7.
9.	The balance of payments LO: current account, capital account, financial account, deficit of BoP	12.
10.	Exchange rate, foreign-exchange market, exchange rate determination LO: spot exchange rate, forward rates, arbitrage, depreciation, appreciation	13.
11.	Purchasing power parity, real exchange rate LO: absolute and relative PPP, undervalued currency, overvalued currency	14.
12.	Interest parity LO: uncovered interest rate parity, covered interest rate parity	15.
13.	Basic theories of balance of payments LO: elasticities approach to the balance of trade, J curve effect, absorption approach	17.
	International monetary system LO: Gold Standard, Interwar period, Bretton Woods Agreement, Exchange rate regimes	19.

\*LO learning outcomes

Course title:	Hungarian:		Marketing tervezés és elemzés				Code:	GT_AKMNE033-17
	English:		Marketing Planning and Audit					
Institute:			Faculty of Economics and Business,					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	2		5	English
Responsible instructor			name:		Virág Kiss Bakosné		post	Assistant professor
Instructor			name:				post	
Course goals:								
Students are introduced to the theoretical and practical issues of marketing planning and analysis.								
Competences:								
Knowledge: A detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres. An understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the SMEs and non-profit organisations. .								
Capabilities: Be able to perform a basic analysis of concepts constituting the knowledge system of trade and marketing, synthesize their correlations and adequately evaluate the data obtained.								
Attitudes: For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.								
Autonomy, responsibility: They will take responsibility for their analyses, conclusions and decisions.								
Course content , topics:								
The course covers the following topics: Basic concepts of strategic marketing planning, The relationship between corporate strategies and functional organizational strategies, The marketing plan as part of the business plan I. The marketing plan as part of the business plan II. Development of marketing plan, Marketing strategy case study, Introduction, situation analysis, environmental assessment, Definition of objectives I., Definition of objectives II., Strategy development, Development of marketing tactics, Methods of implementation and control, Forecasting methods in marketing								
Learning methods:								
Learn about the curriculum of lectures.								
Assessment								
Oral exam								
Compulsory readings:								
Recommended readings:								
William Cohan: The marketing plan								

Syllabus	
1.	A marketingterv célja és a tervezés folyamata TE* Practical discussion of the lecture material
3.	A marketingterv felépítése TE Practical discussion of the lecture material
5.	Stratégiai tervezés a marketingben TE Practical discussion of the lecture material
7.	Környezetelemzés előkészítése és forrásai TE Practical discussion of the lecture material
9.	Vezetői összefoglaló és helyzetelemzés

	TE Practical discussion of the lecture material
11.	Célcsoportok elemzése és pozicionálás
	TE Practical discussion of the lecture material
13.	Célok meghatározása
	TE Practical discussion of the lecture material
15.	Előrejelzési módszerek
	TE Practical discussion of the lecture material
17.	Marketingstratégiák
	TE Practical discussion of the lecture material
19.	Taktikák: 4P: Termék és Innováció
	TE Practical discussion of the lecture material
21.	Taktikák: 4P: Ár- és csatornapolitika
	TE Practical discussion of the lecture material
23.	Taktikák: 4P: Kommunikáció
	TE Practical discussion of the lecture material
25.	Szolgáltatás taktikák: 3P
	TE Practical discussion of the lecture material
	Megvalósítás: erőforrás- és időterv, Ellenőrzés és Visszacsatolás
	TE Practical discussion of the lecture material

Course title:		Hungarian:		Marketingkutatás		Code:	GT_AKMNE040-17	
		English:		Marketing research				
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	X	per week	0	per week	2	P	3	English
Part time								
Responsible instructor				name:		Mihály Dr. Soós	post	Assoc. professor
Instructor				name:			post	
Course goals:								
The aim of the course is to train professionals who are familiar with the theoretical and methodological basis of the marketing research. They can solve the marketing questions of marketing issues in different areas of business.								
Competences:								
Knowledge:								
They are familiar with marketing concepts and theories. It possesses knowledge of commercial, logistic and marketing methods and possesses the user level. He knows the practical functioning of economic organizations at the skill level, with particular regard to marketing and trade processes. They know the techniques of providing customer relationship tasks.								
Capabilities:								
Using They knowledge of theoretical, conceptual and methodological knowledge, they collect and systematize the facts and data needed to perform his duties; explores easier causal relationships and draws conclusions, formulates suggestions in routine processes in the organization. Communicate effectively in writing and orally. Can connect with clients and partners. Ability to contribute to questionnaires and market research. At the skill level, it applies its knowledge of the practical functioning of business organizations, with particular regard to marketing and trade processes.								
Attitudes:								
They critically look at his work. They are committed to quality work, adheres to the relevant professional, legal and ethical rules and norms. They strive to develop its knowledge and working relationships. In the project, in the working group they are happy to work, cooperative and open, helpful, and in every respect strives for precision. Accepting leadership, employee criticism, and support. They strive to develop the business and marketing activities and adapt it to a changing economic and legal environment. They are represent their work organization and work responsibly.								
Autonomy, responsibility:								
They are responsible for, and is responsible for, their own work and decisions. They perform their job as a self-employed person, producing their professional calculators, reports and smaller presentations on their own. If necessary, they will be required to work with a staff member or a manager. They can measure whether they are able to perform a task assigned to it. In addition to general professional supervision, management and control, they are deliberately planning their tasks in their job descriptions, organizing it independently and regularly checking their work. He identifies communication and language deficiencies, identifies the possibilities for further development. They relies on its staff and leadership assistance.								
Course content , topics:								
The course covers the following topics: The concept, process and the types of marketing research. Problem-solving, research question and hypothesis assertion. Making a research plan for qualitative and quantitative researches. Creation and experimentation, co-creation, crowdsourcing, netnography, eye-tracking, basics of questionnaire editing, questionnaire editing in practice. Testing theory and practice, sampling. Application of computer programs in marketing research (SPSS). Data capture and data analysis through a concrete example, key information on making a research study.								
Learning methods:								
To have the signature, students must to visiting the lessons. Missing, the hour can be up to 30%. Two midterm exam during the semester and 1 midterm exam for correction.								
Assessment								
Offered mark by the midterm exams								
Compulsory readings:								

The material of the lectures

**Recommended readings:**

Phillip Kotler, Marketing management

## Syllabus

1.	Introduction of the course, the requirements system and the instructor TE* Practical discussion of the lecture material
3.	The concept, process and types of marketing research TE Practical discussion of the lecture material
5.	Defining the marketing research problem and developing a research approach 1 TE Practical discussion of the lecture material
7.	Defining the marketing research problem and developing a research approach 2 TE Practical discussion of the lecture material
9.	Secondary data collection and analysis TE Practical discussion of the lecture material
11.	Qualitative research technics 1 TE Practical discussion of the lecture material
13.	Qualitative research technics 2 TE Practical discussion of the lecture material
15.	Quantitative research technics 1. TE Practical discussion of the lecture material
17.	Quantitative research technics 1. TE Practical discussion of the lecture material
19.	Basics of questionnaire editing, questionnaire editing in practice TE Practical discussion of the lecture material
21.	SPSS software TE Practical discussion of the lecture material
23.	New research technics 1: Netnography, Co-creation, Crowdsourcing TE Practical discussion of the lecture material
25.	New research technics 2: Crowdsourcing, Eye tracking examination TE Presentation
	New research technics 3: Other technics and tools TE Presentation

Course title:		Hungarian:		Marketingkommunikáció		Code:	GT_AKMNE041-17	
		English:		Marketingcommunication				
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	X	per week	2	per week	0	E	3	English
Part time								
Responsible instructor				name:	Mihály Dr. Soós		post	Assoc. professor
Instructor				name:			post	
Course goals:								
Students will know the basics of corporate / marketing communication, the structure and elements of the communication mix, and the organization and direction of the communication process and its phases, the issues of the marketing communication profession and the industry's representatives. The course focuses on the main forms of corporate market orientated communication (classical advertising, Internet and electronic communications, direct marketing, sales promotion) mainly from the corporate decision-making side. The course intensively builds on existing marketing knowledge.								

**Competences:***Knowledge:*

Graduates will have acquired

- a thorough knowledge of cooperation in projects, teams or work organizations; of the rules and ethical norms of project management.
- a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; the structure, operation and relation systems of organizations in the given professional areas; the behaviour of players and its decisive factors in external and internal environments, information gathering for decision-making; and motivational factors.
- a clear understanding of the most relevant correlations, theories related to trade and marketing and their constituent conceptual structure.
- a detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres.
- an understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the organization.
- an appropriate knowledge and understanding of consumers, the behaviour of buyers and consumer protection.

*Capabilities:*

Graduates will

- be capable of performing market research tasks for the preparation of decision-making in trade and marketing; developing marketing plans, carrying out research and analysing fundamental correlations.
- have the ability to conduct efficient work in economic, marketing and commercial projects and in business organizations.
- acquire the necessary knowledge and skills to manage marketing and commercial organizations and enterprises.
- be able to get a good understanding of the use of the typical online, printed technical literature of trade and marketing in Hungarian and in a foreign language.
- become capable of recognizing economic, marketing and commercial issues, planning their resolutions and realizing them.

*Attitudes:*

They critically look at his work. They are committed to quality work, adheres to the relevant professional, legal and ethical rules and norms. They strive to develop its knowledge and working relationships. In the project, in the working group they are happy to work, cooperative and open, helpful, and in every respect strives for precision. Accepting leadership, employee criticism, and support. They strive to develop the business and marketing activities and adapt it to a changing economic and legal environment. They are represent their work organization and work responsibly.

*Autonomy, responsibility:*

They are responsible for, and is responsible for, their own work and decisions. They perform their job as a self-employed person, producing their professional calculators, reports and smaller presentations on their own. If necessary, they will be required to work with a staff member or a manager. They can measure whether they are able to perform a task assigned to it. In addition to general professional supervision, management and control, they are deliberately planning their tasks in their job descriptions, organizing it independently and regularly checking their work. He identifies communication and language deficiencies, identifies the possibilities for further development. They relies on its staff and leadership assistance.

**Course content , topics:**

The course covers the following topics: The economic importance of communication. Information and technology determination of communication. Strategic issues of communication planning. Communication goals and hierarchies of effectiveness. Coexistence of communication tools. Steps for strategic planning of communication. The subjects of communication. Communicating company: identity. Digital corporate identity. Brand Communications. Formal issues of corporate image. The means of communication. Mass Communication Tools. Advertising. Public Relations. Direct acting tools. Data-base marketing. Loyalty programs. Sales promotion. Direct marketing communication. Basic questions of interpersonal communication, negotiation techniques. Customer Relationship Management. Indirect communication tools. Product Communication - Product Design. Wrapping. Event and experience marketing. Product placement - product placement. The channels of communication. Transformation of the advertising environment. Main technological and social trends of the change in the advertising environment. Issues of classification of marketing communication tools. Communicating the audience. Volunteer Messaging: Voice Mail as a Communication Tool. Sincere message creation: from participation to shared value creation.

**Learning methods:**

Visiting the lessons, fill the attendance.

The final exam will be the written exam. 30 questions, 30 min, 30 answers, 30 points.

