

**BULLETIN**

**UNIVERSITY OF DEBRECEN**

**ACADEMIC YEAR 2016/2017**

**Business Administration and Management BA**

**FACULTY OF ECONOMICS AND BUSINESS**

Coordinating Center for International Education



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## CHAPTER 1

### UNIVERSITY OF DEBRECEN

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**Date of Foundation:** 1912 Hungarian Royal University of Sciences 2000 University of Debrecen

**Legal predecessors:** Debrecen University of Agricultural Sciences. Debrecen Medical University. Wargha István College of Education, Hajdúböszörmény. Kossuth Lajos University of Arts and Sciences.

**Legal status of the University of Debrecen:** state university

**Founder of the University of Debrecen:** Hungarian State Parliament

**Supervisory body of the University of Debrecen:** Ministry of Education

**Accreditation dates and statute numbers:**

Debrecen University of Agricultural Sciences: 17<sup>th</sup> December 1996, MAB/1996/10/II/1.

Debrecen Medical University: 5<sup>th</sup> July 1996, OAB/1996/6/II/6

Wargha István College of Education, Hajdúböszörmény: 5<sup>th</sup> July 1996, OAB/1996/6/II/2

Kossuth Lajos University of Arts and Sciences: 5<sup>th</sup> July 1996, OAB/1996/6/II.5.

University of Debrecen: 3<sup>rd</sup> October 2012, MAB/2012/8/VI/2.

**Number of Faculties at the University of Debrecen: 14**

- Faculty of Law
- Faculty of Medicine
- Faculty of Humanities
- Faculty of Health
- Faculty of Dentistry
- Faculty of Economics and Business (before 1 August 2014 the predecessors of the Faculty were the Faculty of Applied Economics and Rural Development and the Faculty of Economics and Business Administration)
- Faculty of Child and Adult Education
- Faculty of Pharmacy
- Faculty of Informatics
- Faculty of Agricultural and Food Sciences and Environmental Management (before 1 March 2010 the name of the Faculty was the Faculty of Agriculture)
- Faculty of Engineering
- Faculty of Public Health
- Faculty of Sciences and Technology
- Faculty of Music

**Number of accredited programmes at the University of Debrecen:**

73 degree programmes with the pre-Bologna 5-year-system university education, 41 supplementary degree programmes offering transfer-degree continuation of studies towards the university degree (MSc), 50 degree programmes with the pre-Bologna 3-year-system college education, 67 BSc and 78 MSc programmes according to the Bologna system, 5 unified one-cycle linear training programmes, 35 specializations offering post-secondary vocational certificates and 159 vocational programmes.

**Number of students at the University of Debrecen: 28812**

According to time of studies: 22888 full-time students, 5899 part-time students having corresponding classes and 25 part-time students having evening classes or distance education according to education level: 944 students at post-secondary vocational level, 17406 students at BSc, 3112 students at MSc, 21 students at college level, 190 students at university level (MSc), 5320 students at one-cycle linear training, 954 students at vocational programmes, 865 students at PhD, 3741 foreign students.

**Full time teachers of the University of Debrecen: 1421**

194 full college/university professors and 1055 lecturers with a PhD.

## **CHAPTER 2**

### **ABOUT THE FACULTY**

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The Faculty of Economics and Business is currently the largest faculty of the University of Debrecen with about 4000 students and more than 120 staff members. The Faculty has been created by the merger of two former faculties of the university: the Faculty of Economics and Business Administration and the Faculty of Applied Economics and Rural Development. The Faculty has a very wide scope of education dominated by economics and business administration however it has a significant variety of programs in agribusiness and rural development. We are proud of the large number of our international students currently in the BA in Business Administration and Management and the MA in International Economy and Business. The attractiveness of our education is indicated by the popularity of the Faculty in terms of incoming Erasmus students, as well.

## CHAPTER 3

### THE ORGANIZATIONAL STRUCTURE OF THE UNIVERSITY

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#### RECTOR OF THE UNIVERSITY OF DEBRECEN

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Head Librarian

Ms. Enikő Pergéné Szabó  
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**CHAPTER 5**  
**ACADEMIC CALENDAR**

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Academic year opening ceremony	11 September 2016
Autumn term registration week	12-16 September 2016
Autumn term study period	19 September – 23 December 2016
Mid-term week	2-4 November 2016
Autumn term examination period	27 December 2016 – 10 February 2017
Spring term registration week	13-17 February 2017
Spring term study period	20 February – 26 May 2017
Mid-term week	10-14 April 2017
Spring term examination period	29 May – 14 July 2017

## CHAPTER 6

# BA IN BUSINESS ADMINISTRATION AND MANAGEMENT PROGRAMME

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About the course:

The aim of the programme is to prepare specialists in economics and business who using the skills acquired in the fields of economics, social sciences, applied economics, methodology are able to analyse, plan, organize, coordinate and accomplish the activities of business organisations and institutions. The programme provides students with the necessary background knowledge to continue to the second (MA) phase of their training.

Students completing the course will be able to:

- fill specialised positions in business organisations
- provide the necessary problem-solving approach to decisions made within companies
- communicate effectively in both domestic and international business contexts using their Information Technology skills
- adapt to the changing environment and develop their own careers by analysing their experiences and continuing their professional education; furthermore, to widen the knowledge they have gained on the course through practical experience
- carry out independent work in various fields within companies
- undertake management functions in the general management of organizations

Language requirements: English language proficiency (TOEFL 513 /IELTS 5.5/oral examination

**Academic requirements:**high school certificate; Mathematics and English (written and oral)

Duration: 7 semesters

Number of contact hours: 1800

ECTS credits: 180+30

Internship: one semester

Class behaviour:

Students must not use cell phones to talk or text during class. Cell phones must be switched off or kept in silence mode during class. In seminars students will be expected to participate in seminar discussions. Students are encouraged to ask questions related to the topic of the lectures discussed, and participate in solving problems related to the topic of the seminar. Students should not disrupt the class by talking to each other. If one continues to disrupt the class, the student may be asked to leave. The usage of electronic devices, textbooks and any form of interaction between students during the tests are strictly forbidden. Electronic devices (cell phones, tablets, etc.), except for approved simple calculators, must not be within the reach (in pocket, in the desk, etc.) of students during tests.

Requirements:

The course consists of lectures and seminars. Attending lectures is strongly recommended, attendance of seminars is compulsory and recorded. Participation at practice classes is compulsory. One might have a maximum of 3 seminar/practice absences. In case of more than 3 absences the final signature may be refused and the student must repeat the course. Being late is equivalent with an absence.

The knowledge of the students will be tested several times depending on the class types during the entire course. End of Semester Examination (ESE) covers the topics of the lectures and seminars of a subject. A minimum of three ESE dates will be set during the examination period. Unsuccessful students may repeat the ESE twice (B and C chances). Five grade evaluation (AW5) is based on class contribution and work. The program ends in a Final/State exam of the whole material of the course covering the topics given out earlier.

Students can be given their degree if, having met other criteria as well, they have collected 180+30

## CHAPTER 6

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credits during their studies. Considering the recommended curriculum this can be achieved in 3,5 years.

According to the credit regulations students should obtain an average of 30 credits in each semester. Students accumulate the required amount of credits by passing exams on compulsory, social science optional and professional optional subjects.

Internship in the final semester is compulsory, students get 30 credits. It can be commenced only if all other study requirements are fulfilled.

Although Physical Education is not recognized by credits, 2 PE courses have to be completed to get the final degree.

## CHAPTER 7 CURRICULUM OF THE FULL TIME PROGRAMME

Subjects	Prerequisites	Semester 1	Semester 2	Credits
		L+S	L+S	
Mathematics I.		2+2		5
Business Informatics		1+2		3
Introduction to Economics		2+0		3
Introduction to Business		2+1		4
Finance		2+2		5
Communication		1+1		3
Proseminar		0+2		3
Social Science Optional I.		2+0		3
<b>Total credits :</b>				<b>29</b>
International Financial Accounting I.			2+2	5
Organizational Behaviour I.			2+1	4
Mathematics II.	Mathematics I.		2+2	5
Microeconomics	Introduction to Economics; Mathematics I.		2+2	5
Business Civil Law			2+0	3
Professional Optional I.			2+0	3
Professional Optional II.			2+0	3
Environmental Economics			2+0	3
<b>Total credits :</b>				<b>31</b>

Subjects	Prerequisites	Semester 3	Semester 4	Credits
		L+P	L+P	
Macroeconomics	Microeconomics	2+2		5
Business Public Law		2+1		4
Corporate Finance I.		2+1		4
Marketing		2+1		4

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Organizational Behaviour II.	Organizational Behaviour I.	0+2		3
Social Science Optional II.		2+0		3
<b>Total credits:</b>				<b>33</b>
International Economics	Macroeconomics		2+1	4
Economic Policy	Introduction to Economics		2+0	3
World Economy			2+0	3
Corporate Finance II.	Corporate Finance I.		2+1	4
Statistics II.	Statistics I.		2+2	5
Marketing management	Marketing		1+2	4
Management of Value Creating Processes			2+1	4
Reading and Writing in Economics and Business			0+2	3
<b>Total credits:</b>				<b>30</b>

Subjects	Prerequisites	Semester 5	Semester 6	Semester 7	Credits
		<b>L+S</b>	<b>L+S</b>	<b>L+S</b>	
Human Resource Management		2+1			4
Controlling	International Financial Accounting II., Corporation Finance I.	2+1			4
EU Studies		2+0			3
Issues in Economic Development		2+1			4
Communication with Customers, Conflict Handling		2+0			3
Knowledge Management		1+2			4
Measuring Economic Performance		0+2			3
Diploma consultation I.		0+2			0
<b>Total credits:</b>					<b>29</b>

**CURRICULUM OF THE FULL TIME PROGRAMME**

Professional Optional III.			2+1		4
Business Planning	Introduction to Business		1+2		3
International Business			2+1		4
Decision Theory and Methodology			1+2		4
Regulation Theory			2+0		3
Entrepreneurship Theory and Practice			2+0		3
Project Management			1+2		4
Services Marketing			0+2		3
Diploma consultation II.			0+2		0
<b>Total credits:</b>					<b>28</b>
Diploma consultation III.				0+2	0
Business Practice	Successful completion of all compulsory subjects			0+35	30
<b>Total credits:</b>					<b>30</b>
<b>Total credits of the program:</b>					<b>210</b>

## CHAPTER 8 COURSE DESCRIPTIONS

### Department of Accounting

Subject: **INTERNATIONAL FINANCIAL ACCOUNTING I.**

Year, Semester: 1<sup>st</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **2**

**1<sup>st</sup> week:**

**Lecture:** Registration week, no classes

**2<sup>nd</sup> week:**

**Lecture:** Introduction, The context of accounting, requirements, aims, basics  
**Seminar:** Solving exercises, recording transactions related to the actual lecture

**3<sup>rd</sup> week:**

**Lecture:** The purposes and users of accounting  
**Seminar:** Solving exercises, recording transactions related to the actual lecture

**4<sup>th</sup> week:**

**Lecture:** Fundamentals of financial accounting, principles  
**Seminar:** Relevant IASB literature: the Framework (revised 2010), IAS 1 (revised 2011) Solving exercises, recording transactions related to the actual lecture

**5<sup>th</sup> week:**

**Lecture:** Basic financial statements, the balance sheet, income statement, cash flow statement  
**Seminar:** Relevant IASB literature: the Framework (revised 2010), IAS 1 (revised 2011) Solving exercises, recording transactions related to the actual lecture

**6<sup>th</sup> week:**

**Lecture:** Frameworks, Introduction to International Accounting Standards/International Financial Reporting Standards, the IASB's concepts, the regulation of accounting  
**Seminar:** Relevant IASB literature: the Framework (revised 2010), IAS 1 (revised 2011) Solving exercises, recording transactions

related to the actual lecture

**7<sup>th</sup> week:**

**Lecture:** The double-entry bookkeeping system  
**Seminar:** Solving exercises, recording transactions related to the actual lecture

**8<sup>th</sup> week:**

**Lecture:** Exam week, no classes

**9<sup>th</sup> week:**

**Lecture:** Journals, journalizing and posting transactions, adjusting and closing procedures  
**Seminar:** Solving exercises, recording transactions related to the actual lecture

**10<sup>th</sup> week:**

**Lecture:** The accounting and bookkeeping cycle, the trial balance, composition of financial statements  
**Seminar:** Solving exercises, recording transactions related to the actual lecture

**11<sup>th</sup> week:**

**Lecture:** The contents of financial statements, statement of financial position, comprehensive income (CI) and other comprehensive income (OCI). Events after the reporting period, accounting policies  
**Seminar:** Related standards: IAS 1, IAS 8, IAS 10 Solving exercises, recording transactions related to the actual lecture

**12<sup>th</sup> week:**

**Lecture:** Statement of changes in equity (SOCIE), notes to the financial statements, other general disclosure requirements  
**Seminar:** Related standards: IAS 1, IAS 33, IAS

34, IFRS 5, IFRS 8 Solving exercises, recording transactions related to the actual lecture

**13<sup>th</sup> week:**

**Lecture:** Related Party Disclosures

**Seminar:** Related standard: IAS 24 Solving exercises, recording transactions related to the actual lecture

**14<sup>th</sup> week:**

**Lecture:** Financial reporting issues, recognition of assets and liabilities

**Seminar:** Relevant standards: IAS 11, IAS

18 Solving exercises, recording transactions related to the actual lecture

**15<sup>th</sup> week:**

**Lecture:** Measurement of the elements of financial statements. Revenue from Contracts with Customers

**Seminar:** Relevant standards: IAS 11, IAS 18, IFRS 15 Solving exercises, recording transactions related to the actual lecture

## Requirements

**Course Goals:**

**International financial accounting** is a rapidly expanding field and its importance has grown with the globalization. The main purpose of this course is to give an understanding of the impact of accounting in an international environment. The course will provide the students with an international perspective on accounting including both theory, practice, and its applications under **International Accounting Standards/International Financial Reporting Standards (IAS/IFRS)**. Primary areas of study include definition and principles of accounting and double entry bookkeeping, recognition and measurement of assets and liabilities, impact of economic transactions on balance sheet items, the definition and recognition of income, the application of debit and credit, valuation, accounting policies, regulation, accounts, special journals, the accounting cycle, and the process of preparation of financial statements.

**Course and exam requirements:**

Active participation in classes, individual assignments, and a written final exam with essay questions and exercises. The written final exam contains 60% exercises and 40% theoretical (essay) questions. **Students cannot miss more than three classes.**

**Assessment and grading:**

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

50%–64% = 2

65%–74% = 3

75%–84% = 4

85%–100% = 5

**Compulsory readings:**

*David Alexander and Christopher Nobes:* Financial Accounting: An International Introduction, Prentice Hall, 2013, 5 Edition, **chapter 1, 2, 3, 4 (pp. 1-63.), 6, 7, 8 (pp. 97-178.), Appendix A (pp. 397-441.)**

**Conceptual Framework for Financial Reporting 2010 (the IFRS Framework) approved by the IASB** (the Framework is available at <http://www.ifrs.org/News/Press-Releases/Documents/ConceptualFW2010vb.pdf>)

**Related International Accounting Standards/International Financial Reporting Standards: IAS 1, IAS 8, IAS 10, IAS 11, IAS 18, IAS 24, IAS 33, IAS 34, IFRS 5, IFRS 8, IFRS 15** (the standards are available at [http://ec.europa.eu/finance/accounting/ias/index\\_en.htm](http://ec.europa.eu/finance/accounting/ias/index_en.htm), Consolidated text - non-legally binding (all EU languages)).

Study materials provided by the lecturer.



### Required reading materials

*David Alexander and Christopher Nobes: Financial Accounting: An International Introduction* 5th Edition. Prentice Hall, London, UK chapter 1, 2, 3, 4 (pp. 1-63.), 6, 7, 8 (pp. 97-178.), Appendix A (pp. 397-441.), 2013.

### Suggested reading materials

*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* Wiley, 2010.

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

## Department of Business Economics

Subject: **INTRODUCTION TO BUSINESS**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

**1<sup>st</sup> week:**

**Lecture:** Business organizations, integrations.

**Seminar:** Business organizations

**2<sup>nd</sup> week:**

**Lecture:** Business resources, measuring the output in business sectors (yield; production value; income; profit)

**Seminar:** Production value, calculations

**3<sup>rd</sup> week:**

**Lecture:** Measuring the input in business sectors (costs, fixed cost, variable cost, direct costs, indirect costs, cost per units)

**Seminar:** Cost calculations

**4<sup>th</sup> week:**

**Lecture:** Efficiency and measurement of efficiency indicators

**Seminar:** Income calculations

**5<sup>th</sup> week:**

**Lecture:** Business resources, balance sheet,

assets and liabilities, fixed assets

**Seminar:** Efficiency calculations

**6<sup>th</sup> week:**

**Lecture:** First midterm written examination

**7<sup>th</sup> week:**

**Lecture:** Investment (PV, NPV, PI, IRR, DPP)

**Seminar:** Break even calculations

**8<sup>th</sup> week:**

**Lecture:** Business resources, current assests, working capital management

**Seminar:** Depretiations

**9<sup>th</sup> week:**

**Lecture:** Processes of production value management, production and services

**Seminar:** Investment analysis

**10<sup>th</sup> week:**

**Lecture:** The main elements of corporate planning

**Seminar:** Working capital management

**11<sup>th</sup> week:**

**Lecture:** Second midterm written examination

**12<sup>th</sup> week:**

**Lecture:** An overview of strategic planning

**Seminar:** Business ratios

**13<sup>th</sup> week:**

**Lecture:** Basic elements of Human resource

management

**Seminar:** Business ratios

**14<sup>th</sup> week:**

**Lecture:** Subject overview, core business calculations

**Seminar:** Overview

### Requirements

#### COURSE GOALS:

The students will become familiar with core business elements; like business organizations, integrations, business resources, fixed and current assets calculations, cost calculation, efficiency and it's measurement, planning, and HRM.

#### COURSE AND EXAM REQUIREMENTS:

During the semester students are reported with midterm written examinations (ZH) 2 times, which allows the lecturer to offer a final grade. Students who are insufficient (less than 60% of the two midterm exam average) or not be accepted offered grade has to be write an exam in the examination period.

#### ASSESSMENT AND GRADING:

Written tests 1-5 grade

### Required reading materials

*András Nábrádi: Sectorial Economy I. E-learning textbook*

University of Debrecen, ISBN: 978-963-473-661-5

### Suggested reading materials

*John Komlos: What Every Economics Student Needs To Know and Doesn't Get in the Usual Principles Text*

Routledge, 2014. ISBN: 978-0765639233

## Department of Business Informatics

Subject: **BUSINESS INFORMATICS**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Lecture: **1**

Seminar: **2**

### Requirements

#### COURSE GOALS:

The course is designed to reach a basic level of business informatics knowledge. These knowledge

## CHAPTER 8

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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 Office programfamily. The course is mainly application and practice oriented.

### COURSE SCHEDULE:

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction –basic questions/Information, system (data, information, knowledge, system categories, system approach)	The use of spreadsheet: basic, formatting, data format
Week 2		The use of spreadsheet: links, (SUM, PIECE, MIN, MAX, AVERAGE)
Week 3	Information technologies	The use of spreadsheet: logical operators (IF, AND, OR); Search functions (VLOOOUP, INDEX, MATCH)
Week 4		The use of spreadsheet: Matrix functions
Week 5	Information society	The use of spreadsheet: Pivot tables
Week 6	practice exam week	
Week 7	Databases	Database : Creation of relation tables, the role of keys
Week 8		Database creation, sheet, form creation
Week 9	Relation modell	Database queries (QBE, SQL)
Week 10		Database report creation
Week 11	Multidimensional data modeling	Independent practical problem solving, task presentation
Week 12		Independent practical problem solving, task presentation
Week 13	Automatic business intelligence and the ERP	Independent practical problem solving, task presentation
Week 14		Independent practical problem solving, task presentation

### COURSE AND EXAM REQUIREMENTS:

Participation at seminars is mandatory.

For the completion of the semester students have to pass a problem solving test during the semester.

### ASSESSMENT AND GRADING:

15% Theoretical exam

15% Theoretical exam (Excel)

45% Excel practical exam

25% Database practical exam

### RECOMMENDED READINGS:

Dobay Péter: Gazdasági Informatika I., Pécsi Tudományegyetem Közgazdaságtudományi Kar, 2006

Dobay Péter (1997): Vállalati információ-menedzsment. Nemzeti Tankönyvkiadó.

Raffai Mária: Az információ, Szerep, hatás, információmenedzsment, Palatia, 2006  
 Sommerville: Szoftverrendszerek fejlesztése, Panem, 2002.  
 R. Elmasri – S. B. Navathe: Fundamentals of Database Systems, Addison Wesley, 2004.  
 Tézisek az információs társadalomról (Kiadó: Dr. Mojzes Imre informatikai kormánybiztos, MEH, 2000.)  
[www.kancellaria.gov.hu/tevekenyseg/kiadvanyok/tezis.htm](http://www.kancellaria.gov.hu/tevekenyseg/kiadvanyok/tezis.htm)  
 Kormányzat Stratégia és Programterv, MeH Elektronikus Kormányzat Központ, 2005.  
 IHM Elektronikus Önkormányzat Stratégia, 2003.  
 Molnár Bálint: Bevezetés a rendszerelemzésbe, A rendszerszervezés alapjai, Műszaki Könyvkiadó, 2002  
 Ullman, J.D., Widom J.: Adatbázisrendszerek, Alapvetés, Panem Prentice Hall, 1998.  
 Katona E.: Adatbázisok, Szegedi Tudományegyetem, , 2006.  
 Date, J. C.: An Introduction to Database Systems, Addison Wesley, 2004  
 Rajtik János (2004): Adatbázis-kezelés MS ACCES 97, Pedellus Tankönyvkiadó Kft, Debrecen.  
 Reese, G., Yarger, R. J., King, T.: A MySQL kezelése és használata, Kossuth Kiadó, 2003.

### Required reading materials

*Herdon Miklós-Rózsa Tünde: Információs rendszerek az agrárgazdaságban*  
 Szaktudás Kiadó Ház, 2011.  
*Tanszéki szerzői kollektíva : Üzleti informatika, elektronikus jegyzet*  
 2011.

## Department of Finance

Subject: **FINANCE**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **2**

**1<sup>st</sup> week:**

**Lecture:** Introduction

**2<sup>nd</sup> week:**

**Lecture:** Introduction to Financial Management

**Seminar:** Application of the lecture's topic of  
 Book No.[1] Chapter [1].

**3<sup>rd</sup> week:**

**Lecture:** Firms and the Financial Market

**Seminar:** Application of the lecture's topic of  
 Book No [1] Chapter [2]

**4<sup>th</sup> week:**

**Lecture:** Financial Statements, Taxes, Cash  
 Flows

**Seminar:** Application of the lecture's topic of

Book No.[1] Chapter [3]

**5<sup>th</sup> week:**

**Lecture:** Financial Analysis

**Seminar:** Application of the lecture's topic of  
 Book No.[1] Chapter [4]

**6<sup>th</sup> week:**

**Lecture:** Official Midterm Period

**7<sup>th</sup> week:**

**Lecture:** Time Value of Money

**Seminar:** Application of the lecture's topic of  
 Book No.[1] Chapter [5]

**8<sup>th</sup> week:**

**Lecture:** Time Value of Money (annuities)

**Seminar:** Application of the lecture's topic of Book No.[1] Chapter [6]

**9<sup>th</sup> week:**

**Lecture:** Test A

**Seminar:** Control of the test

**10<sup>th</sup> week:**

**Lecture:** Structure of Central Banks and Federal Reserve System

**Seminar:** Application of the lecture's topic of Book No.[2] Chapter [13]

**11<sup>th</sup> week:**

**Lecture:** Tools of Monetary Policy

**Seminar:** Application of the lecture's topic of Book No.[2] Chapter [15]

**12<sup>th</sup> week:**

**Lecture:** Banking and the Management of Financial Institutions

**Seminar:** Application of the lecture's topic of Book No.[2] Chapter [10]

**13<sup>th</sup> week:**

**Lecture:** Application of the lecture's topic of Book No.[2] Chapter [10]

**Seminar:** Application of the lecture's topic of Book No.[1] Chapter [9] and [10]

**14<sup>th</sup> week:**

**Lecture:** Test B

**Seminar:** Control of the test

### Requirements

**TEACHING OBJECTIVE:**

Financial Management, Firms and the Financial Market, Financial Statements, Taxes, Cash Flows, Financial Analysis, Time Value of Money, Central banking and the conduct of monetary policy, financial institutions, financial markets, debt and equity markets.

**COURSE AND EXAM REQUIREMENTS:**

Test at the end of the semester, participation at the 80% of the seminars.

**ASSESSMENT:**

The course is performed successfully, in case both of the tests are passed (min. 60% all together). One test is performed, it is over 50%, but the average of the two tests' results should be over 60%. The tests can be repeated during the examination period.

### Required reading materials

(1) *Titman, Sharidan - Keown, A.J., Martin J.D.: Financial Management. Principles and Applications*

Eleventh edition.2010. ISBN: 978-0-13-217-422-0

(2) *Mishkin, Frederic S.: The Economics of Money, Banking, and Financial Markets*

Tenth edition.2013. ISBN: 0-321-12235-6

### Suggested reading materials

*Block, B. S. - Hirt, G. A.: Foundations of Financial Management*  
McGraw-Hill/Irwin, 2001.