18-2

21-3
24-4
27-5
<b>Assessment</b>
Oral exam
<b>Compulsory readings:</b>
The material of the lectures
<b>Recommended readings:</b>
Phillip Kotler, Marketing management

## Syllabus

Week	Topics
1.	Introduction of the course, the requirements system and the instructor LO: Practical discussion of the lecture material
2.	The economic importance of communication. Information and Technology Determination of Communication LO: Practical discussion of the lecture material
3.	Strategic issues of communication planning. Communication goals and effectiveness hierarchies LO: Practical discussion of the lecture material
4.	Coexistence of communication tools. The steps of strategic planning of communication LO: Practical discussion of the lecture material
5.	The subjects of communication. Communicating company: identity. Digital corporate identity. Brand Communications. Formal issues of corporate image LO: Practical discussion of the lecture material
6.	The means of communication. Mass Communication Tools. Advertising. Public Relations LO: Practical discussion of the lecture material
7.	Direct acting tools. Database Marketing. Loyalty programs. Sales promotion. LO: Practical discussion of the lecture material
8.	Direct marketing communication. Basic questions of interpersonal communication, negotiation techniques. Customer Relationship Management. Indirect communication tools. Product Communication - Product Design. Wrapping. LO: Practical discussion of the lecture material
9.	Event and experience marketing. Product placement - product placement. Channels of communication LO: Practical discussion of the lecture material
10.	Transformation of the advertising environment. Main technological and social trends of the change in the advertising environment. A question of classifying marketing communication tools. LO: Practical discussion of the lecture material
11.	Communicating the audience. Volunteer Messaging: Voice Mail as a Communication Tool. Sincere message creation: from participation to shared value creation. LO: Practical discussion of the lecture material
12.	Keep presentations LO: Practical discussion of the lecture material
13.	Keep presentations LO: Practical discussion of the lecture material
	Keep presentations LO: Practical discussion of the lecture material

\*LO learning outcomes



Course title:		Hungarian:		Világ-gazdaságtan		Code:	GT_AKMNE036-17	
		English:		The World Economy				
Institute:				Institute of Economics and World Economy				
Prerequisites:				-			Code:	
Type		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	x	per week	2	per week	1	K	3	English
Part-time								
Responsible instructor			name:		Dr (habil.) László Erdey		academic position	associate professor
Course goals:								
This comprehensive course explores contemporary topics and perspectives relating to the world economy. We provide a solid theoretical and practical foundation for understanding the global economy in an era of shifting borders, restructuring economies, and regional realignments. Economic theory is combined with geography and history to address critical problems of growth, distribution, development, and their impact on international business.								
Course content, topics:								
The Historical Development of Capitalism, Population, Resources and Environment, Agriculture, Manufacturing, Services, Cities and Urban Economies, Transportation and Communication, Consumption, International Trade and Investment, International Trade Patterns, Development and Underdevelopment in the Developing World								
Competences:								
Knowledge:								
The student will know the basic, comprehensive concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes, and the essential frameworks of the world economy								
Capabilities:								
The student will follow and interpret the world economic trends.								
Attitudes:								
The student is receptive to the views of others, sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects). International openness, loyalty and social responsibility play an essential role in their behaviour								
Autonomy, responsibility:								
The student will independently follow the most important movements in the world economy concerning their job and job responsibilities. They take responsibility for their analyses, conclusions and decisions. They are autonomous in their decisions, conclusions, analyses and conclusions. They participate independently and responsibly in professional fora within and outside the business organization.								
Learning methods:								
Interactive lectures								
Assessment								
The calculation of the final grade is as follows:								
Weekly tests: the sum of the results of the best ten tests						100%		
The final result will be evaluated according to the following schedule: 0-50%– 1, 51-63%– 2, 64-76%– 3, 77-88%– 4, 89-100%– 5.								
Students with a final result under 51% lose all points collected during the semester. They may assign for 1-hour make-up exam in the examination period. Make-up exams include multiple-choice, short essay questions, and solving short case studies.								
Compulsory readings:								
Rubenstein, James (2019): The Cultural Landscape: An Introduction to Human Geography, Global Edition, Pearson, ISBN-13: 978-1292162096								
Warf, Barney (2021): Human Geography – A Serious Introduction, 3 <sup>rd</sup> Edition, Cognella								
Stutz, Frederick P.—Warf, Barney (2014): The World Economy, Pearson New International Edition (6th). ISBN 13: 978-1-292-02119-5								
Recommended readings:								
The instructor may provide a few additional readings during the semester.								
The continuously updated content in the Facebook group: DEGTTKTKNG								

## Syllabus

Wee k	Topics
1.	Introduction LO: To introduce capitalism as a system that forms the major focus of the course To note the various dimensions of globalization
2.	The Historical Development of Capitalism LO: To explore the historical context of capitalism, including its feudal origins To provide an overview of the characteristics of capitalist economies To document the importance of the Industrial Revolution and its impacts To shed light on the relations between colonialism and capitalism
3.	Population LO: To describe and account for the world distribution of human populations To examine the economic causes and consequences of population change To describe the Malthusian argument, its extensions, and weaknesses To describe the major demographic and economic characteristics of a population To outline the Demographic Transition To discuss the growth and impacts of the baby boom To describe and explain economic migrations, past and present
4.	Resources and Environment LO: To describe the nature, distribution, limits of the world's resources To examine the nature and extent of world food problems and the difficulties of solving them To describe the distribution of strategic minerals and the time spans for their depletion To consider the causes and consequences of the energy crisis and to examine alternative energy options To examine the major causes of environmental degradation
5.	Agriculture LO: To discuss the world's preindustrial agricultural forms and regions To acquaint you with commercial agricultural practices and world regions To describe the agricultural policies of the United States and their shortcomings To summarize sustainable agriculture as an ecologically friendly alternative to contemporary forms of food production
6.	Manufacturing LO: To acquaint you with the major manufacturing regions of the world To summarize deindustrialization in the developed world and the industrialization of parts of the developing world To reveal sector-specific dynamics through five industry analyses To show the trend toward flexible manufacture and flexible labor
7.	Services LO: To illustrate the difficulties in defining and measuring services To assess the diversity of services, including the range of industries and occupations To explore the reasons for the growth of services To describe the world of labor in services To provide case studies of finance and several producer services sectors To examine the globalization of services To sketch the nature of consumer services and tourism
8.	Transportation and Communications LO: To place modern transportation systems in a historical perspective To illustrate the nature of cost-space and time-space convergence or compression To demonstrate the relationship between transport and economic development To emphasize the critical role of transportation policy To examine communications innovations and online computer networks To summarize the social and economic impacts of the Internet
9.	Cities and Urban Economies LO: To explore the relationship between modern urban growth and the development of capitalism To analyze how cities are linked together through their economic bases and export sectors To describe how the supply and demand for housing is related to residential space To summarize the causes and consequences of suburbanization and urban sprawl To address the reasons, costs, and benefits of gentrification To illustrate the reasons for inner-city poverty and the multiple problems of the ghetto To discuss global cities in light of the current round of globalization To introduce the concept of urban sustainability
10.	Consumption LO: To offer a historical overview of consumption and consumerism To summarize sociological, neoclassical, and Marxist views of consumption To analyze the geographies of consumption at multiple spatial scales

	To note the environmental impacts of mass consumption
11.	<p>International Trade and Investment</p> <p>LO: To explain the theoretical bases of international trade and factor flows, including comparative competitive advantage</p> <p>To examine the effects of trade barriers such as tariffs, quotas, and nontariff barriers</p> <p>To present the dynamics of foreign direct investment</p> <p>To understand the financing of international trade, including the impacts of exchange rates</p> <p>To know the role of trade organizations such as cartels, and the World Trade Organization (WTO), and regional trade agreements</p>
12.	<p>International Trade Patterns</p> <p>LO: To describe the evolving pattern of international commerce</p> <p>To document the emerging markets for global exports</p> <p>To examine global trade flows of six different commodities groups</p>
13.	<p>Development and Underdevelopment in the Developing World</p> <p>LO: To outline the multiple definitions of development</p> <p>To acquaint you with the major economic problems inhibiting development in vast parts of the world that are economically underdeveloped</p> <p>To describe the major theories and perspectives on development</p> <p>To examine the causes of poverty in the world today</p> <p>To explore the role of women in the world economy and gender roles in the workplace</p> <p>To shed light on development strategies such as in East Asia</p> <p>To introduce sustainable development as an important strategy in light of the world's limits on growth</p>
	Summary and Assessment

\*LO learning outcomes

Course title:		Hungarian:		Üzleti közjog		Code:	GT_AKMNE032-17	
		English:		Public Economic Law				
Institute:				Faculty of Economics and Business, Institute of World Economy and International Relations				
Prerequisites:				-			Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	X	per week	2	per week	0	Exam	3	English
Part time								
Responsible instructor				name:	Dr. Géza Károlyi, PhD		post	associate professor
Instructor				name:	Dr. Tamás Fézer, PhD		post	associate professor
Course goals:								
The course aims to provide for an introduction to the world of business law from an institutional angle covering problems and questions of legal sources, intergovernmental organizations and the role of the state.								
Competences:								
Knowledge:								
Capabilities:								
Attitudes:								
Autonomy, responsibility:								
Course content , topics:								
Role of states in international business, law and structure of intergovernmental organizations, procedural background to assisting international business players, international taxation.								
Learning methods:								
Students are introduced to the topic through real and hypothetical cases, structural models and analysis of relevant treaties and conventions.								
Assessment								
Final written test at the end of the semester, with the following grades:								
points    grade								
0-59      1 (fail)								
60-69     2 (satisfactory)								
70-79     3 (fair)								
80-89     4 (good)								
90-100    5 (excellent)								
Compulsory readings:								
Ppts distributed among students electronically								
Recommended readings:								
Hoda, Anwarul: Tariff Negotiations and Renegotiations under the GATT and the WTO: Procedures and Practices, Cambridge University Press, 2019								
Barton – Goldstein – Josling – Steinberg: The Evolution of the Trade Regime: Politics, Law, and Economics of the GATT and the WTO, Princeton University Press, 2008								
Craig – Park – Paulsson: International Chamber of Commerce Arbitration, Oceana TM, 2011								

Course title:		Hungarian:	A külkereskedelem technikája	Code:	GT_AKMNE042-17
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## Syllabus

Week	Topics
1.	Introduction to the course and international trade LO: Students will understand the basics of international trade, its history, and development + aim of the course and the course requirements as well.
2.	Types of traders; systematisation of foreign trade transactions LO: Students will understand the types of traders and the systematisation of foreign trade transactions
3.	Steps of foreign trade transactions; First step of foreign trade transactions LO: Students will understand the steps of foreign trade transactions and the first step of foreign trade transactions in more detail.
4.	Foreign trade contracts LO: Students will understand the types and content of foreign trade contracts.
5.	Managing foreign trade transactions LO: Students will understand how to manage foreign trade transactions.
6.	International Commercial Terms LO: Students will understand the function of International Commercial Terms,
7.	Calculation of offer price based on certain transport parities LO: Students will understand how to calculate the offer price based on certain transport parities.
8.	Calculation of offer price based on certain transport parities LO: Students will understand how to calculate the offer price based on certain transport parities.
9.	Most common methods of payment in foreign trade LO: Students will understand the most common methods of payment in foreign trade
10.	Most common methods of payment in foreign trade LO: Students will understand the most common methods of payment in foreign trade
11.	Most common methods of payment in foreign trade LO: Students will understand the most common methods of payment in foreign trade
12.	Most common documents and securities in international trade LO: Students will understand the most common documents and securities in international trade
13.	Special foreign trade transactions (countertrade, licensing, franchising, contract work, reexport, etc.) LO: Students will understand some special foreign trade transactions
14.	Risks and risk management methods in international trade LO: Students will understand the risks and risk management methods in international trade

\*LO learning outcomes

Course title:	Hungarian:		Szervezeti magatartás				Code:	GT_AKMNE039-17
	English:		Organizational Behavior					
Institute:			Faculty of Economics and Business, Institute of Management and Organizational Sciences, Department of Management Sciences					
Prerequisites:			-				Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	2	per week	1	exam	4	English
Responsible instructor			name:		Dr. Mária Ujhelyi		post	associate professor
Instructor			name:				post	
Course goals:								
Organizational Behaviour (often abbreviated as OB) studies individual behaviour in organizational settings. The goal of OB is to teach students to apply that knowledge toward improving an organization’s effectiveness. And because OB is concerned specifically with employment-related situations, it emphasizes behaviour related to jobs, work, absenteeism, employment turnover, productivity, human performance and management. OB focuses on individuals, groups and structure.								
Competences:								
Knowledge:								
Students will gain a basic understanding of the latest research findings in organizational behavior science, understand the benefits and challenges of people diversity, and how different individual characteristics and group dynamics affect organizational performance. The lectures of the course focus around three main subject areas: 1. Determinants of individual behavior. 2. The impact of groups on the behavior of individuals and the performance of the organization. 3. The impact of organizational level variables (structure and culture) on the performance of organizations.								
Capabilities:								
Students are aware of the potential effects of individual group and organizational level variables on organizational performance.								
They can place the theories they learnt within the field of science.								
Understand the limitations and possibilities of applying theories and models, their advantages and disadvantages.								
Able to analyze situations within the organization, to recognize the different forms of individual and group behavior, to acquire self-knowledge, to develop skills.								
They are able to apply the acquired knowledge in practice, in organizational situations, they are able to interpret, explain and possibly predict the future behavior of their employees.								
Using the learned theories and methods, they reveal, systematize and analyze facts and basic connections, formulate independent conclusions, critical remarks, make decision-making proposals, make decisions.								
Attitudes:								
The course helps students to develop an appropriate attitude towards the informal subsystem of organizations. They become open to self-knowledge, skill development, and conscious understanding of human behavior. As a result, the students have a foundation in economic psychology that helps them to effectively manage their interpersonal relationships in the workplace.								
Autonomy, responsibility:								
The course helps students to be innovative, inclusive, efficient and effective in their work, to form an opinion about human relationships responsibly. To be able to make decisions on their own to develop their own knowledge and competencies.								
Course content , topics:								
Within this course the following topics will be covered:								
Foundations of individual behaviour: ability, personality, values, attitudes, job satisfaction, learning, perception, decision making, motivation, emotions and moods;								
Foundations of group behaviour: roles, norms, status, size, cohesiveness, group decision making, teams, communication, leadership, power and politics, conflict and negotiation;								
Foundations of organization structures: common organization design, new structural options, organizational culture, organizational change and development.								
Learning methods:								
Lectures, discussions, group assignments, role plays, paper and pencil test to evaluate students’ characteristics and behavior.								

**Assessment**

Short tests, written exam, and active class participation is evaluated.