*Brealey, R. A. - Myers, S. C. – Allen, F. : Principles of Corporate Finances*  
McGraw-Hill/Irwin, 2011. ISBN: 0077356381, 97800773

*Brigham, E. F. - Ehrhardt, M.C.: Financial Management, Theory and Practice*  
2002. Harcourt College Publishers,

## Department of Micro- and Macroeconomics

Subject: **INTRODUCTION TO ECONOMICS**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Lecture: **2**

**1<sup>st</sup> week:**

**Lecture:** Registration for courses/No class

**2<sup>nd</sup> week:**

**Lecture:** Basic concepts and fundamental questions of economics

**3<sup>rd</sup> week:**

**Lecture:** Ten principles of economics and the economic way of thinking/1. /Mankiw pp. 3-19

**4<sup>th</sup> week:**

**Lecture:** Ten principles of economics and the economic way of thinking/2./Mankiw pp. 3-19

**5<sup>th</sup> week:**

**Lecture:** Production possibilities frontier/Mankiw pp. 21-30

**6<sup>th</sup> week:**

**Lecture:** How markets work: demand and supply I./Mankiw pp. 65-88

**7<sup>th</sup> week:**

**Lecture:** National holiday (no class)

**8<sup>th</sup> week:**

**Lecture:** How markets work: demand and

supply II./Mankiw pp. 65-88

**9<sup>th</sup> week:**

**Lecture:** Measuring a nation's income/Mankiw pp. 507-527

**10<sup>th</sup> week:**

**Lecture:** Measuring the cost of living/Mankiw pp. 529-545

**11<sup>th</sup> week:**

**Lecture:** Exercises to measurement

**12<sup>th</sup> week:**

**Lecture:** Savings and investment, and the role of the financial system /Mankiw pp. 575-596.

**13<sup>th</sup> week:**

**Lecture:** Unemployment /Mankiw pp. 613-637

**14<sup>th</sup> week:**

**Lecture:** Money and inflation/Mankiw pp. 663-687

**15<sup>th</sup> week:**

**Lecture:** Summary

### Requirements

**Teaching objective:**

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.

**Course requirements:**

Class work and attendance is strongly recommended.

**Grading:**

The exam is a written test which will be evaluated according to the following grading schedule:

0 - 50% –	1
50%+1 point - 63% –	2
64% - 75% –	3
76% - 86% –	4

87% - 100% – 5

**Additional Information:**

The required textbooks are available in the library in limited numbers. Notice that not the whole book is required to read only the chapters as indicated in the schedule above.

**Required reading materials**

*Mankiw, Gregory: Principles of Economics*

Fifth edition. South-Western, Mason, USA, 2009.

**Suggested reading materials**

*Heyne, Paul - Boettke, Peter - Prychitko, David: The Economic Way of Thinking*

Twelfth edition. Pearson Education International, New Jersey, 2010.

Subject: **PROSEMINAR**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Seminar: **2**

**Requirements**

**Teaching objective:**

The course will provide an introduction to writing and presentation skills. The students will learn how to create academic papers and to hold presentations in a professional setting. This will enable them to understand the targets and tools of academic exchange as well as conducting own publications and speeches. Afterwards they will be capable to write academic papers as well as present the results.

**Schedule:**

During the course we will discuss several topics in connection with academic writing and presentation such as:

Essential writing skills

Finding a topic and planning your research

Format skills

Plagiarism

Essential presentation skills

The main goal of these discussions is to help students write their own paper and present it. Student presentations will also be a substantial part of the course.

**Required readings:**

Required readings will include those papers that will be assigned during the class for discussion on next week. Students are also required to read some additional papers for their own research which they themselves will be required to find as part of their own research.

**Course requirements:**

Students are required to take part in class discussions and prepare the assignments for the next class. During the course the students will be required to present short papers that they will have to read at home before. Most importantly, every student is required to write a 5-10 pages long paper by the end of the course and present it during the course. The students are not allowed to miss more than three classes during the semester.

**Grading:**

50% Paper (5-10 pages), 25% PowerPoint Presentation (10 – 15 minutes), 25% Class work

**Teachers:**

**Dr. Judit Kapás, Professor (office hours: Tuesday 9-9.45, Thursday 11.45-12.30, office: TVK 141)**

**Dr. Pál Czeglédi, Associate Professor (office hours: Tuesday 10-11, Thursday 12-13, office: TVK 140)**

Dr. István Kovács, assistant professor, course coordinator (office hours: Monday 14-15, Tuesday 12:30-13:30, office: TVK 128)

## Department of Organization and Communication

Subject: **COMMUNICATION**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Lecture: **1**

Seminar: **1**

### Requirements

**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.

**COURSE SCHEDULE:**

Week	Topic (lecture)	Seminar
	Registration week	
Week 1	Basic knowledge of Communication	
Week 2		Requirements of essay
Week 3	Nonverbal communication	
Week 4		Practices of Oral communication
Week 5	Writing Communication	
Week 6		Reports about nonverbal communications
Week 7	NO Class	
Week 8		Communication between genders
Week 9	Oral Communication	
Week 10		Problems in communication, distortion of information
Week 11	Problems in communication	
Week 12		Written communication
Week 13	Intercultural and International Business	



## CHAPTER 8

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	Communication	
Week 14	Written Exam	

### **COURSE AND EXAM REQUIREMENTS**

Students cannot miss more than three classes.

Students are required to write an essay and an exam in the beginning of the exam period.

### **ASSESSMENT AND GRADING:**

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 examination.

### **Required reading materials**

*Guffey, Mary Ellen - Loewy, Dana: Essential of Business Communication*

URL: <http://www.cengagebrain.com.mx/content/9781133991465.pdf>

### **Suggested reading materials**

*McLean, S.: The Basics of Interpersonal Communication*

Boston, MA: Allyn & Bacon., 2005.

*Pearson, J. & Nelson, P.: An Introduction to Human Communication: Understanding and Sharing*

Boston, MA: McGraw-Hill, 2000.

## Department of Research Methodology and Statistics

Subject: **MATHEMATICS I.**

Year, Semester: 1<sup>st</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **2**

### **Requirements**

#### **Purpose of the course:**

The main goal of the subject is that the students could be introduced to the basic methods and terminology or 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.

Main 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 and indefinite integrals.  
COURSE SCHEDULE:

Week	Lecture	Practice
Week 1	Theory of sets. Sets of numbers	Set operations, cardinality, set builder notations
Week 2	Algebraic preliminaries I.	real number line, operations, rules for exponents and radicals, operations with algebraic expressions, factoring
Week 3	Algebraic preliminaries II.	Cartesian coordinate systems, straight lines, distance in the plane
Week 4	Functions I.	Graph and algebra of functions, application is business economics, break-even analysis, supply-demand, market equilibrium
Week 5	Functions II.	Exponential, logarithmic and logistic curves and its applications
Week 6	Mathematics of Finance I.	amount of investment, rate of interest, present value, compound interest, mathematical models
Week 7	Mathematics of Finance II.	Future Value of annuities, annuities due, loans and amortization of debts
Week 8	Practice	Midterm test
Week 9	Calculus	limits and continuity and derivatives
Week 10	Differential calculus	rules, higher order derivatives, marginal functions in economics
Week 11	Differential calculus II.	first and second, curve sketching,
Week 12	Differential calculus II.	optimization, elasticity and other applications in business economics
Week 13	Indefinite Integration	Indefinite Integration
Week 14	Indefinite Integration	Applications in business economics
Week 15	Practice	Final test

**Midterm requirements:**

The attendance at 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 for statistical purposes and students should not miss more than 5 lectures. The semester will be closed by giving each student a grade which will be offered according to the results of the midterm and the final tests. 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 5 uncertified absence from the lectures and 20 percent should be obtained from the total score of the two tests.

**Evaluation:**

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Evaluation will be made according to the results of the midterm (in the 8th week) and final (15th week) tests and will also be based on the performance on the practices. Each student gets a recommended grade in case the final score from both tests reaches at least the half of the obtainable total. Every student must receive a signature too. Those students who were not able to obtain signature or grade during the learning period, will be given 3 extra chance during the examining period. In case the student has already obtained a grade but would like to better the result, the better result will be valid. This means that there is no place for spoiling the accomplished result.

The current score limits are as follows:

under 50% :	fail mark
50% - 60% :	satisfactory mark
60% - 70% :	average grade
70% - 80% :	good grade
80% - 100% :	excellent grade

### Required reading materials

*H.P. Greenspan - D.J. Benney: Calculus: An introduction to Applied Mathematics*  
Breukelen Press, Bookline, MA, USA, 1997. ISBN: 0-9626998-1-0  
*S.T.Tan: Applied Mathematics for Managerial Life and Social Sciences*  
Sixth . Brooks/Cole, Belmont, CA, USA, 2013. ISBN: 1-133-10894-6

### Suggested reading materials

*K.Sydastaer - P. Hammond: Essential Mathematics for Economic Analysis*  
Prentice Hall, London, UK, 2008. ISBN: 978-0-273-71324-1

## Department of Business Law

Subject: **BUSINESS CIVIL LAW**

Year, Semester: 1<sup>st</sup> year/2<sup>nd</sup> semester

Lecture: **2**

### Requirements

#### COURSE GOALS:

In the framework of Civil Law the course is about humans and legal entities. On the course the students will analyze the foundation, organisation and operation of business associations, the rights, obligations and responsibility of the founders and members (shareholders) of business associations.

#### COURSE SCHEDULE:

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction to civil law	Ppt slides
Week 2	Legal capacity- legal competency of humans	Ppt slides
Week 3	Sole proprietorship - legal entities	Ppt slides

Week 4	Family Law	Ppt slides
Week 5	Business Associations – Pre-company.	Ppt slides
Week 6	1st Mid-term exam (test)	1-5 classes
Week 7	Academic week	-
Week 8	Easter monday	-
Week 9	Memorandum of association	Ppt slides
Week 10	Management of Business Associations	Ppt slides
Week 11	Supreme Body, The supervisory Board and the Auditor	Ppt slides
Week 12	GP, LP, LLC, LC	Ppt slides
Week 13	Termination of Business Associations	Ppt slides
Week 14	2nd Quarter exam (written test)	7-13 classes

**COURSE AND EXAM REQUIREMENTS:**

**Course attendance.**

**ASSESSMENT AND GRADING:**

Exam is in written form, divided into two parts. On April 2 and May 21 students write mid-term tests. Results of the two mid-terms will be combined in order to calculate final grade. Evaluation system is based on the five-grade scale following this pattern.

<51%– 1 (fail)

51-65%– 2 (satisfactory)

66-75%– 3 (fair)

76-89%– 4 (good)

90-100%– 5 (excellent)

If somebody cannot write any of the mid-term tests, shall write a combined exam in the exam period from materials of the entire semester. The advantage of dividing the exam into two parts is only available to those who pass both mid-terms.

Sample questions will be distributed along with the ppts.

**COMPULSORY READINGS:**

Relevant articles, regulations and ppt slides will be available in the Moodle system after the lectures but at least three weeks prior to test date.

**Suggested reading materials**

*Ewan Macintyre: Business Law*

Pearson Education Limited, ISBN: 978-1-4082-3797-7

**Department of Environmental Economics**

Subject: **ENVIRONMENTAL ECONOMICS**

Year, Semester: 1<sup>st</sup> year/2<sup>nd</sup> semester

Lecture: **2**

## Requirements

### 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.

### COURSE SCHEDULE:

Week	Topic	Readings
Week 1	Registration for courses (no class)	
Week 2	Introduction to Environmental Economics	Harris&Roach, 1-15
Week 3	Economic Growth and the Environment	Harris&Roach, 16-25
Week 4	Sustainable Development	Harris&Roach, 26-32
Week 5	The Theory of Externalities	Harris&Roach, 33-56
Week 6	Common Property Resources and Public Goods	Harris&Roach, 76-92
Week 7	Resources Allocation over Time	Harris&Roach, 93-106
Week 8	Midterm week (no class)	
Week 9	Valuing the Environment	Harris&Roach, 107-142
Week 10	Ecological Economics: Basic Concepts	Harris&Roach, 151-167
Week 11	National Income and Environmental Accounting	Harris&Roach, 168-197
Week 12	Population and the Environment	Harris&Roach, 203-231
Week 13	Pollution: Analysis and Policy	Harris&Roach, 375-407
Week 14	Greening the Economy	Harris&Roach, 408-432
Week 15	Climate Change and Policy Responses	Harris&Roach, 433-488

### COURSE AND EXAM REQUIREMENTS

The course includes only lectures and no seminars; and there is no midterm test. Only those parts of the texts are required to read which will be presented during the lectures. In addition, we will discuss problems during the lectures which, or very similar to which, can be raised in the endterm test.

### ASSESSMENT AND GRADING:

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)

Required reading materials

Harris, Jonathan M. – Roach, Brian: *Environmental and Natural Resources Economics: A Contemporary Approach*  
 Third Edition. Routledge, 2013.

**Suggested reading materials**

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

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

Brown, Lester R.: *Plan B 4.0: Mobilizing to Save Civilization*

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

## Department of Management Sciences

Subject: **ORGANIZATIONAL BEHAVIOUR I.**

Year, Semester: 1<sup>st</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **1**

### Requirements

**COURSE GOALS:**

Organizational Behaviour (often abbreviated as OB) studies individual behaviour in organizational settings. The goal of OB is 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.

Within this course we focus on the following topics:

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.

**COURSE SCHEDULE:**

Week, date	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction to Organizational Behaviour, Discussion of course content	Robbins – Judge, chapter 1
Week 2	Job Attitudes	Robbins – Judge, chapter 2
Week 3	Personality Traits and Work Values	Robbins – Judge, chapter4
Week 4	Individual Perception and Decision-Making/How to use MyManagementLab	Robbins – Judge, chapter5

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Week 5	Motivation I. Basic Concepts Motivation II. Applied Concepts	Robbins – Judge, chapter 6-7
Week 6	Groups	Robbins – Judge, chapter 8
Week 7	Midterm Week	
Week 8	Midterm test, Teams	Midterm test from Robbins – Judge, chapter 1, 2, 4, 5, 6, 7, Lecture from Robbins – Judge, chapter 9
Week 9	Leadership	Robbins – Judge, chapter 11
Week 10	Power and Politics	Robbins – Judge, chapter 12
Week 11	Conflict and Negotiations	Robbins – Judge, chapter 13
Week 12	Structure and Organizational Behaviour	Robbins – Judge, chapter 14
Week 13	Organizational Culture	Robbins – Judge, chapter 15
Week 14	Organizational Change	Robbins – Judge, chapter 16

### **COURSE AND EXAM REQUIREMENTS:**

Active participation in classes, no more than three absences during the semester is required.

### **ASSESSMENT AND GRADING:**

#### **Final grade:**

midterm exam 35%

final exam 35%

class participation 20%

exercises on MyManagementLab 10%

At the end of the term period there will be one possibility to correct or make up the midterm exam.

#### **Grade determination:**

0–50% failed (1)

51–60% acceptable (2)

61–70% medium (3)

71–80% good (4)

81–100% excellent (5)

### **Required reading materials**

*Robbins, Stephen P. – Judge, Timothy A. : Essentials of Organizational Behavior*  
Twelfth Edition. Pearson International Edition, 2014.

### **Suggested reading materials**

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

## Department of Micro- and Macroeconomics

Subject: **MICROECONOMICS**

Year, Semester: 1<sup>st</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **2**

**1<sup>st</sup> week:**

**Lecture:** Registration

**2<sup>nd</sup> week:**

**Lecture:** Principles of microeconomics, equilibrium analysis – graphical treatment/Chapter 1, pp. 1-21

**Seminar:** Demand, supply, and equilibrium – algebraic treatment/Chapter 2.1 pp. 25-38

**3<sup>rd</sup> week:**

**Lecture:** Price elasticity and other elasticities/Chapter 2.2, pp. 38-46

**Seminar:** Consumer preferences and utility/Chapters 3.1 and 3.2, pp. 69-77

**4<sup>th</sup> week:**

**Lecture:** Utility functions with two goods, and indifference curves/Chapter 3.2, pp. 77-87

**Seminar:** Special preferences and utility functions/Chapter 3.2, pp. 87-97

**5<sup>th</sup> week:**

**Lecture:** The budget constraint/Chapter 4.1, pp. 98-105

**Seminar:** Consumer choice/Chapter 4.2, pp. 105-111

**6<sup>th</sup> week:**

**Lecture:** Consumer choice/Chapter 4.2, pp. 105-111

**Seminar:** Consumer choice with special preferences: corner points/Chapter 4.2, pp. 111-114

**7<sup>th</sup> week:**

**Lecture:** Individual demand/Chapter 5.1, pp. 136-144

**Seminar:** Consumer surplus and market demand/Chapters 5.3 and 5.4, pp. 159-161, 168-170

**8<sup>th</sup> week:**

**Lecture:** Midterm week

**9<sup>th</sup> week:**

**Lecture:** Production with a single input/Chapters 6.1 and 6.2, pp. 186-194

**Seminar:** Production with more than one input/Chapter 6.3, pp. 194-203

**10<sup>th</sup> week:**

**Lecture:** Special production functions and the returns to scale/Chapters 6.4 and 6.5, pp. 203-215

**Seminar:** Costs/Cost-minimization/Chapters 7.1 and 7.2, pp. 226-240

**11<sup>th</sup> week:**

**Lecture:** Cost curves/Chapters 8.1 and 8.2, pp. 264-274

**Seminar:** Perfect competition I/Chapter 9.1, 9.2 and 9.3 pp. 305-316

**12<sup>th</sup> week:**

**Lecture:** Midterm test/Perfect competition II, long-run supply/Chapters 9.3 and 9.4, pp. 316-335

**13<sup>th</sup> week:**

**Lecture:** Producer surplus/Chapter 9.5, pp. 345-353

**14<sup>th</sup> week:**

**Lecture:** Monopoly/Chapters 11.1. and 11.2, pp. 413-427

**Seminar:** The welfare economics of monopoly/Chapter 11.5, pp. 440-442

**15<sup>th</sup> week:**

**Lecture:** Summary



## Requirements

### 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.

### Course requirements:

Eligibility for final exam (all of the following):

at least a performance of 50% in the midterm test

active class work

attendance (you cannot miss more than 3 classes)

### Grading:

The written exam will be evaluated according to the following grading schedule:

0 - 50% – 1

50%+1 point - 63% – 2

64% - 75% – 3

76% - 86% – 4

87% - 100% – 5

### Additional Information:

The required textbooks are available in the library in limited numbers, but students have the possibility to photocopy the pages they want to read. Microeconomics is generally considered very difficult by undergraduate students. To fulfill the requirements much more work is needed than during the Introduction to Economics class. Without constant preparing for classes and practicing this subject cannot be fulfilled.

## Required reading materials

*Besanko, David – Breautigam, Ronald R. : Microeconomics (International Student version)*  
Third Edition. John Wiley and Sons, Inc., New York, 2008.

*Besanko, David – Breautigam, Ronald R. : Microeconomics. Study Guide*  
Third Edition. John Wiley and Sons, Inc., New York, 2008.

## Department of Research Methodology and Statistics

Subject: **MATHEMATICS II.**

Year, Semester: 1<sup>st</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **2**

## Requirements

### Purpose of the course:

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 wellconnected with each other for example the limit calculation and the derivatives and the definite integrals. 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.

**COURSE SCHEDULE:**

Week 1	Definite Integration I.	Integral calculus
Week 2	Definite Integration II.	Applications in business economics: continuous income streams, consumers' surplus
Week 3	Matrix algebra I.	Matrix operations
Week 4	Matrix algebra II.	Gauss-Jordan elimination
Week 5	Matrix algebra III.	Solving Leontief I/O models, Game theory
Week 6	Functions of several variables I.	3 dim spaces and graphing
Week 7	Practice	Midterm test
Week 8	Functions of several variables II.	Partial derivatives, maximum and minimum of multivariable functions
Week 9	Functions of several variables III.	Cobb-douglas function, Supplementary commodities, finding the maxima and minima of multivariable functions, Lagrange multiplier
Week 10	Combinatorics	Permutation and combinations, Poker hands
Week 11	Introduction to probability counting, probability, odds	Probability, estimated probability
Week 12	Conditional probability, Probability trees	Conditional probability, Probability trees
Week 13	Probability trees and Bayes rule	Bayes' theorem
Week 14	Markov Chains: definitions and notions	Applications of Markovian chains
Week 15	Practice	Final test

**Midterm requirements:**

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 for statistical purposes and students should not miss more than 5 lectures. The semester will be closed by giving each student a grade which will be offered according to the results of the midterm and the final tests. 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 5 uncertified absence from the lectures and 20 percent should be obtained from the total score of the two tests.

### Evaluation:

Evaluation will be made according to the results of the midterm (in the 8th week) and final (15th week) tests and will also be based on the performance on the practices. Each student gets a recommended grade in case the final score from both tests reaches at least the half of the obtainable total. Every student must receive a signature too. Those students who were not able to obtain signature or grade during the learning period, will be given 3 extra chance during the examining period. In case the student has already obtained a grade but would like to better the result, the better result will be valid. This means that there is no place for spoiling the accomplished result.

The current score limits are as follows:

under 50% : fail mark

50% - 60% : satisfactory mark

60% - 70% : average grade

70% - 80% : good grade

80% - 100% : excellent grade

### Required reading materials

*M. Spiegel – J. Schiller – A. Srinivasan : Probability and Statistics*

McGraw Hill, USA, 2001. ISBN: 0-07-139838-4

*R.J. Harschbarger – J. J. Reynolds : Mathematical application for Management Life and Social Sciences*

Brooks/Cole, USA, Belmont, CA, 2009. ISBN: 0-547-14509-8

### Suggested reading materials

*S. Warner – S. R. Costenoble : Finite Mathematics and Applied Calculus*

Thomson Higher Education, USA, Belmont, CA, 2007.

## Department of Accounting

Subject: **INTERNATIONAL FINANCIAL ACCOUNTING II.**

Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **2**

### Requirements

#### Course Goals:

**International financial accounting** is a rapidly expanding field and its importance has grown with the globalization. Based on the course *International Financial Accounting I*, the main purpose of the course is to give an understanding of the impact of accounting in an international environment, applying International Financial Reporting Standards. The course will provide the students with an international perspective on accounting including both theory, practice, and its applications under **International Accounting Standards/International Financial Reporting Standards (IAS/IFRS)**. Areas of study include the context of accounting, the recognition of assets, liabilities and income, different measurement methods of balance sheet items, valuing plants, equipment, inventories, and their regulatory requirements, calculating depreciation, types of investment valuation, and financial instruments. Students also will be introduced into financial reporting issues,

such as corporate taxation, group accounting, consolidated financial statements, foreign currency translation, or preparing balance sheet, income and cash flow statements.

**COURSE SCHEDULE:**

Week	Topic	Seminar
Week 1	Registration week, no classes	
Week 2	Introduction, basic requirements	Solving exercises, recording transactions related to the actual lecture
Week 3	Tangible and intangible fixed assets, property, plant and equipment	Relevant standards: IAS 16, IAS 38, IAS 23, IAS 20 / Solving exercises, recording transactions related to the actual lecture
Week 4	Depreciation, impairment, leased assets, and investment properties, borrowing cost, government grants	Relevant standards: IAS 17, IAS 36, IAS 40/ Solving exercises, recording transactions related to the actual lecture
Week 5	Exam week, no classes	
Week 6	Inventories, counting inventory	Relevant standard: IAS 2/ Solving exercises, recording transactions related to the actual lecture
Week 7	Valuation of inventory, cost methods, using output values, construction contracts	Relevant standard: IAS 2 /Solving exercises, recording transactions related to the actual lecture
Week 8	Financial assets, cash and receivables, investments	Relevant standards: IAS 1, IAS 32, IAS 39, IFRS 7, IFRS 9/Solving exercises, recording transactions related to the actual lecture
Week 9	Liabilities, equity, reserves and provisions, Employee Benefits	Relevant standards: IAS 32, IAS 39, IFRS 7, IFRS 9, IAS 37, IAS 19/Solving exercises, recording transactions related to the actual lecture
Week 10	Income Taxes, Accounting and taxation, international differences	Relevant standard: IAS 12/Solving exercises, recording transactions related to the actual lecture
Week 11	Tax rates, tax expenses and deferred tax	Relevant standard: IAS 12/Solving exercises, recording transactions related to the actual lecture
Week 12	Cash flow statements, elements of cash flow statements The procedure of preparation of cash flow and other financial statements	Relevant standard: IAS 7/Solving exercises, recording transactions related to the actual lecture

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Week 13	Group accounting, consolidated financial statements	Relevant standards: IFRS 10, IAS 27/Solving exercises, recording transactions related to the actual lecture
Week 14	Business Combinations, Joint Arrangements, Investments in Associates and Joint Ventures	Relevant standards: IFRS 3, IFRS 11, IAS 28/Solving exercises, recording transactions related to the actual lecture
Week 15	Foreign currency translation	Relevant standard: IAS 21/Solving exercises, recording transactions related to the actual lecture

### Course and exam requirements:

Active participation in classes, individual assignments, and a written final exam with essay questions and exercises. The written final exam contains 60% exercises and 40% theoretical (essay) questions. **Students cannot miss more than three classes.**

### Assessment and grading:

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

50%–64% = 2

65%–74% = 3

75%–84% = 4

85%–100% = 5

### Compulsory readings:

*David Alexander and Christopher Nobes: Financial Accounting: An International Introduction*, Prentice Hall, 2013, **chapter 9, 10, 11, 12, 13, 14, 15 (pp. 179-315.)**

**Related International Accounting Standards/International Financial Reporting Standards: IAS 1, IAS 16, IAS 38, IAS 23, IAS 20, IAS 17, IAS 36, IAS 40, IAS 2, IAS 32, IAS 39, IAS 19, IAS 12, IAS 7, IAS 27, IAS 28, IAS 21, IFRS 7, IFRS 9, IFRS 10, IFRS 3, IFRS 11** (the standards are available at [http://ec.europa.eu/finance/accounting/ias/index\\_en.htm](http://ec.europa.eu/finance/accounting/ias/index_en.htm), Consolidated text - non-legally binding (all EU languages)).