**Compulsory readings:**

Robbins, Stephen P. – Judge, Timothy A. (2018): Essentials of Organizational Behavior, Fourteenth edition. Pearson Education Limited, Harlow, England.

**Recommended readings:**

Janasz, Susanne C. – Down, Karen O. – Schneider, Beth Z. (2002): Interpersonal Skills in Organizations McGraw Hill New York

Charles C. Manz – Christopher P. Neck (2004) Masterint Self-Leadership. Empowering Yourself for Personal Excellence. Third Edition, Pearson Prentice Hall, Upper Saddle River, NJ.

## Syllabus

<b>Week</b>	<b>Topics</b>
1.	Introduction to Organizational Behaviour, Discussion of course content LO: Understand Organizational Behaviour (OB). Able to show the value to OB of systematic study. Identify the challenges and opportunities managers have in applying OB concept.
2.	Job Attitudes LO: Contrast the three component of an attitude. Summarize the relationship between attitudes and behaviour. Compare and contrast the major job attitudes. Able to define job satisfaction and show how we can measure it.
3.	Personality Factors LO: Understand personality, the way it is measured, and the factors that shape it. Describe the MBTI and the Big Five model, and describe their strength and weaknesses. Identify the three traits of the Dark Triad. Contrast terminal and instrumental values. Identify Hofstede's five value dimensions of national culture
4.	Perceptual Processes LO: Know what perception is and able to explain the factors that influence it. Understand attribution theory, and able the describe the common shortcuts in judging others. Understand the link between perception and decision making. Able to contrast the rational model of decision making with bounded rationality and intuition.
5.	Motivation I. Basic Concepts. LO: Understand the term and the three key elements of motivation. Evaluate the applicability of early theories of motivation.
6.	Motivation II. Applied Concepts LO: Know the job characteristics model and the way it motivates by changing the work environment. Able to compare the main ways jobs can be redesign.
7.	Groups LO: Know what groups are and able to identify the five stages of group development. Understand the meaning and importance of group properties
8.	Teams LO: Understand the growing popularity of teams in organizations. Able to contrast groups and teams. Know the characteristics of effective teams
9.	Leadership LO: Understand the differences between leadership and management. Know trait, behavior and contingency theories of leadership. Able to explain and contrast charismatic and transformational leadership.
10.	Power and Politics LO: Can contrast leadership and power. Know the five bases of power. Understand the differences among power tactics. Understand organizational politics and able to describe why it exist in organizations
11.	Conflict and Negotiations LO: Know the three types of conflict. Understand and able to analyze the conflict process. Understand the differences between distributive and integrative bargaining. Able to apply the five steps of the negotiation process.
12.	Structure and Organizational Behaviour LO: Know and understand the six elements of an organization's structure. Able to describe the characteristics of the three most common organizational design and also the new design options. Able to compare mechanistic and organic structural models.
13.	Organizational Culture LO: Able to describe the common characteristics of organizational culture. Know the factors that create and sustain an organization's culture and understand how culture is transmitted to employees.

	<p>Organizational Change</p> <p>LO: Understand the forces that act as stimulants to change. Know the sources of resistance. Understand the main approaches to managing organizational changes.</p>
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\*LO learning outcomes





Course title:		Hungarian:		Gazdasági elemzés		Code:	GT_AKMNE038-17	
		English:		Economic Analysis				
Institute:				Faculty of Economics and Business, Institute of Accounting and Finance				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	x	per week	1	per week	2	Term Grade	4	English
Responsible instructor				name:	Dr. Vilmos LAKATOS		post	Associate Professor
Course goals:								
Students become acquainted with the aims, necessity, and methods of business analysis during the teaching of the subject								
Competences:								
Knowledge:								
They master the analysis of business activity as well as the tools of complex, report analysis from both a theoretical and practical point of view.								
Capabilities:								
The student becomes able to interpret the basic contexts								
Attitudes:								
During the semester, in addition to theoretical knowledge, students also acquire the possibilities of practical application								
Autonomy, responsibility:								
The student responsibly decides on the expansion and development of the knowledge acquired during the course								
Course content, topics:								
The concept, the definition of economic analysis, analysis of activities, and complex analysis. Solving practical tasks, and numerical examples.								
Learning methods:								
Personal attendance is required at the lectures and seminars. The prerequisite for obtaining a semester's signature is that the students regularly visit the seminars, the unjustified absence is allowed for up to three seminars.								
Transfer of theoretical and practical knowledge through illustrative examples and tasks. Seminar sessions help to solve examples.								
Assessments (Requirements and rating)								
The acquired knowledge is accounted for in the form of a written paper. The structure of the papers: multiple-choice tests of theoretical material, true-false statements, and short questions (definitions, formulas, relations), as well as practical, calculation problems.								
Students must take two midterm tests (A+B) during the semester (planned for the 6 <sup>th</sup> and 12 <sup>th</sup> weeks).								
Both tests must each reach at least 60% performance.								
Students are required to present the case studies detailed in the first seminar in the last three weeks of the semester. The presented performance of the case studies represents 10% of the semester assessment.								
Failed term grade can be rewritten as regulated by the Statutes of Examination and Teaching during the examination period. Personal attendance is required. Students cannot miss more than three seminars.								
The term grade is evaluated according to the following grading schedule (A + B midterm test + mini case study):								
> 60% – 1								
60% - 69% – 2								
70% - 79% – 3								
80% - 89% – 4								
90% - 100% – 5								
Compulsory readings:								
• Theoretical and practical materials on E-learning website: <a href="https://elearning.unideb.hu/course/view.php?id=5633">https://elearning.unideb.hu/course/view.php?id=5633</a>								
• R. P McAffe- Lewis T.R. – Dale D.J.: Introduction to Economic Analysis Version 2.1 Saylor Foundation, 2009. ISBN 13: 9780982043097								
• Atrill, P. (2020): Financial Management for Decision Makers. 9. ed. Pearson Education Limited								

- Bragg, S. M. (2007): Business Ratios and Formulas A Comprehensive Guide Second Edition. John Wiley & Sons, Inc. ISBN-13: 978-0-470-05517-5

#### Recommended readings:

- Damodaran, A. (2014): Applied Corporate Finance, 4th Edition, Wiley, ISBN: 978-1-118-91857-9
- Makwana A.K. – Datta K. K.: Economic Analysis . Agrimoon.com <https://agrimoon.com/economic-analysis-pdf-book-free-download/>
- Lipsey, R. and A. Chrystal. 2015. Economics. 13th ed. Oxford: Oxford University Press.
- Foley, D. 2004. Adam's Fallacy: A Guide to Economic Theology. Cambridge, MA: Harvard University Press.

## Syllabus

Week	Topics
1.	Introduction - basic issues LO: Knows the role of analytical work in managerial decision-making.
2.	General aspects of economic analysis LO: Knows the task, purpose, basic methods, and analysis tools of economic analysis
3.	Analysis using data from Balance sheet (Assets) LO: Knows the indicators of assets
4.	Analysis using data from Balance sheet (Equity and Liabilities) LO: Knows the indicators of equity and liabilities.
5.	Analysis using data from Profit and Loss Statement LO: Knows the indicators of profit and loss statement.
6.	Analysis using data from Cash-Flow Statement – <b>Midterm test A</b> LO: Knows the indicators of CF.
7.	Analysis of costs- variable and fixed, direct and indirect types of cost LO: Knows the analytical tasks of commercial enterprises.
8.	Different types of unit-cost calculation LO: Knows the calculation of unit cost with several methods
9.	Importance and analysis of the expected return calculation LO: Knows the calculation of activity-based costing
10.	FCF and FCE calculations – Value of the enterprise – Value of the Equity LO: Knows the valuation of the capital
11.	Value management Economic and Market Calue Added calculations LO: Knows the calculation of added values (EVA- MVA)
12.	Value management: CFROI calculation LO: Knows the calculation of added values (CFROI)
13.	Analysis of business efficiency LO: Knows efficiency and complex efficiency indicators.
14.	Presenting mini case studies Summary LO: Has a thorough knowledge of economic analysis.

\*LO learning outcomes

Course title:	Hungarian:		Vállalatirányítási rendszerek				Code:	GT_AKMNE053-17
	English:		Information Systems					
Institute:			Institute of Methodology and Business Digitalization					
Prerequisites:			Business Informatics				Code:	GT_AKMNE015-17
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	1	per week	2	practice	4	English
Responsible instructor			name:	Dr. Peter Lengyel			post	associate professor
Course goals:								
The general objective of the course is to familiarize students with the role and functions of modern information systems. The course is also about the information management of modern corporate. In this context, students will learn about the basic types of information systems, the functional subsystems of integrated enterprise management systems and the links of the modules. The course is also about how the use of ERP's data.								
Competences:								
Knowledge: a thorough knowledge of the operation and organization of trade companies, the key workflows and techniques of commercial activities.								
Capabilities: Be able to use info-communication tools orally and in writing in Hungarian and in a foreign language.								
Attitudes: They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation								
Autonomy, responsibility: They will take responsibility for the development and justification of professional viewpoints.								
Course content , topics:								
Information and system theory								
Data and information modeling								
Modeling Business Processes								
Types of information systems								
Integrated enterprise information systems								
Management information systems								
Business intelligence								
Evaluation and selection of information systems								
Implementation of information systems.								
Infrastructure Management (Information Resource Management)								
Operation of information systems								
Learning methods:								
Lectures about the theoretical topics.								
Practical learning in the computer lab using by Excel's Power BI plugin and related ERP software.								
Assessment								
Practical exams:								
• Theoretical test (first half): 15%								
• Theoretical test (second half): 15%								
• Power BI exam: 35%								
• ERP exam: 35%								
Grades:								
• 0–59% – 1 (fail)								
• 60–69% – 2 (pass)								
• 70–79% – 3 (satisfactory)								
• 80-89% – 4 (good)								
• 90-100% – 5 (excellent)								
Compulsory readings:								
[A] Introducing Microsoft Power BI (ISBN 9781509302284), <a href="https://aka.ms/IntroPowBI/StndPDF">https://aka.ms/IntroPowBI/StndPDF</a>								

[B] Agroinformatics Miklós Herdon (2013) (ISBN:978-963-473-671-4)  
[https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011\\_0009\\_Herdon\\_Miklos-Agroinformatics/adatok.html](https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011_0009_Herdon_Miklos-Agroinformatics/adatok.html)  
 [C] Presentation of lecturer, which can be found in the e-Learning system

#### Recommended readings:

- [1] Information System Planning Mohammed Bin Yusoff (2014)  
[https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011-0021\\_51\\_information\\_system\\_planning/adatok.html](https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011-0021_51_information_system_planning/adatok.html)  
 [2] Concepts in Enterprise Resource Planning, Third Edition by Ellen F. Monk and Bret J. Wagner (2009)  
 ISBN 1423901792  
 [3] Analyzing Data with Power BI and Power Pivot for Excel (Business Skills) 1st Edition ISBN-10: 150930276X  
 [4] Management Information Systems 12th edition Laudon K.C., Laudon J.P. (2012) ISBN-10: 0-13-214285-6

## Syllabus

Week	Topics
27.	Information and system theory
	LO*: The student is familiar with concepts related to information systems
29.	Advanced Excel
	LO: The student can use excel for data processing
31.	Data, information modelling
	LO: The student can use the Power Pivot in Excell
33.	Modelling Business Processes
	LO: The student can create a relation based database creation
35.	Types of information systems
	LO: The student can create Database queries, lists
37.	Introduction to Integrated Enterprise Information System Part 1
	LO: The student knows the concepts of information systems
39.	Introduction to Integrated Enterprise Information System Part 2
	LO: The student knows the concepts of ERP system
41.	Management information systems
	LO: The student can handle an ERP system
43.	Evaluation and selection of information system
	LO: The student knows the modules of ERP system
45.	Implementation of information system
	LO: The student knows the ERP Data export, ETL process
47.	Infrastructure Management (Information Resource Management)
	LO: The student can use PowerBI
49.	Business intelligence
	LO: Power BI practice
51.	Operation of information systems
	LO: The student can create data visualisation
53.	Theoretical exam
	Practical exam

\*LO learning outcomes

Course title:		Hungarian:		Termék és márkamenedzsment		Code:	GT_AKMNE600-17	
		English:		Product and brand management				
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	X	per week	2	per week	0	K	3	English
Part time								
Responsible instructor				name:		Mihály Dr. Soós	post	Assistant professor
Instructor				name:			post	
Course goals:								
The aim of the course is to enable students to get acquainted with the key issues of product and brand strategies and, in addition to theoretical grounding, with the help of case studies, can obtain useful knowledge in practice. The basic knowledge of the subject is acquired by the students within the framework of the Product and Brand Management object.								
Competences:								
Knowledge:								
They are familiar with marketing concepts and theories. It possesses knowledge of commercial, logistic and marketing methods and possesses the user level. He knows the practical functioning of economic organizations at the skill level, with particular regard to marketing and trade processes. They know the techniques of providing customer relationship tasks.								
Capabilities:								
Using They knowledge of theoretical, conceptual and methodological knowledge, they collect and systematize the facts and data needed to perform his duties; explores easier causal relationships and draws conclusions, formulates suggestions in routine processes in the organization. Communicate effectively in writing and orally. Can connect with clients and partners. Ability to contribute to questionnaires and market research. At the skill level, it applies its knowledge of the practical functioning of business organizations, with particular regard to marketing and trade processes.								
Attitudes:								
They critically look at his work. They are committed to quality work, adheres to the relevant professional, legal and ethical rules and norms. They strive to develop its knowledge and working relationships. In the project, in the working group they are happy to work, cooperative and open, helpful, and in every respect strives for precision. Accepting leadership, employee criticism, and support. They strive to develop the business and marketing activities and adapt it to a changing economic and legal environment. They are represent their work organization and work responsibly.								
Autonomy, responsibility:								
They are responsible for, and is responsible for, their own work and decisions. They perform their job as a self-employed person, producing their professional calculators, reports and smaller presentations on their own. If necessary, they will be required to work with a staff member or a manager. They can measure whether they are able to perform a task assigned to it. In addition to general professional supervision, management and control, they are deliberately planning their tasks in their job descriptions, organizing it independently and regularly checking their work. He identifies communication and language deficiencies, identifies the possibilities for further development. They relies on its staff and leadership assistance.								
Course content , topics:								
The course covers the following topics: The basic conceptions of marketing-oriented product innovation and the types of new products. Relationships between Enterprise Product Policy and Product Innovation. Tools and tests - to incorporate user properties and preferences into design. Product development is an organizational backbone. Organizational culture, organizational behavior and product innovation. Developing and testing the new product concept. Brand Policy decisions. Brand Extension. Global Brand Strategies. The role of marketing in design and technical development. Design and packaging								
Learning methods:								
Visiting the lessons, fill the attendance.								
The final exam will be the written exam. 30 questions, 30 min, 30 answers, 30 points.								
18-2								
21-3								

24-4 27-5
<b>Assessment</b>
Written exam
<b>Compulsory readings:</b>
The material of the lectures
<b>Recommended readings:</b>
Phillip Kotler, Marketing management
Ulrich, K. – Eppinger, S. (2011): Product Design and Development. McGraw Hill Book Co, pp: 415
Baker, M. – Heart, S. (2007): Product Strategy and Management, Pearson Education, Instock, pp: 570

Syllabus	
1.	A termékmenedzsment fogalma, értelmezése, szerepe a marketingben TE* Practical discussion of the lecture material
3.	A termék, mint a marketing-mix meghatározó eleme (fizikai, funkcionális, esztétikai és marketing jellemzők) TE* Practical discussion of the lecture material
5.	Termékszintek, termékkínálat, termékdivízió TE* Practical discussion of the lecture material
7.	A termékfejlesztés (indítékok, célok, formák és folyamat) TE* Practical discussion of the lecture material
9.	A szolgáltatástermék és jellemzői TE* Practical discussion of the lecture material
11.	A termék piaci életgörbéje TE* Practical discussion of the lecture material
13.	A márka, mint azonosító és megkülönböztető termékjelző TE* Practical discussion of the lecture material
15.	Márkaépítés, márkaszemélyiség, márka imázs, márkaérték TE* Practical discussion of the lecture material
17.	Sikertényezők és bukás-okozók a termékmenedzsmentben TE* Practical discussion of the lecture material
19.	Márkatípusok és jellemzőik TE* Practical discussion of the lecture material
21.	Márkastratégiák, összefüggések piaci kihívások, pozíció és márkamenedzsment között TE* Practical discussion of the lecture material
23.	Ansoff-mátrix stratégiái A BCG-mátrix stratégiái TE* Practical discussion of the lecture material
25.	Hallgatói prezentációk TE* Practical discussion of the lecture material
14.	Hallgatói prezentációk TE* Practical discussion of the lecture material

Course title:		Hungarian:		Árpolitika a marketingben		Code:	GT_AKMNE601-17	
		English:		Pricing policy in marketing				
Institute:				Faculty of Economics and Business,				
Prerequisites:				-			Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	yes	per week	2	per week	0	C	3	English
-	-	-	-	-	-			
Responsible instructor				name:		András Fehér (Ph.D.)	post	Assoc.professor
Course goals:								
The aim of the course is to develop students’ general literacy; the acquisition and application of the basic concepts of pricing; to introduce key pricing issues through practical examples, marketing thinking, approach.								
Competences:								
Knowledge:								
<ul style="list-style-type: none"><li>An understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the organization.</li><li>An appropriate knowledge and understanding of consumers, the behaviour of buyers and consumer protection.</li><li>Know-how with respect to selling and trading activities and their legal and ethical requirements.</li></ul>								
Capabilities:								
<ul style="list-style-type: none"><li>Acquire the necessary knowledge and skills to manage marketing and commercial organizations and enterprises</li><li>Become capable of recognizing economic, marketing and commercial issues, planning their resolutions and realizing them.</li></ul>								
Attitudes:								
<ul style="list-style-type: none"><li>In decision-making that is unexpected or requires a complex approach, they will seek to bring a decision taking full account of regulations and ethical norms.</li><li>They will be ready to accept others’ opinion with regard to sectoral, regional, national and European values (including societal, social, ecological and sustainability issues as well).</li></ul>								
Autonomy, responsibility:								
<ul style="list-style-type: none"><li>They will take responsibility for their analyses, conclusions and decisions.</li><li>They will be able to manage, organize and control organizational units, working groups and undertakings or small economic operators in business organizations, taking responsibility for the organization and employees.</li></ul>								
Course content , topics:								
During the semester, students will get acquainted with the basic concepts closely related to pricing and then with different price strategies and pricing targets. After listening the subject, students will be able to perform an independent price calculation, analyze the consumer price and they make a difference discounts. They have to interpret consumers’ response to price changes.								
Learning methods:								
Theoretical teaching materials (slides), case studies, scientific articles and calculation tasks to help deeper acquiring.								
Assessment								
Examination of written exams (multiple choice tests, true and false questions, calculation tasks)								
Compulsory readings:								
<ul style="list-style-type: none"><li>Nagle, T.; Hogan, J.; Zale, J. (2014): Strategy and Tactics of Pricing, The: Pearson New International Edition. Pearson, ISBN: 9781292023236</li><li>The material of the lectures</li></ul>								
Recommended readings:								
<ul style="list-style-type: none"><li>Raju, J. – Zhang, Z. (2010): Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing</li></ul>								



Innovation for Profitabilit. Financial Times Press, ISBN: 9780134384993

- Cram, T. (2005): Smarter Pricing: How to capture more value in your market. Pearson, ISBN: 9780273706137
- Doolan, K. (2015): Mastering Services Pricing: Designing pricing that works for you and for your clients. Pearson, ISBN: 9781292063362

## Syllabus

Week	Topics
1.	Describe the system of requirements and previous experiences. LO: Learn about the purpose and performance of the exercises.
2.	Introduction and definitions of pricing LO: Detailed knowledge of the curriculum.
3.	Customers' parts: perils and pitfalls of pricing LO: Detailed knowledge of the curriculum.
4.	Customers' parts: segmenting by price sensitivity LO: Detailed knowledge of the curriculum.
5.	Competitors' parts: Pricing's role in positioning and differentiation LO: Detailed knowledge of the curriculum.
6.	Competitors' parts: Prices and price competition LO: Detailed knowledge of the curriculum.
7.	Companies' parts: Fixing the right price – structures, segments and stairways LO: Detailed knowledge of the curriculum.
8.	Companies' parts: Communicating prices – creating positive perceptions LO: Detailed knowledge of the curriculum.
9.	Companies' parts: How to get higher prices LO: Detailed knowledge of the curriculum.
10.	Companies' parts: Keeping discipline, measuring results LO: Detailed knowledge of the curriculum.
11.	Smart pricing: How Google use pricing innovation for profitability LO: Detailed knowledge of the curriculum.
12.	New trends in pricing LO: Detailed knowledge of the curriculum.
13.	Security and legal background of pricing LO: Detailed knowledge of the curriculum.
	Presentation of the case studies LO: Presentation of the case study.

\*LO learning outcomes

Course title:		Hungarian:		Fogyasztói magatartás		Code:	GT_AKMNE602-17	
		English:		Consumer Behaviour				
Institute:				Faculty of Economics and Business,				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full-time	+	per week	2	per week	1	P	4	English
Responsible instructor				name:		Enikő Kontor PhD	post	Assistant professor
Instructor				name:		-	post	-
Course goals:								
The aim of this course to introduce to the world of consumer behaviour. This borrows from several social sciences including psychology, sociology to explain consumer behaviour in the marketplace. In this course the student will explore how learning, perceptions, personality and attitudes influence behaviour of consumer, how this behaviour changes during one's lifecycle, and how cultural influences are on consumers.								
Competences:								
Knowledge:								
Graduates will have acquired								
<ul style="list-style-type: none"><li>- basic theories and typical features of micro and macro organizational levels in the economy; will gain an ability to collect fundamental information and carry out mathematical and statistical analyses.</li><li>- a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; the structure, operation and relation systems of organizations in the given professional areas; the behaviour of players and its decisive factors in external and internal environments, information gathering for decision-making; and motivational factors.</li><li>- an appropriate knowledge and understanding of consumers, the behaviour of buyers and consumer protection.</li><li>- all the basic vocabulary of economics in English language.</li></ul>								
Capabilities:								
Graduates will								
<ul style="list-style-type: none"><li>- be able to perform a basic analysis of concepts constituting the knowledge system of trade and marketing synthetize their correlations and adequately evaluate the data obtained.</li><li>- be capable of making themselves familiar with short and mid-term decision-making processes of trade and marketing, recognize rapid market changes and adapt to them.</li><li>- be able to get a good understanding of the use of the typical online, printed technical literature of trade and marketing in English language.</li><li>- be able to present their professional proposals set out professionally from a conceptual and theoretical point of view orally and in writing, in English language, according to the rules of technical communication.</li><li>- acquire a body of knowledge to cooperate with other research areas and social-economic sub-systems.</li></ul>								
Attitudes:								
<ul style="list-style-type: none"><li>- For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.</li><li>- They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.</li><li>- They will seek to develop their knowledge base and working relations through cooperation with others.</li></ul>								
Autonomy, responsibility:								
<ul style="list-style-type: none"><li>- In a supervised professional work environment, they will be able to work and organize activities set out in their job description independently.</li><li>- They will take responsibility for their analyses, conclusions and decisions.</li><li>- They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.</li><li>- They will be able to give a presentation and manage debates independently. They will take part responsibly in the work of professional forums within or outside the business organization.</li></ul>								
Course content , topics:								
The topics of the course are the following: an introduction to consumer behaviour: how consumers see the world and								

themselves; consumers as decision-makers; consumers and their social groups; culture and consumers

### Learning methods:

- Lecture presentations (students are provided with lecture slides), class discussions of case studies related to the course topics, e-learning materials including e-book, online assignments/homework. The primary aim of the online assignments is to provide the students with the possibility to prepare/practice for the exam, and its secondary aim is to help them diversify their workload during the semester.
- Attendance is expected at lectures but is mandatory at seminars. More than two absences from seminar classes without a physician's confirmation or from more than 50% of seminar classes for any reason will result in denial of the signature for the class.
- Groups have to choose a case study the first week to present in small groups (max. 4 students) including answering the discussion questions. The date of the presentation will be chosen together with the case study; the presentations will be in seminar classes. **Participation in the case presentation is compulsory, no make-up assignments will be given.** It is supposed to make a 15-20-minutes presentation.

### Assessment

Students have two options to fulfill the course requirements:

Option A:

Seminar work (case presentation)	15%	AND
Midterm test	40%	AND
Final test	45%	

+ Kahoot quiz ( Depends on the ranking achieved) 1-9%

Option B:

Seminar work (case presentation)	15%	AND
Weekly online assignments in MyLab Marketing	30%	AND
Midterm test	25%	AND
Final test	30%	

+ Kahoot quiz ( Depends on the ranking achieved) 1-9%

### Compulsory readings:

Solomon, M. R. (2020): Consumer Behavior: Buying, Having, and Being, Global Edition, 13th Edition, Pearson, ISBN-13: 9781292318103 (PAPER BOOK) AND Solomon, M. R. (2020): Pearson MyLab Marketing – Instant Access – for Consumer Behavior: Buying, Having, and Being, Global Edition, Pearson, ISBN-13: 9781292318141 (MYLAB MARKETING ACCESS CODE); OR

Solomon, M. R. (2020): Pearson MyLab Marketing with Pearson eText – Instant Access - for Consumer Behavior: Buying, Having, and Being, Global Edition, Pearson, ISBN-13: 9781292318233 (EBOOK + MYLAB MARKETING ACCESS CODE); OR

<https://www.pearson.com/store/p/consumer-behavior-buying-having-being/P100002593471>

Solomon, M. R. (2020): Consumer Behavior: Buying, Having, and Being, Global Edition, 13th Edition, Pearson + Solomon, M. R. (2020): Pearson MyLab Marketing with Pearson eText for Consumer Behavior: Buying, Having and Being, Global Edition, 13th Edition, Package ISBN-9781292318219 (PAPER BOOK + EBOOK + MYLAB MARKETING ACCESS CODE)

You can purchase the edition above and/or access to MyLab Marketing for this book via the publisher

### Recommended readings:

Schiffman, L. G. and Kanuk, L. L. (2000): *Consumer Behaviour*. Prentice Hall, New Jersey.