Study materials provided by the lecturer.

### Required reading materials

*David Alexander and Christopher Nobes: Financial Accounting: An International Introduction* 5th Edition. Prentice Hall, London, UK chapter 1, 2, 3, 4 (pp. 1-63.), 6, 7, 8 (pp. 97-178.), Appendix A (pp. 397-441.), 2013.

### Suggested reading materials

*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.

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

*Barry J. Epstein and Eva K. Jermakowicz: Wiley IFRS: Interpretation and Application of*

*International Accounting and Financial Reporting Standards*  
Wiley, 2010.

## Department of Business Law

Subject: **BUSINESS PUBLIC LAW**

Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

### Requirements

#### **COURSE GOALS:**

The course is about the law of international business relations from a public law perspective. The law of the European Union is in the center of discussion. Legal sources are analyzed and discussed regarding cross-border business relations and transactions.

#### **COCOURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction to public law and private law	Ppt slides
Week 2	Criminal law and procedure	Ppt slides
Week 3	Constitution and Constitutional law	Ppt slides
Week 4	Development and history of EU, Institutions of EU	Ppt slides
Week 5	Lawyers and Courts in the EU	Ppt slides
Week 6	Written test I.	1-5 classes
Week 7	Taxation	Ppt slides
Week 8	Personal Income Tax	Ppt slides
Week 9	Taxation if business activities	Ppt slides
Week 10	Value Added Tax	Ppt slides
Week 11	Consumer protection law norms in the EU	Ppt slides
Week 12	Payments and financial transactions in Europe.	Ppt slides
Week 13	Written test II.	7-12 classes

#### **CoCourse requirements:**

Course attendance is mandatory and the instructor checks attendance regularly. Only three missed classes are permitted. Over three missed classes, student must prove his or her understanding on the material before the written exam in the form of an oral hearing. The material of the oral hearing is the complete course material

#### **Assessment:**

The calculation of the final grade is as follows:

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Participation and interaction is mandatory for all students to work on hypothetical cases and problems.

During the term students will be written two tests. The average result will be evaluated.

In the exam period the exam is in a written form.

Evaluation system is based on the five grade scale.

The final result will be evaluated according to the followings:

<51%– 1

51-65%– 2

66-75%– 3

76-89%– 4

90-100%– 5

### **Compulsory readings:**

Relevant articles, directives, regulations and ppt slides will be sent to students online prior to classes.

### **Required reading materials**

*SAUTER, Wolf – SCHEPEL, Harm: State and Market in European Union Law: The Public and Private Spheres of the Internal Market Before the EU Courts*

Cambridge University Press, London, 2009.

*Twigg-Flesner, Christian: The Cambridge Companion to European Union Private Law*

Cambridge University Press, Cambridge, 2010.

## Department of Finance

Subject: **CORPORATE FINANCE I.**

Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

### **Requirements**

#### **COURSE GOALS:**

The goal of the course is to introduce the students the basics of the corporate finance, calculation and meaning of the time valuation. The students are going to be able to calculate with interest rates, define the value of stocks and bonds in order to facilitate decision making. The students are going to learn about risk and return compromise and the cost of capital.

#### **COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Corporate finance and the financial manager	Application of the lecture's topic of Book Chapter [1].
Week 2	Introduction to financial statement analysis	Application of the lecture's topic of Book Chapter [2]

**COURSE DESCRIPTIONS**

Week 3	The time value of money: An introduction	Application of the lecture's topic of Book Chapter [3]
Week 4	Time value of money: valuing cash flow streams	Application of the lecture's topic of Book Chapter [4]
Week 5	Interest rates	Application of the lecture's topic of Book Chapter [5]
Week 6	Bonds	Application of the lecture's topic of Book Chapter [6]
Week 7	Stock valuation	Application of the lecture's topic of Book Chapter [7].
Week 8	Investment decision rules	Application of the lecture's topic of Book Chapter [8]
Week 9	Fundamentals of capital budgeting	Application of the lecture's topic of Book Chapter [9]
Week 10	Stock valuation: A second look	Application of the lecture's topic of Book Chapter [10]
Week 11	Risk and return in capital markets	Application of the lecture's topic of Book Chapter [11]
Week 12	Systematic risk and the equity risk premium	Application of the lecture's topic of Book Chapter [12]
Week 13	The cost of capital	Application of the lecture's topic of Book Chapter [13]
Week 14	Summary	Summary

**COURSE AND EXAM REQUIREMENTS:**

**under 50% : no signiture**

**under 60%: 1**

**60-69%: 270-79%: 380-89%: 490-100%: 5**

**ASSESSMENT AND GRADING:**

The students should write two tests during the semester. The course is performed successfully, when both tests are passed (min. 60% all together). One test is performed, if it was over 50%, but the average of the two tests' results should be over 60%. The tests can be repeated during the examination period.

**Required reading materials**

*Berk, J. – DeMarzo, P. – Harford, J. : Fundamentals of Corporate Finance*  
Third Edition. Pearson Education Limited, 2015. ISBN: 10:1-292-01840-2



## Department of Management Sciences

Subject: **ORGANIZATIONAL BEHAVIOUR II.**

Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester

Seminar: 2

### Requirements

#### **COURSE GOALS:**

Organizational Behaviour (often abbreviated as OB) studies individual behaviour in organizational settings. The goal of OB is 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.

Organizational Behaviour I. introduced the most important theories of this research field and explained the impact of different issues on performance. Organizational Behaviour II. tends to provide practical experience to students, let them understand individual differences, the impact of teams on performance, and all the other topics OBI. discussed.

#### **COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Course introduction, requirements, Individual characteristics, personality, ability	Robbins – Judge, ch. 4/self evaluation
Week 2	Forming teams. Values, attitudes, emotions and moods	Robbins – Judge, ch. 2-3/Introducing each others to team members
Week 3	Perception, decision making, learning	Robbins – Judge, ch. 5/Eagle smelting, perceiving others
Week 4	Motivation	Robbins – Judge, ch. 6-7/Test, discussion about motivation
Week 5	Groups	Robbins – Judge, ch. 8 /The impact of groups to individual behaviour
Week 6	Teams	Robbins – Judge, ch. 9/Discussing examples of team membership
Week 7	Midterm week	Preparation from Robbins – Judge, ch. 1-9
Week 8	1st midterm, case analysis	case analysis
Week 9	Leadership, Power	Robbins – Judge, ch. 11-12/Exercises
Week 10	Conflict handling, negotiation	Robbins – Judge, ch. 13 Role plays, test
Week 11	The structure and culture of organizations	Robbins – Judge, ch. 14, 15/Case study
Week 12	2nd midterm, case analysis	Preparation from Robbins – Judge, ch.

		11-15, case analysis
Week 13	Self and team evaluation	Discussion
Week 14	Self and team evaluation	Discussion, evaluation of team performances

**COURSE AND EXAM REQUIREMENTS:**

**Team paper:**

Within this course each student will be assigned to a team, which will work together to understand and analyse individual, team and organizational behaviour. During the semester teams have to work together and study themselves as a team. They have to write a team paper (no fewer than 10 pages) on their findings, explaining the individual characteristics of the team members, their interactions with each other, the process of their own team development, team roles, conflicts, leadership and power within the team. All team members must sign the paper’s cover sheet as evidence that they have read and approved the final product. The teams have to give a 20 minutes long presentation about their paper.

Because experiences are the sole source of information, it will be necessary to participate actively in team exercises and discuss your feelings and findings with other team members. Your job is to find clues to help you learn as much as you can about yourself, your team, and understand how these issues influence the effectiveness of an organization.

**Team participation:**

Each student will evaluate their team members based on their contributions to the total team effort. Based on how their team members rated their participation, each team member will be compared to their team’s average individual participation score. If a team member scores equal to, or above average, they will earn 100 percent of the team assignment points. If a student’s team members rate his or her performance as less than the team average, that person will earn a percentage of the team assignment based on the ratio of their participation score to the team’s average. For example, if a team project earns a 90%/100%, and one member’s participation scores were 80% of the team’s average, that person will earn a 72 (90% x 80%) for the team assignment. If it appears that individuals may be inaccurately manipulating scores, the professor has the right to disregard those individuals’ input.

**Class participation:**

This grade (20%) will be measured via input both from team peers and from the instructor observation of students’ participation in class. Mere attendance will not be enough, active participation in class and in team work is required. Teams occasionally will get team assignments in classes to solve, what they have to prepare in a written form and pass it to the instructor at the end of the class, or next class. The quality of these assignments will be taken into account.

Class begins promptly at the time assigned, and all students are expected to be seated and ready to begin at that time.

**Midterm tests:**

There will be two midterm tests throughout the semester. All tests will contain short essay questions. The list of short essay questions will be available for students before the tests.

**MyLab:**

Those who use MyLab resources can earn +10%. The requirements will be defined later.

**ASSESSMENT AND GRADING:**

Active participation in classes, no more than three absences during the semester and the use of My Management Lab is required.

**Final grade:**

Team paper about the designed organization 15 %

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Presentation about the team 10 %

Class participation 15 %

Midterm tests (2×30 %) 60 %

MyLab 10 %

During the examination period there will be one possibility to correct or make up the midterm tests.

### **Grade determination:**

0–59% failed (1)

60–69% acceptable (2)

70–79% medium (3)

80–89% good (4)

90–100% excellent (5)

### **Required reading materials**

*Robbins, Stephen P. – Judge, Timothy A. : Essentials of Organizational Behavior*  
Twelfth Edition. Pearson International Edition, 2014.

### **Suggested reading materials**

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

*Charles C. Manz – Christopher P. Neck : Mastering Self-Leadership, Empowering Yourself for Personal Excellence*

Third Edition. Pearson, Prentice Hall, New Jersey, 2004.

## Department of Marketing

Subject: **MARKETING**

Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

### **Requirements**

#### **COURSE GOALS:**

We all have many experiences with marketing from the viewpoint of the consumer. In this course, we will take the perspective of the marketing decision maker. I hope you will learn that there is much more to marketing than you might have expected. From the textbook, participation assignments/homework, and class discussions, you will learn about the decisions that marketers must make and tools/frameworks that will assist you in making those decisions effectively. By the end of the course, you should understand the complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies. On the practical side, this new understanding of marketing should make each of you a more knowledgeable consumer.

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, 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), marketing research, international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

Accordingly, the course emphasizes the following:

To analyze the role of marketing within the firm and society.

To expose you to the two parts of a marketing strategy: the target market and the marketing mix.

To study the four basic variables in the marketing mix: product, promotion, price, and distribution.

To exercise analytical, communication, and presentation skills (through use of technological aids, such as Microsoft Word, PowerPoint, and the Internet)—the basic tools of marketing.

**COURSE SCHEDULE:**

Week	Topic	Study materials/(Chapters)
Week 2	Orientation, Course Overview	
Week 3	Part 1: Defining Marketing and the Marketing Process/Marketing: Creating and Capturing Customer Value	1
Week 3	Seminar: using MyMarketingLab	
Week 4	Company and Marketing Strategy: Partnering to Build Customer Relationships	2
Week 4	Seminar on Chapter 1	
Week 5	Part 2: Understanding the Marketplace and Consumers/Analyzing the Marketing Environment	3
Week 5	Seminar on Chapter 2	
Week 6	Managing Marketing Information to Gain Customer Insights	4
Week 6	Seminar on Chapter 3	
Week 7	National Holiday	
Week 8	Consumer Markets and Consumer Buyer Behavior	5
Week 8	Seminar on Chapter 4	
Week 9	Business Markets and Business Buyer Behavior	6
Week 9	Seminar on Chapter 5	
Week 10	Part 3: Designing a Customer-Driven Strategy and Mix/Customer-Driven Marketing Strategy: Creating Value for Target Customers	7
Week 10	Seminar on Chapter 6	
Week 11	Product, Services, and Brands: Building Customer Value	8
Week 11	Seminar on Chapter 7	
Week 12	New-Product Development and Product Life-Cycle Strategies	9

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Week 12	Seminar on Chapter 8	
Week 13	Pricing: Understanding and Capturing Customer Value	10
Week 13	Seminar on Chapter 9	
Week 14	Pricing Strategies: Additional Consideration	11
Week 14	Seminar on Chapter 10	
Week 15	Summary	
Week 15	Seminar on Chapter 11	

### **COURSE AND EXAM REQUIREMENTS:**

Required readings are from the Kotler—Armstrong (2014) text. Note that occasionally changes in the schedule of the course or in the assignments are announced during class. It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information.