## Syllabus

Week, date	Topics	Chapter
Week 1	Introduction, requirement LO: People in the marketplace. What is consumer behaviour? Why is it important?	1
Week 2	<i>Seminar: Introduction to Consumer Behavior</i>	
Week 2	Buying, Having, and Being: An Introduction to Consumer Behaviour LO: Consumers' impact on marketing strategy; Marketing's impact on consumers; Shopping, buying and evaluating	1
Week 3	Perception LO: The perceptual process, sensory system, sensory threshold, perceptual selection, personal selection factors	3
Week 4	<i>Seminar: Introduction to Consumer Behavior, Perception– Group presentation</i>	
Week 4	Motivation and Involvement LO: The motivation process, motivational strength, motivational direction, motivational conflict, classify of consumer needs	4
Week 5	Learning and Memory LO: Behavioural learning theories: classical conditioning, operant conditioning, cognitive learning theory; marketing application of learning principles; the role of learning in memory	5
Week 6	<i>Seminar: Learning and Memory, Motivation and Affect– Group presentation</i>	
Week 6	Personality, Lifestyles, and Values LO: The psychoanalytical perspective on personality, brand personality; Values: core values, the values link to consumer behaviour, the Rokeach Value Survey, the means-end chain model; Lifestyle and consumption choices, lifestyle marketing	7
Week 7	Educational break	
Week 8	<i>Seminar: Personality, Lifestyles, Values – Group presentation</i>	
Week 8	<i>Midterm test (Chapter 1, 3-5, 7)</i>	
Week 9	Attitudes LO: The function of attitudes, how do we form attitudes, multi-attribute attitude models, Fishbein models, how do marketers change attitudes	8
Week 10	<i>Seminar: Attitude – Group presentation</i>	
Week 10	Decision Making LO: Consumers as problem-solvers, perspectives on decision-making, types of consumer decision. Steps in the decision-making process (problem recognition, information search, evaluation of alternatives, product choice, behaviour after buying)	9
Week 11	Buying, Using and Disposing LO: Situational effects on consumer behavior, shopping experience, postpurchase satisfaction and disposal	10

Week 12	<i>Educational break</i>	
Week 12	Groups and Social Media  LO: Reference groups, type of reference groups, social influence, opinion leadership, word-of-mouth communication, the social media revolution	11
Week 13	Income, Social Class and Culture  LO: Consumer spending and economic behaviour, income patterns, consumer confidence; Social class, component of social class, social mobility, measurement of social class, how social class affects purchase decisions. Culture and consumption, cultural systems, magic, myth and rituals, sacred and profane consumption	12, 14
Week 14	<i>Seminar: Decision Making, Buying, Using, Disposing, Groups and Social Media, Income and Social Class and Culture – Group presentation</i>	
Week 14	<i>Final test (Chapter 8-12, 14)</i>	

\*LO learning outcomes

Course title:		Hungarian:		Szolgáltatásmarketing		Code:	GT_AKMNE603-17	
		English:		Services Marketing				
Institute:				Faculty of Economics and Business, Institute of Marketing and Commerce				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
full-time	X	per week	2	per week	0	Examination	3	English
Responsible instructor			name:		Marietta Kiss, Ph.D		post	associate professor
Course goals:								
<p>The aim of this course is to provide an up-to-date and comprehensive overview of the services marketing industry focusing strongly on customer satisfaction, service quality and customer service. The fundamentals of services marketing presented in a strategic marketing framework, however, the examples of practical application of concepts help in bridging the gap between theory and practice. Real-world examples feature a wide array of businesses representing a variety of industries: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and “other services”. The course introduces services marketing not only as an essential focus for service firms, but also as a source of competitive advantage for companies that market tangible products. The course aims to give students valuable insights and skills to help them understand – and succeed in – today’s business environment.</p>								
Competences:								
Knowledge:								
<ul style="list-style-type: none"><li>- Students possess the knowledge of basic, comprehensive services marketing concepts, theories, and facts, both in national and international context.</li><li>- They know the principles and methods of organizing and leading marketing activities in service firms.</li><li>- Students are aware of the basics of services marketing in relation to their broad professional area.</li><li>- During the class discussions and group presentations, they learn the professional and efficient communication forms, and methods of presenting data in tables and graphically.</li><li>- Students have and use the basic professional language of services marketing in English.</li></ul>								
Capabilities:								
<ul style="list-style-type: none"><li>- Students are able to reveal, organize, and analyze services marketing facts and basic contexts using the theories and methods learnt in the course, in the field of services marketing they draw independent conclusions and form critical remarks as well as make suggestions and decisions both in domestic and international environments.</li><li>- Students are able to identify complex services marketing consequences of business processes and organizational events.</li><li>- Students are able to use problem solving techniques and methods in the field of services marketing, taken into account their conditions of use and limitations.</li><li>- Students participate in group work, being able to lead, organize, evaluate and control their activities.</li><li>- Professional recommendations on services marketing problems are well presented by students in English according to the rules of professional communication.</li><li>- Students are able to use professional English language in the services marketing field at intermediate level.</li></ul>								
Attitudes:								
<ul style="list-style-type: none"><li>- Students are constructive, cooperative, and initiative in group activities.</li><li>- Students are susceptible to gain new information, new professional knowledge and methods in the field of services marketing, they are open to new individual and cooperative tasks and to take responsibilities.</li></ul>								
Autonomy, responsibility:								
<ul style="list-style-type: none"><li>- Students take responsibility for their analyses, conclusions, and decisions in services marketing questions.</li><li>- As members of group work they fulfill their tasks individually and with responsibility.</li><li>- Students present their analyses and findings to confirm their decisions related to services marketing questions.</li></ul>								
Course content , topics:								
<p>The course includes the following topics: Introduction to service marketing, Consumer behavior in a service context, Positioning services in competitive markets, Developing service products and brands, Distributing services through physical and electronic channels, Setting prices and implementing revenue management, Promoting services and educating customers, Designing service processes, Balancing demand and capacity, Crafting the service environment, Managing people for service advantage, Managing relationships and building loyalty, Complaint</p>								

handling and service recovery, Improving service quality and productivity, Building a world-class service organization

#### **Learning methods:**

Lecture presentations (students are provided with lecture slides and full lectures), home learning using the compulsory and recommended readings, and e-learning materials including online assignments/homework with additional exercises to practice, end-term group presentation about a chosen service provider using the topics of the course.

#### **Assessment**

Course requirements involve:

- Active participation in class
- The analysis of a chosen service provider in small groups (4-5 students) at home and presenting the findings in class (using attractive Power point slides) in 10-15 minutes at the end of the semester.

Required items: •Brief introduction of the service provider (company), description of its activities •A brief presentation of the industry in which it is present •Who are your target groups? •Flow of service representation; Optional items (minimum 3 must be selected) about the company: •Positioning strategy •Brand strategy •Distribution channels •Pricing strategy •Promoting/educating tools •Process – flowchart or blueprint •Details of the service environment •Managing people strategy •Loyalty programs •Etc. – other aspects of the lessons

- Beside this, after each class students are provided with online exercise sheet or quiz (homework) related to the actual lesson. The questions have to be answered/submitted online, and only once. The deadline of submitting the answers is the next seminar. The answers definitely cannot be submitted after the deadline. They earn extra points in the final exam.

- The final exam will contain multiple choice and true or false questions.

You should note that make-up assignments will not normally be given. The only exception will be natural disaster, documented serious emergency or illness of the student or immediate family member. In all relevant cases physician's confirmation will be required. Make-ups will absolutely not be given because the date of assignment happens to clash with student's travel plans, sports activities or work schedules. All requests for make-up assignments will need to be thoroughly documented and confirmed by independent third party.

There is a zero tolerance cheating policy during this course. Students caught violating the academic honesty policy will face severe penalty. Any offense will result in a 0 on an assignment or test.

The calculation of the final grade is as follows:

- group presentation: 10%
- exam: 90%
- homework quizzes/exercises: extra max.10%

The final result will be evaluated according to the following schedule:

0–50%	failed (1)
51–62%	satisfactory (2)
63–74%	average (3)
75–86%	good (4)
87–100%	excellent (5)

#### **Compulsory readings:**

WIRTZ, J.–LOVELOCK, C. H. (2017): Essentials of Services Marketing. Pearson, Boston, 3rd Edition

#### **Recommended readings:**

LOVELOCK, C. H.–WIRTZ, J. (2012): Services Marketing: People, Technology, Strategy. Pearson, Boston, 7th edition, Global edition

BARON, S.–HARRIS, K.–HILTON, T. (2009): Services Marketing: Text and Cases. Palgrave Macmillan, Basingstoke, 3rd edition

HOFFMANN, K. D.–BATESON, J. E. G.–WOOD, E.–KENYON, A. J. (2010): Services Marketing: Concepts, Strategies and Cases. South-Western, Cengage Learning, Andover

## Syllabus

Wee k	Topics
1.	Orientation, Course Overview. How to Prepare a Presentation? LO: Students will be able to see through the topics and the requirements of the semester. They will be able to prepare a presentation.
2.	New Perspectives on Marketing in the Service Economy LO: Students get an insight into the importance of service economy. Services and categories of services are defined, as well as the marketing challenges posed by services. Lastly, the services marketing mix is introduced.
3.	Consumer Behavior in a Services Context LO: Students are introduced to the three step model of service consumption, each step is discussed in detail.
4.	Positioning Services in Competitive Markets LO: Basic focus strategies for services, market segmentation, targeting, and positioning strategies are introduced.
5.	Developing Service Products and Brands LO: Students are introduced to the topic of planning and creating service products, the flower of service model, branding issues of service products, and the opportunities of new service development.
6.	Distributing Services Through Physical and Electronic Channels LO: Distribution in services context, six options for service delivery, place and time decisions in case of services, delivery of services on the Internet, and distributing services internationally are discussed.
7.	Setting Prices and Implementing Revenue Management LO: Students get a knowledge about the challenges and objectives of service pricing, the pricing tripod model, the basics of revenue management, and the ethical concerns of service pricing.
8.	Promoting Services and Educating Customers LO: Students are introduced to the role and challenges of marketing communications in case of services, the marketing communications planning and marketing communications mix for services.
9.	Designing Service Processes. Balancing Demand and Capacity LO: Students will know service process management tools, namely flowcharting and blueprinting, they are introduced to some process redesign questions and to the topic of customers as co-producers, including self-service technologies. Consequences and possible solutions of fluctuating demand for services are discussed, including managing capacity and demand, queuing systems and reservations.
10.	Crafting the Service Environment LO: First, students get an insight into the purpose of service environments and customer reactions to those environments, then dimensions of service environment are discussed.
11.	Managing People for Service Advantage LO: Students will know why service employees are crucially important, they are introduced to the cycles of failure, mediocrity, and success, and the importance of and relationship with human resource management in case of services.
12.	Managing Relationships and Building Loyalty, Complaint Handling and Service Recovery LO: Students understand why customer loyalty is important, then managing customer-firm relationships is discussed. Loyalty building and customer defection reducing strategies as well as CRM strategies are also discussed. Students understand customer complaining behavior, customer responses to and principles of effective service recovery, service guarantees, and managing abusive and opportunistic customer behavior.
13.	Improving Service Quality and Productivity, Striving for Service Leadership LO: Service quality is defined, GAP model and other possibilities for measuring and improving service quality (e.g. Servqual model) are discussed. The following topics are discussed: service-profit chain; integrating marketing, operations, and human resources; creating a leading service organization; and leadership, culture and climate in service organizations.
14.	End-term presentations LO: Students will present with a ppt in groups what they have learned in classes along with real-life example and demonstrate their presentation-making and rhetorical ability and skills.

\*LO learning outcomes



Course title:		Hungarian:		Médiagazdaságtan				Code:	GT_AKMNE049-17		
		English:		Media economics							
Institute:				Faculty of Economics and Business, Institute of Applied Economics Sciences							
Prerequisites:				-				Code:	-		
		Classes per week						Requirement	Credit	Language of instruction:	
		Lecture(s)		Seminar(s)							
full time	x	per week	2	per week	0		E	3	English		
		per semester		per semester							
Responsible instructor				name:		Dr. Adrián Szilárd Nagy		post	associate professor		
Instructor				name:				post			
Course goals:											
The aim of the course is that the students get to know the world of media economics and its different schools.											
<ul style="list-style-type: none"><li>to detail and analyze the general features of media markets, to present their specific appearance in different industries.</li><li>to examine newspaper publishing, radio and television, as well as to cover new types of media that have developed with the development of infocommunication possibilities.</li></ul>											
After completing the course, students will be able to orientate themselves in the world of media economics and relate analytically to the phenomena, cases and contexts of media.											
Competences:											
Knowledge: He/she											
<ul style="list-style-type: none"><li>has a basic knowledge of media economics.</li><li>knows the major economic and social contexts associated with the media.</li><li>knows the main actors in the media space.</li></ul>											
Capabilities: He/she is											
<ul style="list-style-type: none"><li>able to plan and manage a company's media relationships.</li><li>able to orientate in economic, organizational and social issues.</li><li>able to synthesize professional knowledge.</li></ul>											
Attitudes: He/she											
<ul style="list-style-type: none"><li>thinks rationally in media economics issues.</li><li>is interested and open minded.</li></ul>											
Autonomy, responsibility: He/she											
<ul style="list-style-type: none"><li>is a fair and honest professional who always decides to the best of his/her knowledge.</li></ul>											
Course content , topics:											
The subject, characteristics and basic concepts of media economics. Characteristics of products and demand on the media markets. Characteristics of supply, market structures and competition. Economic characteristics of advertisements and commercials. Paper industry: types, production, distribution and demand of papers, structure of paper markets. The radio market. Television market: products, supply, distribution, consumption, structure. The concept and use of the new media. New media: content services and markets. Media regulation. Measuring media consumption.											
Learning methods:											
The theoretical material is presented in the form of lectures, but there are also opportunities to comment, discuss, and ask questions.											
From the theoretical material presented in the semester, the examination takes place in a colloquium in oral and / or written form.											
Permissible absence is possible according to the Faculty's Code of Conduct in Education and Examinations.											
Assessment											
Colloquium, in the framework of which the student reports on the knowledge and skills acquired during the semester. The theoretical material is evaluated in the form of a written and / or oral exam.											
Compulsory readings:											
Alan B. Albarran: The Media Economy, Routledge, 2017											
https://ebookcentral.proquest.com/lib/debreceen/detail.action?docID=4662421											
Recommended readings:											

<b>Week</b>	<b>Topics</b>
1.	Orientation week
2.	The subject of media economics, basic concepts
3.	Characteristics of products and demand in media markets
4.	Characteristics of supply, market structures and competition
5.	Economic characteristics of advertisements and commercials
6.	Types and demand of papers
7.	Production and distribution of papers, structure of paper markets
8.	The radio market
9.	Television market: product and supply
10.	Television market: distribution, consumption, structure
11.	The concept and use of the new media
12.	The new media: content services and markets
13.	Measuring media consumption
14.	Media regulation

Course title:	Hungarian:		Üzleti tervezés				Code:	GT_AKMNE047-17
	English:		Business Planning					
Institute:			Faculty of Economics and Business, Institute of Applied Economic Sciences Department of Business Development					
Prerequisites:			-				Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	0	per week	2	P (professional grade)	4	English
Responsible instructor			name:	Dr. Viktória Vida, PhD			post	associate professor
Instructor			name:				post	
Course goals:								
<p>The aim of the course is to let and make students understand and acquire the knowledge that is connected to the business planning activities of enterprises in market economies and the theoretical knowledge these activities are based on; the main points and necessity of business planning, its information requirements, its role in how enterprises work and the details of the planning itself, on which the course wished to put special emphasis. The course creates a synthesis of a lot of the material covered by other subjects, which means the students are supposed to have become familiar with; the material of all those economic subjects that have been covered by studies prior to the course: micro- and macro-economics, finances, enterprise finance, marketing, enterprise management, accountancy, management and economic analysis. In addition, students prepare a business plan in teamwork (3-4 persons) based on the instructor's guidelines.</p>								
Competences:								
Knowledge:								
<p>Graduates will be able to collect and utilize data needed to prepare business plans of the company, make strategic and tactical decisions, apply modern planning and management methods, assess the situation and make proposals for the realization of business development goals.</p> <p>They will have acquired the synthesized knowledge of the fundamental, comprehensive concepts, theories, corporate-level relationships of economic science, relevant economic functions and processes.</p> <p>They will have acquired a thorough knowledge of cooperation in projects, teams or work organizations; of the rules and ethical norms of project management.</p> <p>As part of business planning, they will be know and apply the toolkit and methodology of marketing, recognize its role in the company's operations and its relationship with other processes and functions of the organization.</p> <p>They will be familiar with the principles of corporate finance.</p> <p>They will have acquired the theoretical basis and practice of the planning of real and financial processes related to business, the techniques of evaluation.</p>								
Capabilities:								
<p>Graduates will be able to plan and organize economic activities and projects. By applying principles and methods studied, they will explore, systematize and analyze facts and essential links; draw conclusions independently and make critical comments, prepare proposals for decision-making, bring decisions in a routine and also partly unknown environment.</p> <p>They will be able to prepare financial and investment decisions, make and evaluate credit applications and financial plans. They will be able to get directions in the long and medium term decision making process of marketing and sales. They will be able to recognize and adapt to market changes.</p>								
Attitudes:								
<p>For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.</p> <p>They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation. They will seek to develop their knowledge base and working relations through cooperation with others.</p>								
Autonomy, responsibility:								
<p>In a supervised professional work environment, they will be able to work and organize activities set out in their job description independently. They will take responsibility for their analyses, conclusions and decisions. They will be able to work independently (methodology and technique selection; organization, planning and managing of work; data collection, systematization, analysis and evaluation; general and professional development).</p>								

**Course content, topics:**

- Introduction of the requirements;
- Planning in businesses, types of business plans; the process and methodology of business planning;
- Strategic planning, strategy creation in enterprises, strategic planning process, phases, strategic planning tools and methods;
- Executive summary;
- Introduction of enterprise;
- Analysis of business sector;
- Introduction of products and services;
- Operational plan;
- Marketing plan;
- Management and organizational structure;
- Structure and capitalization;
- Financial plan;
- Risk assessment;
- Road map for main phases;
- Written exam; Submission a home essay (a business plan); Student presentations;

**Learning methods:**

The students prepare a business plan in a team of 3-4 people. The main content and formal requirements of the business plan are contained in the appendix to the course program, which is supplemented by the instructor's regulations. The essay can be submitted electronically via the e-learning system, on the interface of the given course. Preparing of the business plan without proper content and form requirements and failure to comply with the deadline will result in the rejection of the home essay (business plan).

Condition for obtaining the course signature: 1) Regular attendance of classes. The administration of student's class attendance takes place in the e-learning system.

To complete successfully the course: prepare and submit a business plan to be prepared according to the instructor's instructions by the deadline. Following the submission of the business plan, the students will give an oral presentation and defend their work in 10 minutes.

The theoretical questions and practical (computational) tasks in the written exam are formulated from the course topics as true-false questions, definition-type questions, test questions.

**Assessment**

The semester ends with a practical (seminar) grade. The final grade includes the result of the home essay (business plan) prepared on the basis of the regulations and submitted to the deadline (max. 40 points), the result of the oral presentation (max. 10 points) and the result of a written exam (classroom test) (up to 50 points). The result of the home essay is determined by its professional, methodological quality and numerical accuracy of the data contained therein. The team members gets the same score/points for the home essay. There is no way to improve the home essay (business plan) after submission.

The date of writing the written test is in the last week of the term-time during the class. After it will be 2 other times to retake it in the examination period. The semester is considered as completed if both of the business plan submitted and the written test are successful (minimum 60% performance) and the presentation is accepted too. The seminar grade will be calculated according to the following table:

Points:	0-60 points (0-59%)	(1)
	61-69 points (60-69%)	(2)
	70-79 points (70-79%)	(3)
	80-89 points (80-89%)	(4)
	90-100 points (90-100%)	(5)

**Compulsory readings:**

- V. Vida : Slide of lectures and exercises (2025)
- Szöllősi, L. – Kovács, K. – Vida, V.: Business Planning Basics – workbook. University of Debrecen, 2019. 64 p.

**Recommended readings:**

- Dewhurst, J.A.: An Introduction to Business and Business Planning – Introducing Business through the Development of a Business Plan. Bookboon, 2014. 123 p.  
[https://www.academia.edu/34567143/An\\_introduction\\_to\\_business\\_and\\_business\\_planning](https://www.academia.edu/34567143/An_introduction_to_business_and_business_planning)
- Whiting, I. (ed.): Start Your Own Business 2010. Crimson Publishing, 2009. 291 p.  
<https://www.pdfdrive.com/start-your-own-business-e158036005.html>
- McKinney, A. (ed.): Real Business Plans & Marketing Tools. Prep Publishing, 2003. 192 p.
- McKeever, M.: How to Write a Business Plan. Nolo, 2010. 290 p.  
[https://www.academia.edu/35931618/How\\_to\\_Write\\_a\\_THE\\_LEADING\\_BUSINESS\\_PLAN\\_BOOK\\_FOR](https://www.academia.edu/35931618/How_to_Write_a_THE_LEADING_BUSINESS_PLAN_BOOK_FOR)
- Friend, G. – Zehle, S.: Guide to Business Planning. The Economist, 2004. 288 p.  
<https://www.semanticscholar.org/paper/Guide-to-business-planning-Friend-Zehle/6c1762df37af05db7e026a9977b454e07a131ec8>

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- Whiting, I. (ed.): Start Your Own Business 2010. Crimson Publishing, 2009. 291 p.  
<https://www.pdfdrive.com/start-your-own-business-e158036005.html>
- McKinney, A. (ed.): Real Business Plans & Marketing Tools. Prep Publishing, 2003. 192 p.
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- Friend, G. – Zehle, S.: Guide to Business Planning. The Economist, 2004. 288 p.  
<https://www.semanticscholar.org/paper/Guide-to-business-planning-Friend-Zehle/>

## Syllabus

Week	Topics
1.	<b>Introduction of the requirements; Elements;</b> LO: Students know the basic concepts and elements of business planning.
2.	<b>Planning in businesses, types of business plans; the process and methodology of business planning;</b> LO: Students know the various plans, their specifics and the basic relationships between them. They are familiar with the basic goals and objectives of the business planning, the main processes of planning, the necessary information and their resources, they are able to develop business concepts and know the main content and structure of business plans.
3.	<b>Strategic planning, strategy creation in enterprises, strategic planning process, phases, strategic planning tools and methods;</b> LO: Students know the basic methodological and professional issues of strategic planning, they are able to draft long-term vision, mission and strategic goals, and assign them medium-term goals and actions.
4.	<b>Action planning, Business planning, business planning practice, methods and content; Executive summary; Introduction of enterprise;</b> LO: Students know the methodological and professional issues of action (tactical) planning, know the practice, methods and detailed content of it. They know the basic professional and content elements of writing an executive summary.
5.	<b>Analysis of business sector;</b> LO: Students are familiar with the main professional and methodological issues of sectoral analysis, they are able to collect secondary data, to present an industry and to make findings and conclusions about the situation of the proposed enterprise within the industry.
6.	<b>Introduction of products and services;</b> LO: Students know the technique of presenting the product / service and the professional questions needed to present the product / service market needs. They are able to collect and process related data.
7.	<b>Operational plan;</b> LO: Students know the professional issues to be addressed in the operational plan. They are able to compile and professionally view the real processes of a given production / service / trade activity. They are able to identify and calculate the resources (fixed and current assets) needed to implement the business concept and their quantity.
8.	<b>Marketing plan;</b> LO: Students know the professional questions to be answered in the marketing plan and the methods to be applied (PEST, SWOT, Porter-five forces model). Based on this, they are able to collect data and compile a marketing situation report. They are able to formulate marketing objectives and related marketing strategy. They are familiar with the core professional issues and relationships of market segmentation, target market definition, target-market strategies, pricing and sales promotion, and marketing budgeting.
9.	<b>Management and organizational structure; Capitalization and structure;</b> LO: Students are able to develop and present a human resource policy and strategy related to the needs derived from the operational plan. They are familiar with the principles of corporate finance and able to make decisions about involving external financial resources.
10.	<b>Financial plan;</b> LO: Students know the financial statements of business activity, the data and methods necessary to prepare these statements, and the relationships between real and financial processes. They are able to compile, evaluate and analyze a sales plan, cost plan, profit and loss plan. They know the professional and methodological context of the compilation of a balance sheet.
11.	<b>Risk assessment;</b> LO: Students know the forms and types of risks that can arise in the business and the general tools and methods that can be applied to control them. They are know and able to perform critical and scenario analysis of the business plan.
12.	<b>Road map for main phases;</b> LO: They are able to view and timely schedule the tasks required to carry out a business concept.
13.	<b>Written exam; Business plan submission; Student presentations;</b> LO: Students demonstrate the knowledge they have acquired during the semester in the form of theoretical and practical assignments. During the preparation of the homework (business plan), students will be able to work with their peers in team work, share ideas with each other, and gain experience in developing a business concept of a start-up business through a practical example. As a result of the presentation, students will be able to highlight and introduce the most important relationships and develop their presentation and debate skills.