#### **Attendance Policy, Participation:**

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from class for any reason will result in your final course average being lowered. Class participation will be evaluated based on the quantity and the quality of individuals' contribution. On occasion, without notice, students will be called upon to make the opening statement describing the facts of a case or to address a specific issue during class discussion. In-Class Activities are designed to illustrate and expand the subject at hand. Full and enthusiastic engagement is expected in these activities. These will comprise debates, role playing, discussions of issues of study, expansion of homework assignments.

Participation is particularly important in our case study coverage. The purpose of case studies is to actively apply the concepts of the course to a real-life situation, and your critical thinking and ability to communicate that thinking, is essential to an effective discussion of the case and its use as a learning tool. Participation in the discussion of readings and exercises is important, too.

#### **End Term Tests:**

There will be a written exam in the exam period. The exams will include multiple choice, true or false, and may include short essay questions.

#### **Course Etiquette:**

No cell phone calls or texting

Bring laptop computers only for taking notes & in-class research

Arrive on time

No wandering in and out of class

Assignments due dates and dates of other evaluated activities are indicated on the schedule. 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. 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 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.

#### **Zero Tolerance**

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.

**ASSESSMENT AND GRADING:**

End term test 60%  
 Case analysis/detailed written and oral group presentation 30%  
 MyMarketingLab assignments 10%  
 Extra credit questions via MyMarketingLab+10%  
 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

**Required reading materials**

*Kotler, P.—Armstrong, G. : Principles of Marketing with MyMarketingLab*  
 Global Edition. Pearson , 2014. ISBN: 0-27378699-7

**Suggested reading materials**

*Kotler, P.—Keller, K. L.—Brady, M.—Goodman, M.—Hansen, T. : Marketing Management*  
 First. Pearson/Prentice Hall, Harlow, 2009.

**Department of Micro- and Macroeconomics**

Subject: **MACROECONOMICS**  
 Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester  
 Lecture: **2**  
 Seminar: **2**

**1<sup>st</sup> week:**  
**Lecture:** Registration for courses

**2<sup>nd</sup> week:**  
**Lecture:** The fundamental questions of macroeconomics/Mankiw, pp. 1-15.Kaufman, pp. 1-7.  
**Seminar:** The data of macroeconomics: production and income/ Mankiw, pp. 16-30.Kaufman, pp. 9-18.

**3<sup>rd</sup> week:**  
**Lecture:** The data of macroeconomics: inflation and unemployment/Mankiw, pp. 30-41.Kaufman, pp. 19-29.  
**Seminar:** The economy in the long run: production and the division of income/Mankiw, pp. 44-59.Kaufman, pp. 31-45.

**4<sup>th</sup> week:**  
**Lecture:** The economy in the long run: demand and equilibrium on market for goods and services/Mankiw, pp. 59-75.Kaufman, pp. 46-57.

**5<sup>th</sup> week:**  
**Lecture:** Money supply/Mankiw, pp. 76-83, 510-517.Kaufman, pp. 59-64, 357-367.

**6<sup>th</sup> week:**  
**Lecture:** The quantity theory of money, and the Fisher effect/Mankiw, pp. 83-94.Kaufman, pp. 64-68.  
**Seminar:** The demand for money, the costs of inflation/Mankiw, pp. 95-111.Kaufman, pp. 68-79.

**7<sup>th</sup> week:**  
**Lecture:** Mid-term week (no class)

**8<sup>th</sup> week:**

**Lecture:** The natural rate of unemployment: job search/Mankiw, pp. 159-165.Kaufman, pp. 111-122

**Seminar:** The natural rate of unemployment: real-wage rigidity/Mankiw, pp. 165-184.Kaufman, pp. 111-122

**9<sup>th</sup> week:**

**Lecture:** Introduction to economic fluctuations/Mankiw, pp. 252-277.Kaufman, pp. 159-174.

**10<sup>th</sup> week:**

**Lecture:** Aggregate demand: the Keynesian Cross and the IS curve/Mankiw, pp. 278-292.Kaufman, pp. 175-194.

**Seminar:** The money market and the LM curve/Mankiw, pp. 292-298.Kaufman, pp. 199-204.

**11<sup>th</sup> week:**

**Lecture:** Short-run equilibrium in the IS-LM model/Mankiw, pp. 299-313.Kaufman, pp. 205-220.

**12<sup>th</sup> week:**

**Lecture:** Midterm test/The IS-LM model as a theory of aggregate demand/Mankiw, pp. 313-328.Kaufman, pp. 220-244.

**13<sup>th</sup> week:**

**Lecture:** Aggregate supply/Mankiw, pp. 373-380.Kaufman, pp. 267-282.

**14<sup>th</sup> week:**

**Lecture:** The Phillips curve/Mankiw, pp. 385-400.Kaufman, pp. 282-290.

**15<sup>th</sup> week:**

**Lecture:** Summary

## Requirements

**Teaching objective:**

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.

**Schedule:**

**Lectures and seminars are not separated because of the logic of the teaching material, i.e. the course is organized as a four-hour class each week.**

**Course requirements:**

Students will have to take a midterm test during the semester. Only those will be eligible to take the final exam whose scores are at least 50% of the maximum. Failed midterm tests can be rewritten as regulated by the *Statutes of Examination and Teaching*. Class work and attendance are required. Students cannot miss more than 4 four-hour classes.

**Grading:**

Written exam which will be evaluated according to the following grading schedule:

0 - 50% – 1

50%+1 point - 63% – 2

64% - 75% – 3

76% - 86% – 4

87% - 100% – 5

**Additional Information:**

The required textbooks are available in the library in limited numbers. Notice that not the whole of each book is required to read, only the chapters as indicated in the schedule above.

## Required reading materials

*Mankiw, Gregory: Macroeconomics*

Sixth Edition. Worth Publisher, New York, 2007.

*Kaufman, Roger T.: Student Guide and Workbook for Use with Macroeconomics*

Kaufman, Roger T.: Student Guide and Workbook for Use with Macroeconomics. Worth Publisher, New York, 2007., 2007.

## Department of Research Methodology and Statistics

Subject: **STATISTICS I.**

Year, Semester: 2<sup>nd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **2**

## Requirements

### Course content:

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, applications and case studies using SPSS.

### Detailed list of topics to be covered:

First part of the semester (first test):

Data and Statistics (Chapter 1, [1], pp 1-20),

Descriptive Statistics: Tabular and Graphical Presentation (Chapter 2, [1], pp 21-66),

Descriptive Statistics: Numerical Measures (Chapter 3, [1], pp 67-116),

Index Numbers (Chapter 17, [1], pp 659-682)

Discrete Probability Distributions (Section 5.1-5.4, [1], pp 153-186).

Second part of the semester (second test):

Continuous Probability Distributions (Section 6.1-6.4, [1], pp 187-218),

Sampling and Sampling Distributions (Chapter 7, [1], pp 219-250),

Interval estimation (Chapter 8, [1], pp 251-282),

Hypothesis Tests (Chapter 9, [1], pp 283-334).

The students are suggested to recall basic notions of probability theory (e.g. based on Introduction to Probability, Chapter 4, [1], pp 115-152), furthermore, Sections 5.5, 5.6 (Poisson and Hypergeometric Distributions) are suggested reading.

### Assessment:

The student can choose a 'two part' exam. In this case the results of the two test papers are included in the final grade (50%-50%). The first test of the 'two part' exam will be in the middle of the semester, whereas the second will take place in the first exam week. The tests include both theoretical questions (for this, key terms and key formulas at the end of the chapters give hints) and practical exercises with or without SPSS outputs. Further exams (for those who do not choose the two part exam opportunity or those who fail it) will be 'one part' exams (in the exam period), i.e. all chapters covered in the course will be required. The 'two part' exam cannot be repeated partially (i.e. only one part of it cannot be rewritten), only the whole exam can be rewritten in the exam period (as a 'one part' exam).

The students may miss at most 3 seminars. In case of missing more than 3 seminars the seminar is



not completed, hence the course is not completed (i.e. one cannot take an exam). For this, a class attendance list will be made each week, which can be signed by the students only in the first 10 minutes of the seminar.

Grades: 0-49% fail (mark 1), 50-59% satisfactory (mark 2), 60-69 % average (mark 3), 70-84% good (mark 4), 85-100 excellent (mark 5), we use rounding up (e.g. 49.3% is satisfactory).

### Required reading materials

*(1) Anderson, Sweeney, Williams, Freeman and Shoesmith: Statistics for Business and Economics*  
Second Edition. Cengage Learning EMEA, UK, 2010. ISBN: 1408018101

### Suggested reading materials

*L.J. Bain & M. Engelhardt: Introduction to Probability and Mathematical Statistics*  
Second Edition. Duxbury, 1992.

*Davis R. Anderson : Statistics for Business and Economics*  
South-Western Educational Publishing, 2001.

*J. A. Rice: Mathematical Statistics and Data Analysis*  
Second Edition. Duxbury Press, 1994.

*Afriat, S. N.: The Price Index and its Extension: A Chapter in Economic Measurement*  
Routledge, 2004.

*Matthew J. Zagumny: The Spss Book: A Student Guide to the Statistical Package for the Social Sciences*  
2001. Writers Club Press,

## Department of Finance

Subject: **CORPORATE FINANCE II.**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **1**

### Requirements

#### COURSE GOALS:

The goal of the course is to introduce the students the basics of the corporate finance, calculation and meaning of the long-term financing. The students are going to learn about capital structure and payout policy, financial planning and forecasting and at the end of the semester some special topics are going to be presented.

#### COURSE SCHEDULE:

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction	Application of the lecture's topic of Book Chapter [1-13].
Week 2	Raising equity capital	Application of the lecture's topic of Book Chapter [14]

Week 3	Debt financing	Application of the lecture's topic of Book Chapter [15]
Week 4	Capital structure	Application of the lecture's topic of Book Chapter [16]
Week 5	Payout policy	Application of the lecture's topic of Book Chapter [17]
Week 6	Financing modelling and pro forma analysis	Application of the lecture's topic of Book Chapter [18]
Week 7	Working capital management	Application of the lecture's topic of Book Chapter [19].
Week 8	Short-term financing planning	Application of the lecture's topic of Book Chapter [20]
Week 9	Option applications and corporate finance	Application of the lecture's topic of Book Chapter [21]
Week 10	Mergers and acquisitions	Application of the lecture's topic of Book Chapter [22]
Week 11	International corporate finance	Application of the lecture's topic of Book Chapter [23]
Week 12	Case study	Case study
Week 13	Case study	Case study
Week 14	Summary	Summary

**COURSE AND EXAM REQUIREMENTS:**

**under 50% : no signiture**

**under 60%: 1**

**60-69%: 2**

**70-79%: 3**

**80-89%: 4**

**90-100%: 5**

**ASSESSMENT AND GRADING:**

The students should write two tests during the semester. The course is performed successfully, when both tests are passed (min. 60% all together). One test is performed, if it was over 50%, but the average of the two tests' results should be over 60%. The tests can be repeated during the examination period.

**Required reading materials**

*Berk, J. – DeMarzo, P. – Harford, J. : Fundamentals of Corporate Finance*  
Third Edition. Pearson Education Limited, 2015. ISBN: 10:1-292-01840-2

## Department of Logistics Management

Subject: **MANAGEMENT OF VALUE CREATING PROCESSES**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **1**

### Requirements

**COURSE GOALS:**

The course goals are to teach students how to analyse processes, ensure quality, create value, and manage the flow of information and products making companies more successful.

**COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction to Operations Management	Measures of Productivity, Calculating Productivity/OM: Table 1.2, Example 1.1, Exhibit 1.1, Problems 1.1 – 1-12
Week 2	Decision Analysis Support Tools and Processes	Decision-Making Criteria under Uncertainty/OM: Example S1.1, Problems S1.1-S1.36
Week 3	Quality and Quality Management	The Impact of Six Sigma on Profit, An Evaluation of Quality Costs and Quality Index Numbers/OM: Example 2.1, Example 2.2, Problems 2-1 – 2-16
Week 4	Process Capability and Statistical Process Control	Computing Product Yield, Computing Product Cost per Unit/OM: Example 2.3, Example 2.4, Problems 2-1 – 2-16
Week 5	Acceptance Sampling as Decision Support Analysis	Computing Product Yield for a Multistage Process, Computing the Quality Productivity Ratio (QPR)/OM: Example 2.5, Example 2.6, Problems 2-1 – 2-16
Week 6	Designing Products	Reliability, System Availability/OM: Example 4.1, Example 4.2, Problems 4-1 – 4-20
Week 7	Reporting Week	
Week 8	Designing Services	A Simple-Server Model/OM: Example 5.1, Problems 5-1 - 5-46
Week 9	Process Design and Technology	Break Even Analysis, Process Selection/OM: Example 6.1, Example 6.2, Problems 6-1 – 6-21
Week 10	Capacity and Facilities Planning	Process Layout, Line Balancing/OM:

		Example 7.1, Example 7.2, Problems 7-1 – 7-27
Week 11	Facility Location Models Decision Support Tools	Location Factor Rating/OM: Example S7.1, Problems S7-1 – S7-22
Week 12	Human Resources in Operations Management	Determining the Learning Curve Effect/OM: Example 8.3, Problems 8-1 – 8-18
Week 13	Work Measurement Decision Analysis Support Tools	Performing a Time Study and Developing Standard Time/OM: Example S8.1, Problems S8-1 – S8-19 közü
Week 14	Mapping Projects	Construction of Gantt Chart and AON Network/OM: Figure 9.4, Figure 9.8, Problems 9-1 – 9-32

**COURSE AND EXAM REQUIREMENTS:**

Participation at seminars is mandatory.

For the completion of the semester students have to pass a problem solving test during the semester.

**ASSESSMENT AND GRADING:**

The final mark is the average of the evaluations at seminars (test of solving problems) and the written test at the end of the semester.

Students regularly participating in lectures receive +15% points when their test is evaluated.

**Required reading materials**

*Russell, R. S. - B. W. Taylor: Operations Management*

Seventh Edition. Wiley & Sons, INC., 2011. ISBN: 978-0-470-64623-6

**Suggested reading materials**

*Bowersox, D.J. –Closs, D.J. –Cooper, M.B. : Supply chain logistics management*

Forth Edition. McGraw-Hill/Irwin, 2012. ISBN: 13: 978-0078024054

*Brian Farrington, B. and Lysons, K.: Purchasing and Supply Chain Management*

Eighth Edition. Pearson, ISBN: 978-0-273-72368-4

**Department of Marketing**

Subject: **MARKETING MANAGEMENT**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **1**

Seminar: **2**

**Requirements**

**COURSE GOALS:**

This course is a sequel to Marketing (KTE10101-K4), an introduction to the language and issues of

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marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include marketing channels, retailing and wholesaling, marketing communication, creating competitive advantage, the global marketplace, and sustainable marketing.

The course perspective is the same we had in KTE10101. We all have many experiences with marketing from the viewpoint of the consumer. In this course, we will take the perspective of the marketing decision maker. From the textbook, participation assignments/homework, and class discussions, you will learn about the decisions that marketers must make and tools/frameworks that will assist you in making those decisions effectively. By the end of the course, you should understand the complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies. On the practical side, this new understanding of marketing should make each of you a more knowledgeable consumer.

Accordingly, the course emphasizes the following:

To analyze the role of marketing within the firm and society.

To expose you to the two parts of a marketing strategy: the target market and the marketing mix.

To study the four basic variables in the marketing mix: product, promotion, price, and distribution.

To exercise analytical, communication, and presentation skills (through use of technological aids, such as Microsoft Word, PowerPoint, and the Internet)—the basic tools of marketing.

Students will accomplish these objectives by participating in lecture discussions, experiential activities both inside and outside of class, collaborating with classmates on marketing projects, completing the readings and participating in The Marketing Game!

Note that occasionally changes in the schedule of the course or in the assignments are announced during class. It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information.

The University is committed to a policy of honesty in academics. Conduct, which compromises a breach of this policy, may result in academic and/or disciplinary action. Cheating is a violation of student academic behavior standards. Any student who violates or knowingly helps another student violate academic behavior standards will be pursued through the Office of the Dean of the Faculty of Economics and Business. Please note that the sharing of information with other class members or with other sections of the course is considered cheating.

### **COURSE SCHEDULE:**

Week	Type	Topic	Study materials/ (Chapters, cases)
Week 2	lecture	Orientation, Course Overview /Marketing Channels: Delivering Customer Value	Kotler–Armstrong Chapter 12
Week 2	seminar	Introduction to The Marketing Game!	
Week 3	seminar	Test on The Marketing Game!/TMG Round 1 (level 1)	Mason–Perrault Chapters 1-4, 6, App. A
Week 3	lecture	Retailing and Wholesaling	Kotler–Armstrong Chapter 13
Week 4	seminar	TMG Round 2 (level 1)	
Week 5	seminar	TMG Round 3 (level 1)	
Week 6	lecture	Communicating Customer Value:	Kotler–Armstrong

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		Integrated Marketing Communications Strategy/Advertising and Public Relations	Chapters 14-15
Week 6	seminar	TMG Round 4 (level 2)	Mason–Perrault Chapter 5
Week 7	seminar	TMG Round 5 (level 2)	
Week 8	Referral week (no class)		
Week 9	lecture	Personal Selling and Sales Promotion; Direct and Online Marketing: Building Direct Customer Relationship	Kotler–Armstrong Chapters 16-17
Week 9	seminar	TMG Round 6 (level 2)	
Week 10	seminar	TMG Round 7 (level 3)	Mason–Perrault Chapter 7
Week 11	lecture	Creating Competitive Advantage	Kotler–Armstrong Chapter 18
Week 11	seminar	TMG Round 8 (level 3)	
Week 12	seminar	TMG Round 9 (level 3)	
Week 13	lecture	The Global Marketplace	Kotler–Armstrong Chapter 19
Week 13	seminar	TMG Round 10 (level 3)	
Week 14	seminar	TMG Round 11 (level 3)	
Week 15	lecture	Sustainable Marketing: Social Responsibility and Ethics	Kotler–Armstrong 20
Week 15	seminar	Oral presentations on The Marketing Game!	

**COURSE AND EXAM REQUIREMENTS:**

Required readings are from the Kotler–Armstrong (2014) and Mason–Perrault (2002) text. Chapters must be read prior to the day that each chapter is listed in the syllabus. The instructor may provide a few additional readings during the semester. For each course topic, the instructor presents content related to that topic and facilitates discussion.

**Attendance Policy, Participation:**

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from class for any reason will result in denial of the signature for the class. Class participation will be evaluated based on the quantity and the quality of individuals’ contribution. On occasion, without notice, students will be called upon to make the opening statement describing the facts of a case or to address a specific issue during class discussion. In-Class Activities are designed to illustrate and expand the subject at hand. Full and enthusiastic engagement is expected in these activities. These will comprise debates, role playing, discussions of issues of study, expansion of homework assignments.

**Participation is particularly important in our simulation game.** Be a contributing member of the marketing group and work together on The Marketing Game! **Your participation in The**

**Marketing Game! is NOT VOLUNTARY. Your individual grade is based on a peer review completed by each member of the marketing game team. 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.**

2-3-person teams will be formed early in the course, preferably the first day of class for The Marketing Game! Your oral presentation (preparing PowerPoint slides is compulsory!) will be graded on two parts: content and delivery. Content includes whether your presentation was accurate, complete, specific, and detailed. Delivery includes whether your presentation was interesting, lively, special, upbeat, and clear. Everyone on your team will receive the same grade for the simulation work, but a team member peer evaluation will be given to determine whether each member of the team contributed fairly to prepare the assigned tasks. The oral presentation cannot be skipped or rescheduled; the only date in which it should be held is the last seminar (18 May 2015). In case of the omission of the presentation, the signature will be denied for the group members.

**Exam**

The end term exam will be in the examination period. The exam will include multiple choice and true or false questions.

**Course Etiquette**

No cell phone calls or texting

Bring laptop computers only for taking notes & in-class research

Arrive on time

No wandering in and out of class

Assignments due dates and dates of other evaluated activities are indicated on the schedule. 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. 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 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.

**Zero Tolerance**

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.

**ASSESSMENT AND GRADING:**

The calculation of the final grade is as follows:

Introductory test on The Marketing Game! 5%

Exam 50%

Oral presentation of team strategy 25%

Performance in The Marketing Game! 20%

*Extra credit questions via MyMarketingLab +10%*

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

### Required reading materials

*Kotler, P.—Armstrong, G. : Principles of Marketing with MyMarketingLab*  
Global Edition. Pearson , 2014. ISBN: 0-27378699-7  
*MASON, C. H. – PERRAULT, W. D. : The Marketing Game!*  
Third Edition. McGraw-Hill Higher Education, New York (USA), 2002.

### Suggested reading materials

*KOTLER, P.–KELLER, K. L. –BRADY, M. –GOODMAN, M. –HANSEN, T. : Marketing Management*  
First Edition. Pearson/Prentice Hall, Harlow, 2009.

## Department of Micro- and Macroeconomics

Subject: **INTERNATIONAL ECONOMICS**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **1**

### Requirements

#### 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.

#### COURSE SCHEDULE:

Week	Topic	Textbook
Week 1	Registration	
Week 2	Introduction	Chapter 1
Week 3	The classical model of international trade: theory of comparative advantage	Chapter 2
Week 4	The general equilibrium solution of the classical model	Chapter 3
Week 5	The Heckscher-Ohlin model/The Leontief paradox	Chapter 4: pp. 86-100./Chapter 5: pp. 120-131.
Week 6	International trade policy, tariffs	Chapter 6: pp. 147-163.
Week 7	Nontariff barriers and arguments for protection	Chapter 7
Week 8	Midterm week	
Week 9	The balance of payments	pp. 313-329.
Week 10	Exchange rate, foreign-exchange market, exchange rate determination	pp. 331-338., pp. 343-348.



## CHAPTER 8

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Week 11	Flexible versus fixed exchange rate mechanism	lecture
Week 12	Purchasing power parity, real exchange rate	Chapter 14
Week 13	Interest parity	Chapter 15
Week 14	International monetary system	Chapter 19
Week 15	Summary	

### **Course requirements:**

Eligibility for final exam (all of the following):  
at least a performance of 50% in the midterm test  
active class work  
attendance (you cannot miss more than 3 classes)

### **Grading:**

The written exam will be evaluated according to the following grading schedule:

0 - 50% – 1

50%+1 point - 63% – 2

64% - 75% – 3

76% - 86% – 4

87% - 100% – 5

### **Additional Information:**

The required textbooks are available in the library in limited numbers, but students have the possibility to photocopy the pages they want to read. International economics is generally considered very difficult by undergraduate students. To fulfill the requirements much more work is needed than during the Macroeconomics class. Without constant preparing for classes and practicing this subject cannot be fulfilled.

## **Required reading materials**

*Husted, Steven – Melvin, Micheal: International Economics*

Eighth. Addison Wesley, 2010.

*Husted, Steven – Melvin, Micheal: Study Guide for International Economics*

Prentice Hall, London, UK, 2009.

Subject: **READING AND WRITING IN ECONOMICS AND BUSINESS**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Seminar: 2

## **Requirements**

### **Teaching objective:**

This course is designed to enable students to read and understand business and economics journals. It helps students establish the relationship between “economic facts” in journals and theory. It also aims at developing students’ presentation techniques.

### **Content:**

Reading and discussing articles from business and economics journals

Summarizing articles  
Presentations

**Course requirements:**

Attendance is required; students are only permitted three unexplained absences over the complete course.

Students are required to complete any homework and necessary preparation for the classes as requested by the teacher.

Handouts will be given by the teacher.

**Grading:**

Grading is based upon class work, homework and presentation.

## Department of Public Policy Analysis

Subject: **ECONOMIC POLICY**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

### Requirements

**COURSE GOALS:**

The course deals with the fundamental reasons of government intervention into the economy. Students will learn how to use the basic techniques of micro- and macroeconomics to analyse the effects of government intervention. By the end of the course the students should be able to discuss basic economic policy questions by using the fundamental positive and normative tools of economics.

**COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Registration for the course (no class)	
Week 2	The fundamental questions of government intervention	Gruber, chapter 1
Week 3	Budget analysis and deficit financing	Gruber, chapter 4
Week 4	Externalities	Gruber, chapter 5
Week 5	Public goods	Gruber, chapter 7
Week 6	Cost-benefit analysis	Gruber, chapter 8
Week 7	Political economy	Gruber, chapter 9
Week 8	Midterm week (no class)	
Week 9	Tax incidence	Gruber, chapter 19
Week 10	Monetary policy	lecture presentation and lecture slides
Week 11-12	Macroeconomic debates on monetary and fiscal policy	Mankiw, chapter 14-15.

## CHAPTER 8

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Week 13	Fiscal federalism	Gruber, chapter 10
Week 14	Tax inefficiencies and their implications for optimal taxation	Gruber, chapter 20
Week 15	Summary	

### **COURSE AND EXAM REQUIREMENTS:**

The course includes only lectures and no seminars; and there is no midterm test. To understand the material, however, students must have some knowledge of microeconomics and macroeconomics. Only those parts of the texts are required to read which will be presented during the lectures. In addition, we will discuss problems during the lectures which, or very similar to which, can be raised in the endterm test.