\*LO learning outcomes

## Content and form requirements of the business plan

### The required structure and content requirements of the business plan:

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Cover page;

Contents;

1. Identification data;
2. Executive summary;
3. General company description;
4. Sectorial analysis;
5. Products and services;
6. Operational plan;
7. Marketing plan;
8. Management and organization;
9. Capitalization and structure;
10. Financial plan;
11. Risk management;
12. Schedule of major milestones;

Annexes;

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It is a requirement for each chapter to be elaborated in detail with the topic. Submission of a business plan with incomplete content (missing chapter) will result the rejection of the essay.

### Formal requirements of the business plan:

- Min. 25-35 page;
- Font type: Times New Roman, font size: 12, 1.5 line spacing, margin: 2.5 cm;
- For the editing of tables and figures and for other formal requirements, the formal requirements of the diploma work are guiding.
- The essay can be submitted electronically (upload in the e-learning system), which includes three files:
  - 1) Business plan in a Word document (\*.doc, \*.docx);
  - 2) An excel document containing figures and background calculations presented in the business plan (\*.xls, \*.xlsx);
  - 3) Slides of the presentation (\*.ppt, \*.pptx);



Course title:	Hungarian:		Marketingcsatorna tervezése és elemzése				Code:	GT_AKMNE605-17
	English:		Marketing channels planning and audit					
Institute:			Faculty of Economics and Business,					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	0	per week	2	p	3	English
Responsible instructor			name:		Dr. Andras Fehér		post	Assoc. professor
Course goals:								
Students are introduced to the topic of planning and analyzing marketing channels.								
Competences:								
Knowledge: A detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres. An understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the SMEs and non-profit organisations. .								
Capabilities: Be able to perform a basic analysis of concepts constituting the knowledge system of trade and marketing, synthesize their correlations and adequately evaluate the data obtained.								
Attitudes: For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.								
Autonomy, responsibility: They will take responsibility for their analyses, conclusions and decisions.								
Course content , topics:								
The course aims at getting to know different types of marketing channels, examining the methods of marketing channels and the strategic tasks of the sales system								
Learning methods:								
Learn about the curriculum of lectures and exercises. Preservation of an oral presentation as a condition of signing. Exercises are mandatory.								
Assessment								
Written exam								
Compulsory readings:								
Recommended readings:								
Coulgan, A.T., Stern, L.W., Anderson, E., El-Ansary, A.I.: Marketing Channels (6th edition edition)2006, Prentice Hall								

## Syllabus

Week	Topics
1.	Introduction in commerce
2.	Commercial forms, business types
3.	Cooperative strategies in marketing channels
4.	Consumer behaviour in commerce
5.	Strategy in shopkeeping
6.	Selection policy
7.	Planning of product range
8.	Price and action planning in commerce
9.	Communication in commerce
10.	Services in commerce



11.	Shop evolving
12.	Site selection
13.	Goods and information flows in commerce
	Measuring of performance among commercial companies

Course title:	Hungarian:		Nemzetközi marketing				Code:	GT_AKMNE606-17	
	English:		International Marketing						
Institute:			Faculty of Economics and Business, Institute of Marketing and Commerce						
Prerequisites:			-				Code:		
		Classes per week				Requirement	Credit	Language of instruction:	
		Lecture(s)		Seminar(s)					
		per week	2	per week	1	exam	4	English	
Responsible instructor				name:		Dr. Kiss Marietta		post	assistant professor
Instructor				name:				post	
Course goals:									
This course focuses on marketing strategy and marketing management within the context of global and international markets. By using video and text cases beside lecture presentations, it aims to enhance students’ skills in developing effective marketing strategies and making proper decisions in international contexts.									
Competences:									
Knowledge:									
Graduates will have acquired a comprehensive understanding of the basic facts, avenues and restrictions in the special field of international marketing; the structure, operation and relation systems of organizations in the given professional areas; the behaviour of players and its decisive factors in external and internal environments, information gathering for decision-making; and motivational factors; a clear understanding of the most relevant correlations, theories related to international marketing and their constituent conceptual structure; a detailed knowledge of the notion, concept, set of instruments and methodology of international marketing in business sphere.									
Capabilities:									
By applying principles and methods studied, graduates will explore, systematize and analyze facts and essential links; draw conclusions independently and make critical comments, prepare proposals for decision-making, bring decisions in a routine and also partly unknown - national or international - environment. They will follow and interpret processes in the world economy and international business, changes and their impacts in relevant professional policies and regulations concerning economic policies in the given professional areas; take all these into consideration in their analyses, proposals or decisions. They will be able to perform a basic analysis of concepts constituting the knowledge system of international marketing, synthesize their correlations and adequately evaluate the data obtained. They will be capable of making themselves familiar with short and mid-term decision-making processes of international marketing, recognize rapid market changes and adapt to them. They will be capable of performing market research tasks for the preparation of decision-making in international marketing; developing international marketing plans, carrying out research and analyzing fundamental correlations. They will have the ability to conduct efficient work in international marketing projects. They become capable of recognizing international marketing issues, planning their resolutions and realizing them.									
Attitudes:									
Graduates will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks. They will foster efforts to use their informal learning as a means of achieving their professional objectives.									
Autonomy, responsibility:									
They will take responsibility for their analyses, conclusions and decisions. By applying professional guidelines, they will be able to think through the comprehensive and special issues of international marketing and the development of their solutions on the basis of the available sources. They will take responsibility for the development and justification of professional viewpoints. They will be able to give a presentation and manage debates independently.									
Course content, topics:									
The course includes the following topics: international marketing planning; motivators and barriers of international expansion; international marketing research; political, economic, and sociocultural environment of international marketing; micro-environment of international marketing; international market selection; international market entry strategies; product, pricing, distribution, and marketing communication decisions in international marketing.									
Learning methods:									
Lecture presentations (students are provided with lecture slides), class discussions, team work (text and video case study analysis, presentation and discussion), textbook for studying at home, and e-learning materials (online assignments/homework).									
Assessment									
The calculation of the final grade is as follows:									

homework & seminar tasks	30%
written exam	70%
The final result will be evaluated according to the following schedule:	
0–50%	failed (1)
51–62%	satisfactory (2)
63–74%	average (3)
75–86%	good (4)
87–100%	excellent (5)
The final result will contain the homework & seminar task results in case of repeated examinations, too.	
<b>Compulsory readings:</b>	
Hollensen, Svend (2017): Global Marketing. 7/E, Pearson, ISBN-10: 1292100117, ISBN-13: 9781292100111	
<b>Recommended readings:</b>	
Albaum, Gerald–Duerr, Edwin–Josiassen, Alexander (2016): International Marketing and Export Management. 8th Edition, Pearson, ISBN-10: 1292016922, ISBN-13: 9781292016924	
Cateora, Philip R.–Gilly, Mary C.–Graham, John L. (2009): International Marketing. 14th Edition, McGraw-Hill	
Keegan, Warren J.–Green, Mark C. (2017): Global Marketing plus MyMarketingLab with Pearson eText. Global Edition, 9th Edition, Pearson, Boston, ISBN-10: 1292150882, ISBN-13: 9781292150888	

## Syllabus

Week	Topics
1.	<b>Introduction to International Marketing</b> LO*: Students will know the essence of global and international marketing, the 5-step process of international marketing planning in relation to strategic planning, the factors of the problem of going abroad or not, the international marketing concepts, the problem of standardization and differentiation, and the forces behind them.
2.	<b>Initiation of Internationalization</b> LO: Students will understand the proactive and reactive motives, as well as internal and external triggers for internationalization, and they will know the internationalization barriers/risks.
3.	<b>International Marketing Research</b> LO: Students will understand the information need for major international marketing decisions and the categorization of data for assessment of market potential in a country. They will know the role of secondary research (both internal and external) and that of primary research (both quantitative and qualitative) in international market research, including the research design in case of primary research. They will have an insight into other research methods (e.g. continuous research, Delphi studies, sales forecasting) as well as the international marketing information systems.
4.	<b>Macro-Environment Analysis I: The Political and Economic Environment</b> LO: Students will have an insight into the effects of home and target country political/legal environment on their international activities, including various trade barriers. They will know the effects of economic environment, including the economic indicators to be used for assessment, types of countries based on their economic development, and stages of economic integration, including the EU. They will have an insight into the business opportunities provided by low income countries.
5.	<b>Macro-Environment Analysis II: The Sociocultural Environment</b> LO: Students will know the different approaches of culture, the layers and elements of culture, and theories of cultural differences (high and low context cultures, Hofstede's cultural dimensions). They will know how to manage cultural differences and they will understand the convergence and divergence of national cultures.
6.	<b>Micro-Environment Analysis</b> LO: Students will understand the competition analysis of an industry (Porter's 5 forces model), the strategic groups, the value chain analysis, and the role of resources and competences in internationalization.
7.	<b>The International Market Selection Process</b> LO: Students will understand the potential determinants of the firm's choice of foreign markets, the process of international market segmentation, the market expansion strategies, and the global product/market portfolio.
8.	<b>Some Approaches to the Choice of Entry Mode. Export as a Foreign Market Entry Mode</b> LO: Students will know the various internal and external factors affecting the foreign market entry mode decision, and the characteristics of entry modes being taken into account when deciding about them. Students will have an insight into the various indirect and direct export modes, they will know the questions of choice of intermediaries and the evaluation of international distributor partners. They will have

	an insight into the cooperative export modes as well.
9.	<b>Intermediate Market Entry Modes: Contract Manufacturing, Licensing, Franchising, Joint Venture/Strategic Alliances</b> LO: Students will have a deep knowledge of the characteristics of contract manufacturing, licensing, franchising, joint ventures/strategic alliances, and other intermediate entry modes.
10.	<b>Hierarchical Market Entry Modes</b> LO: Students will know the characteristics of domestic-based and resident sales representatives, foreign sales branch and foreign sales subsidiary, production subsidiary, regional headquarters, and transnational organization. They will have an insight into the establishment of wholly owned subsidiaries via greenfield investment or acquisition.
11.	<b>Designing the International Marketing Program I.: Product Decisions</b> LO: Students will understand the need for standardization and adaptation of international marketing mix as well as the forces supporting each. They will know the dimensions of international product and service offerings, the product life cycle and the international product life cycle concepts. They will have an insight into the new product development process for international markets, the product-communication mix, the questions of product positioning and branding in international markets, and the role of the Internet in co-creation of products and services.
12.	<b>Designing the International Marketing Program II.: Pricing Decisions</b> LO: Students will be able to compare international pricing strategies with domestic pricing strategies, they will understand the various internal and external factors influencing international pricing decisions, they will be able to use the international pricing strategies, they will understand transfer pricing and currency issues, the effect of the Internet on international pricing, the terms of sale, delivery and payment.
13.	<b>Designing the International Marketing Program III.: Distribution Decisions</b> LO: Students will know the external and internal determinants of channel decisions, including the structure of the channel, managing and controlling the channel, and managing logistics. They will understand the impact of the Internet on channel decisions, the international retailing and the grey marketing.
	<b>Designing the International Marketing Program IV.: Communication Decisions</b> LO: Students will know the elements of and factors influencing the international communication process, they will have an understanding of the five major communication tools (advertising, public relations, sales promotion, direct marketing, personal selling) in international contexts, and they will know the online communication decisions.

\*LO learning outcomes

Course title:		Hungarian:		Reklám és reklámtervezés		Code:	GT_AKMNE607-17	
		English:		Advertising and advertising planning				
Institute:				Faculty of Economics and Business,				
Prerequisites:				-			Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full-time	+	per week	-	per week	2	P	3	English
Responsible instructor				name:		Enikő Kontor PhD	post	Assistant professor
Instructor				name:		-	post	-
Course goals:								
The aim of this course is to introduce the concepts of advertising, ad planning strategies, communication skills, and professional development. Primary objective is to gain an understanding of the entire advertising campaign process: everything from marketing strategy, planning, and research to media, creative development, and budgeting.								
Competences:								
Knowledge: Graduates will have acquired								
<ul style="list-style-type: none"><li>- basic theories and typical features of micro and macro organizational levels in the economy; will gain an ability to collect fundamental information and carry out mathematical and statistical analyses.</li><li>- a comprehensive understanding of the basic facts, avenues and restrictions in the special field of trade and marketing; the structure, operation and relation systems of organizations in the given professional areas; the behaviour of players and its decisive factors in external and internal environments, information gathering for decision-making; and motivational factors.</li><li>- an appropriate knowledge and understanding of consumers, the behaviour of buyers and consumer protection.</li><li>- all the basic vocabulary of economics in English language.</li></ul>								
Capabilities: Graduates will								
<ul style="list-style-type: none"><li>- be able to perform a basic analysis of concepts constituting the knowledge system of trade and marketing synthesize their correlations and adequately evaluate the data obtained.</li><li>- be capable of making themselves familiar with short and mid-term decision-making processes of trade and marketing, recognize rapid market changes and adapt to them.</li><li>- be able to get a good understanding of the use of the typical online, printed technical literature of trade and marketing in English language.</li><li>- be able to present their professional proposals set out professionally from a conceptual and theoretical point of view orally and in writing, in English language, according to the rules of technical communication.</li><li>- acquire a body of knowledge to cooperate with other research areas and social-economic sub-systems.</li></ul>								
Attitudes:								
<ul style="list-style-type: none"><li>- For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.</li><li>- They will be receptive to include new information, new professional know-how and methodology; open to undertaking new and independent tasks and responsibilities requiring cooperation.</li><li>- They will seek to develop their knowledge base and working relations through cooperation with others.</li></ul>								
Autonomy, responsibility:								
<ul style="list-style-type: none"><li>- In a supervised professional work environment, they will be able to work and organize activities set out in their job description independently.</li><li>- They will take responsibility for their analyses, conclusions and decisions.</li><li>- They will take responsibility for compliance with professional, legal and ethical norms and rules related to their work and behaviour.</li><li>- They will be able to give a presentation and manage debates independently. They will take part responsibly in the work of professional forums within or outside the business organization.</li></ul>								

## Course content , topics:

The topics of the course are the following: the advertising context, the classification of ad; Ethical issues, the legal and regulatory framework; The theoretical background to advertising; The importance of branding; Agency structures and client/agency relationship; Analysing the advertising audience; Creative strategy and tactics; Media planning, objectives and strategy; Defining, understanding and measuring new media advertising; The development of international advertising

## Learning methods:

Learning methods: Lecture presentations (students are provided with lecture slides), class discussions of case studies related to the course topics, e-learning materials including e-book, online assignments/homework. The primary aim of the online assignments is to provide the students with the possibility to prepare/practice for the exam, and its secondary aim is to help them diversify their workload during the semester.

Attendance is mandatory at seminars. More than three absences from seminar classes without a physician's confirmation or from more than 50% of seminar classes for any reason will result in denial of the signature for the class.

- Groups have to choose a product the first week, whose advertising plan will be presented in the last week in small groups (max. 3-4 students). The presentations will be in seminar classes. Participation in the advertising plan presentation is compulsory, no make-up assignments will be given. It is supposed to make a 15-20-minutes presentation

## Assessment

- Students have two options to fulfill the course requirements:
- Option A:
  - Seminar teamwork
  - advertising plan presentation 30%
  - case studies 20% AND
  - Written exam at the end of the semester 50%
- + Individual Assignments 8%
- o + Kahoot quiz (Depends on the ranking achieved) 1-9%
- Option B:
  - Seminar teamwork
  - advertising plan presentation 30%
  - case studies 20% AND
  - Written exam at the end of the semester 30% AND
  - Weekly online assignments in MyLab Marketing 20%
- + Individual Assignments 8%
- + Kahoot quiz (Depends on the ranking achieved) 1-9%

## Compulsory readings:

Moriarty, S., Mitchell, N., Wells, W.D., Wood, Ch. (2019): Advertising & IMC: Principles and Practice, Global Edition, 11th Edition, Pearson,

ISBN-13: 9781292262062 (PAPER BOOK) AND/OR

ISBN-13: 9781292262130 (MYLAB MARKETING ACCESS CODE) OR

Package ISBN-9781292262192 (PAPER BOOK + EBOOK + MYLAB MARKETING ACCESS CODE)

You can purchase the edition above and/or access to MyLab Marketing for this book via the publisher

## Recommended readings:

Marla R. Stafford, M. R., Faber, R. J. (2015): Advertising, Promotion, and New Media, Routledge

Fill, C., Hughes, G., De Francesco, S. (2013): Advertising: strategy, creativity and media, Pearson

## Syllabus

Week, date	Topics	Chapter
Week 1	Introduction, requirement	2
Week 2	Basics of Advertising  LO: Evolution of the key concept, the key components, the role and the types of advertising, the key player	2
Week 3	How Brand Communication Works?  LO: Mass communication foundation, the facets of impact, the power of brand communication	5
	<b><i>Case study – teamwork - mandatory</i></b>	
Week 4	Brand Communication Planning  LO: The key strategic decisions and their role in the brand communication planning. The purpose and role of account planning in advertising planning.	8
	<b><i>Individual assignment - optional</i></b>	
Week 5	The Creative Side of Advertising  LO: The role of creativity, the key message strategy approaches, the management of creative strategy and its implementation	9
	<b><i>Case study – teamwork - mandatory</i></b>	
Week 6	Promotional Writing  LO: The writer's role in brand communication, types of brand communication writing, how to write for various media, some challenges that writers face	10
	<b><i>Individual assignment - optional</i></b>	
Week 7	Visual Communication  LO: The role of visual communication, the basics of design, the essentials of production for print media, the essentials of video production, basic web design considerations.	11
	<b><i>Case study – teamwork - mandatory</i></b>	
Week 8	Educational break	
Week 9	Media Basics  LO: How various media work in marketing communication, the key strategic media concepts, how the media landscape is changing	12
	<b><i>Individual assignment – optional</i></b>	
Week 10	Eastern holiday	

Week 11	<p>Paid, Owned, Interactive and Earned Media  LO: How marketers make effective decisions about advertising, the factors media planners consider, how online advertising works, the meaning of the owned media, and of the earned media, how multiplatform brand communication works. How marketers make effective decisions about advertising, the factors media planners consider, how online advertising works, the meaning of the owned media, and of the earned media, how multiplatform brand communication works</p>	13, 14
<b><i>Case Study –teamwork - mandatory</i></b>		
Week 12	<p>Media Planning and Negotiation. Evaluating, Social Impact, Responsibility, and Ethics</p> <p>LO: What is in a media plan, the four steps in media planning, the responsibilities of media buyers, current trends in media planning and buying. Campaign objectives and the measurement of campaign success, the key ways in which campaign evaluation is conducted</p>	15, 17-18
<b><i>Individual assignment - optional</i></b>		
Week 13	<i>Advertising plan presentations - teamwork</i>	
Week 14	<i>Final test</i>	

\*LO learning outcomes



Course title:	Hungarian:		Nonprofit és kisvállalati marketing				Code:	GT_AKMNE608-17
	English:		Nonprofit and SME marketing					
Institute:			Faculty of Economics and Business,					
Prerequisites:			-				Code:	
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
		per week	0	per week	2	p	3	English
Responsible instructor			name:		Dr. Andras Fehér		post	Assoc. professor
Course goals:								
Introducing students with the basics of nonprofit and small business marketing.								
Competences:								
Knowledge: A detailed knowledge of the notion, concept, set of instruments and methodology of marketing in business and non-profit spheres. An understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the SMEs and non-profit organisations. .								
Capabilities: Be able to perform a basic analysis of concepts constituting the knowledge system of trade and marketing, synthesize their correlations and adequately evaluate the data obtained.								
Attitudes: For delivering work to a high standard of quality, graduates will adopt a problem sensitive, proactive approach and they will be constructive, cooperative and initiative in projects or teamwork.								
Autonomy, responsibility:								
They will take responsibility for their analyses, conclusions and decisions.								
Course content , topics:								
During the course, students will learn about the development of the nonprofit sector, its features, the possibilities of using the marketing toolkit in this environment, the domestic features of small businesses, the range of marketing tools applicable to SMEs and the special conditions of their application.								
Learning methods:								
Learn about the curriculum of lectures.								
Assessment								
Written exam and presentation								
Compulsory readings:								
Recommended readings:								
Slides (teaching materials of lecture)								
Scientific articles to each topic								
Walter Wymer; Patricia Knowles; Roger Gomes: Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organizations. SAGE Publications. 2006								

## Syllabus

Week	Topics
1.	A nonprofit szektor kialakulása, a nonprofit marketing fejlődése LO*Az előadásanyag gyakorlati szintű tárgyalása
3.	Társadalmi marketing LO Az előadásanyag gyakorlati szintű tárgyalása
5.	Településmarketing LO Az előadásanyag gyakorlati szintű tárgyalása
7.	Marketing a politikában LO Az előadásanyag gyakorlati szintű tárgyalása
9.	Marketing a kultúrában

	LO Az előadásanyag gyakorlati szintű tárgyalása
11.	Sportmarketing
	LO Az előadásanyag gyakorlati szintű tárgyalása
13.	A kisvállalkozások meghatározása, jellemzőik
	LO Az előadásanyag gyakorlati szintű tárgyalása
15.	A kisvállalati marketing sajátosságai
	LO Az előadásanyag gyakorlati szintű tárgyalása
17.	A KKV-k termékpolitikája, pozicionálás
	LO Az előadásanyag gyakorlati szintű tárgyalása
19.	A kisvállalkozások árazási politikája
	LO Az előadásanyag gyakorlati szintű tárgyalása
21.	A kisvállalati disztribúció
	LO Az előadásanyag gyakorlati szintű tárgyalása
23.	Marketingkommunikáció a KKV-k esetében
	LO Az előadásanyag gyakorlati szintű tárgyalása
25.	Marketing stratégiai tervezés a KKV-k esetében
	LO Az előadásanyag gyakorlati szintű tárgyalása
	Számonkérés
	LO

\*LO learning outcomes

Course title:		Hungarian:		Online marketing		Code:	GT_AKMNE601-17	
		English:		Online marketing				
Institute:				Faculty of Economics and Business				
Prerequisites:				-			Code:	-
		Classes per week				Requirement	Credit	Language of instruction:
		Lecture(s)		Seminar(s)				
Full time	yes	per week	1	per week	1	P	3	English
-	-	-	-	-	-			
Responsible instructor				name:	Dr. Andras Fehér		post	Assoc. professor
Course goals:								
Within the framework of the course, students can learn about the wide range of business applications of the Internet. During the lectures it will be possible to get acquainted with the Hungarian and foreign theoretical results related to the topic. While solving independent tasks (case studies), the student's creativity and ability to adapt the learned knowledge is the expectation. At the end of the semester, students demonstrate their acquired knowledge by processing a case study and writing a written exam.								
Competences:								
Knowledge:								
<ul style="list-style-type: none"><li>• An understanding of the role of marketing in the operation of companies or institutions and the relation of marketing with other processes and functions within the organization.</li><li>• An appropriate knowledge and understanding of consumers, the behaviour of buyers and consumer protection.</li><li>• He/She knows the methods and background of e-business.</li></ul>								
Capabilities:								
<ul style="list-style-type: none"><li>• Acquire the necessary knowledge and skills to manage marketing and commercial organizations and enterprises</li><li>• Become capable of recognizing economic, marketing and commercial issues, planning their resolutions and realizing them.</li></ul>								
Attitudes:								
<ul style="list-style-type: none"><li>• In decision-making that is unexpected or requires a complex approach, they will seek to bring a decision taking full account of regulations and ethical norms.</li><li>• They will be ready to accept others' opinion with regard to sectoral, regional, national and European values (including societal, social, ecological and sustainability issues as well).</li></ul>								
Autonomy, responsibility:								
<ul style="list-style-type: none"><li>• They will take responsibility for their analyses, conclusions and decisions.</li><li>• They will be able to manage, organize and control organizational units, working groups and undertakings or small economic operators in business organizations, taking responsibility for the organization and employees.</li></ul>								
Course content , topics:								
During the semester, students will get acquainted with the basic concepts closely related to online marketing strategies and online marketing methods. After listening the subject, students will be able to perform an independent online marketing strategy and process. They have to interpret consumers' response to online methods.								
Learning methods:								
Theoretical teaching materials (slides), case studies, scientific articles to help deeper acquiring.								
Assessment								
Presentation. Examination of written exams (multiple choice tests, true and false questions).								

## Syllabus

Week	Topics
1.	Describe the system of requirements and previous experiences. LO: Learn about the purpose and performance of the exercises.
2.	The development of the information society and the Internet I. LO: Detailed knowledge of the curriculum.
3.	The development of the information society and the Internet II. LO: Detailed knowledge of the curriculum.
4.	Online consumer behavior LO: Detailed knowledge of the curriculum.
5.	The development of online marketing LO: Detailed knowledge of the curriculum.
6.	Digital / online marketing trends in recent years LO: Detailed knowledge of the curriculum.
7.	A general introduction to online marketing tools LO: Detailed knowledge of the curriculum.
8.	Search Engine Optimization LO: Detailed knowledge of the curriculum.
9.	E-mail marketing LO: Detailed knowledge of the curriculum.
10.	Social networks (Facebook, Youtube marketing) LO: Detailed knowledge of the curriculum.
11.	Mobile marketing, virus marketing LO: Detailed knowledge of the curriculum.
12.	Web statistics, measurements, ROI LO: Detailed knowledge of the curriculum.
13.	Ecommerce business models and concepts LO: Detailed knowledge of the curriculum.
	Presentation of the case studies LO: Presentation of the case study.

\*LO learning outcomes