### **ASSESSMENT AND GRADING:**

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)

### **Required reading materials**

*Gruber, J. : Public Finance and Public Policy*

New York: Worth Publishers, 2013.

*Mankiw, Gregory: Macroeconomics*

Sixth Edition. Worth Publisher, New York, 2007.

### **Suggested reading materials**

*Friedman, M. : Capitalism and freedom*

The University of Chicago Press, Chicago, 2002.

## Department of Research Methodology and Statistics

Subject: **STATISTICS II.**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **2**

### **Requirements**

#### **Course content:**

The first part of 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. The second part of the course deals with regression analysis, both simple and multiple ones and some basic time series methods (smoothing, trends, seasonality, forecasting).

**Detailed list of topics to be covered:**

First part of the semester (first test):

Hypothesis Tests (Chapter 9, [1], pp 283-334),

Statistical Inference about Means and Proportions with Two Populations (Chapter 10, [1], pp 335-372),

Inferences about Population Variances (Chapter 11, [1], pp 373-398),

Tests of Goodness of Fit and Independence (Chapter 12, [1], pp 399-428),

Analysis of Variance (Subchapters 13.1 and 13.2, [1], pp 429-444).

Second part of the semester (second test):

Simple Linear Regression (Chapter 14, [1], pp 489-554),

Multiple Regression (Chapter 15, [1], pp 555-612),

Regression Analysis: Model Building (Chapter 16, [1], pp 613-658),

Forecasting (Chapter 18, [1], pp 683-726).

**Assessment:**

The student can choose a ‘two part’ exam. In this case the results of the two test papers are included in the final grade (50%-50%). The first test of the ‘two part’ exam will be in the middle of the semester, whereas the second will take place in the first exam week. The tests include both theoretical questions and practical exercises. Further exams (for those who do not choose the two part exam opportunity or those who fail it) will be ‘one part’ exams (in the exam period), i.e. all chapters covered in the course will be required. The ‘two part’ exam cannot be repeated partially (i.e. only one part of it cannot be rewritten), only the whole exam can be rewritten in the exam period (as a ‘one part’ exam).

*The students may miss at most 3 seminars. In case of missing more than 3 seminars the seminar is not completed, hence the course is not completed (i.e. one cannot take an exam).* For this, a class attendance list will be made each week, which can be signed by the students only in the first 10 minutes of the seminar.

The usage of classical pocket calculators is allowed in the exams, but no other electric device with further options (e.g. mobile phones, tablet pc-s, or devices with picture, pdf file and other file viewer or with any type of wireless options) can be used.

Grades: 0-49% fail (mark 1), 50-59% satisfactory (mark 2), 60-69 % average (mark 3), 70-84% good (mark 4), 85-100 excellent (mark 5), we use rounding up (e.g. 49.3% is satisfactory).

**Required reading materials**

*(1) Anderson, Sweeney, Williams, Freeman and Shoesmith: Statistics for Business and Economics* Second Edition. Cengage Learning EMEA, UK, 2010. ISBN: 1408018101

**Suggested reading materials**

*L.J. Bain & M. Engelhardt: Introduction to Probability and Mathematical Statistics* Second Edition. Duxbury, 1992.

*Davis R. Anderson : Statistics for Business and Economics* South-Western Educational Publishing, 2001.

*J. A. Rice: Mathematical Statistics and Data Analysis* Second Edition. Duxbury Press, 1994.

*Afriat, S. N.: The Price Index and its Extension: A Chapter in Economic Measurement* Routledge, 2004.

*Matthew J. Zagumny: The Spss Book: A Student Guide to the Statistical Package for the Social Sciences*

2001. Writers Club Press,

## Department of World Economy and International Business

Subject: **WORLD ECONOMY**

Year, Semester: 2<sup>nd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

### Requirements

#### **COURSE GOALS:**

This comprehensive course explores contemporary topics and perspectives relating to the world economy. We provide a strong 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 to address critical problems of growth, distribution, and development, along with their impact on international business.

#### **COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	The Historical Development of Capitalism	Chapter 2
Week 2	Population	Chapter 3
Week 3	Resources and Environment	Chapter 4
Week 4	Locational Theories	Chapter 5
Week 5	Agriculture	Chapter 6
Week 6	Manufacturing	Chapter 7
Week 8	Services	Chapter 8
Week 9	Cities and Urban Economies	Chapter 9
Week 10	Transportation and Communication	Chapter 10
Week 11	Consumption	Chapter 11
Week 12	International Trade and Investment	Chapter 12
Week 13	International Trade Patterns, Development and Underdevelopment in the Developing World	Chapter 13, 14

#### **COURSE AND EXAM REQUIREMENTS:**

Required readings are from the Stutz--Warf (2014) text. Chapters must be read prior to the first day that each chapter is listed in the syllabus. The instructor may provide a few additional readings during the semester. For each course topic, the instructor presents content related to that topic and facilitates discussion.

#### **Attendance Policy, Participation:**

Attendance is expected and is taken at the beginning or the end of each class. On occasion, without notice, students will be called upon to make the opening statement describing the facts of a case or

to address a specific issue during class discussion. In-Class Activities are designed to illustrate and expand the subject at hand. Full and enthusiastic engagement is expected in these activities. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect.

**Tests:**

There will be 11 10 minutes tests in the class, each covering approximately one chapter of class material. The results of your best 8 tests will count in your final grade.

**Course Etiquette:**

No cell phone calls or texting

Bring laptop computers only for taking notes & in-class research

Arrive on time

No wandering in and out of class

Let me know what you'd like to be called in class. Use your name tent in every class.

Assignments due dates and dates of other evaluated activities are indicated on the schedule. You should note that make-up tests 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 tests will need to be thoroughly documented and confirmed by independent third party.

**Zero Tolerance**

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.

**ASSESSMENT AND GRADING:**

The calculation of the final grade is as follows:

The sum of the results of your best 8 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 final result under 51% loose 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.

**Required reading materials**

*Stutz, Frederick P.—Warf, Barney : The World Economy*

Sixth. Pearson New International Edition, 2014. ISBN: 13: 978-1-292-02119-

**Department of Accounting**

Subject: **CONTROLLING**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

## Requirements

### Goal of the course:

The students' awareness of the controlling concept and function. To present the location of the management control in the organisational system of company and the essential management control subsystems. To familiarise the specific characteristics of the functional management control, to provide knowledge about the practical realisation of management control systems.

### Time schedule and topics of the course:

Weeks	Lectures	Seminars
Week 1	Controlling definitions, the controlling concept.	Role of managerial accounting. Comparison of financial and managerial accounting.
Week 2	Organization and operation of corporate management control systems.	Methodological foundations of business analysis.
Week 3	Development of corporate management control systems.	Break-even analysis. Unit cost calculations.
Week 4	The controller and her/his tasks.	Break-even analysis. Unit cost calculations.
Week 5	The responsibility concept in the business organizations. Responsibility centers.	The responsibility concept in the business organizations. Responsibility centers.
Week 6	The system and the role of transfer prices.	The system and the role of transfer prices.
Week 7	Exam week.	Exam week.
Week 8	Strategic and operative planning.	Strategic and operative planning.
Week 9	Performance measurement. Corporate performance measurement systems.	Performance measurement. Corporate performance measurement systems.
Week 10	Informatical support of management control systems.	Performance measurement. Corporate performance measurement systems.
Week 11	Decision making support.	Decision making support.
Week 12	Functional subsystems of the management control: cost and income control.	Functional subsystems of the management control: cost and income control.
Week 13	Functional subsystems of the management control: financial control, and other control subsystems.	Functional subsystems of the management control: financial control, and other control subsystems.
Week 14	Management control in practice.	Management control in practice.

### Mid-semester and examination requirements:

#### Obtaining conditions of instructor's signature:

**Obligatory participation in the seminars (max. 30% absence)** The course materials (lecture and practice) are available through the Moodle system. In the frame of the seminars, the students solve several examples and case studies connected to lecture materials, for that reason the student should be well up in the lecture material.

**Type of exam:**

**Obtaining examination mark:**

A basic requirement for the students to participate unready on the seminars (to be up in lecture material, to have examples issued in Moodle system and calculator).

Quiz writing from lecture materials two times during this semester what is the part of the exam mark in 50%.

The semester ends with a written exam. The written exam includes two parts, first 50% according to the obtained result during the semester and the other 50% according to a solved case study in the examination period.

Making up for exam and improvement of exam:

Making up for exam: In case of justified absences; on the final week; in the scheduled time (one times). The missing part must make up.

Improvement: the first and second week of the exam period (you can choose between two dates)

Improvement quiz: the full-semester subject material: the quiz must write from both tests, 60 minutes (the achieved result will be the part of the final mark!)

**Valuation:**

Calculation of final semester mark: 1. quiz (25%), 2. quiz (25%), case study (50%).

**Valuation:**

**60% 1, fail**

**60-69%: 2, pass**

**70-79%: 3, satisfactory**

**80-89%: 4, good**

**90-100%: 5, excellent**

**Required reading materials**

*Anthony, R. N.–Govindarajan, V.: Management Control Systems*  
McGraw-Hill, 2007, 2007.

**Suggested reading materials**

*Chapman, C.S. (ed.): Controlling Strategy. Management, Accounting and Performance Measurement*  
Oxford University Press, 2005, 2005.

**Department of Business Economics**

Subject: **STRATEGIC MANAGEMENT**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

**Requirements**

**COURSE GOALS:**

The students will become familiar with strategic decisions to determine the future direction and competitive position of an enterprise in a long run.

**COURSE SCHEDULE:**



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Week	Topic	Lecture/seminar/Readings, assignments
Week 1	The nature of strategic management. Defining strategic management, key terms in strategic management.	Key terms of SM
Week 2	The business vision and mission, characteristic of a mission statement. Components of a mission statement, writing and evaluating mission statements.	Creating vision and mission statement
Week 3	Strategy Formulation: The external assessment, social, demographic, environmental sources, political, governmental and legal forces. Technological and competitive forces,	External assessment
Week 4	Competitive analysis Porter's Five-Forces model, External Factor Evaluation (EFE) Matrix, The Competitive Profile Matrix (CPM).	Elaborate EFE matrix
Week 5	Strategy Formulation: The internal assessment, nature of an internal audit, the Resource Based View (RBV), Integrating strategy and culture, management, marketing, finance/accounting, production/operation.	Internal assessment
Week 6	Research and development, MIS, the value chain, The Internal Factor Evaluation (IFE) Matrix.	Elaborate IFE matrix
Week 7	Strategic directions: defined strategic analysis and strategy selection. SWOT1	Creating SWOT
Week 8	Strategic directions: defined strategic analysis and strategy selection. SWOT 2 Matrix, SPACE Matrix, BCG Matrix	Creating SWOT 2, BCG
Week 9	External / internal evaluation (GE) matrix, Grand Strategy Matrix	Creating GE and GSM matrix
Week 10	The establishment of long-term objectives (LTO)	Creating LTO
Week 11	Strategic types, integration strategies; horizontal integration, vertical integration, backward integration, forward integration	Analyzing strategic types
Week 12	Intensive strategies; market penetration, market development, product development,, diversification strategies,	Analyzing strategic types
Week 13	Defensive strategies; types of Porter's generic strategies, Quantitative Strategic Planning Matrix.	Analyzing strategic types
Week 14	The introduction of the strategy, application areas, the company's development, Implementing strategies, management and operations Issues. Annual Objectives, Policies, Resource Allocation, Matching Structure with Strategy, Restructuring,	Creating QSPM matrix

	Reengineering, and E-engineering. The warning signs of decline.	
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**COURSE AND EXAM REQUIREMENTS:**

During the semester the students - in teamwork - continuously prepare an existing company's strategic plan. The progress of practice leading evaluate. At the end of semester students has to be finalized it's written work. During the examination period students are defends their written strategic plan in an oral presentation. The grade will be determined on the basis of a written plan (60%), and the oral presentation (40%). The presentation is open to all students.

**ASSESSMENT AND GRADING:**

Oral: Presentation

Written: Prepare a Strategic Management Case

**Required reading materials**

*Fred R. David: Strategic Management, Concept and Cases*

Eleventh Edition. Pearson Education, Inc., publishing as Prentice Hall, New Jersey, USA, 2011.

ISBN: 978-0-13-612098-8

**Suggested reading materials**

*Gerry Johnson - Kevan Scholes - Richard Whittington: Exploring Corporate Strategy, Text and Cases*

Seventh Edition. Prentice Hall International, Pearson Education Limited Edinburgh, England, 2005.

ISBN: 0 273 68734 4

**Department of Human Resource Management**

Subject: **HUMAN RESOURCE MANAGEMENT**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

**Requirements**

**COURSE GOALS:**

The course outlines the basic questions and concepts of Human resource management and places emphasis on the functions of it. The instructors would like to show the complexity of human resource management.

**COURSE SCHEDULE:**

Week	Lecture	Seminar
	Registration week	
Week 1	What human resource management (HRM) is, course overview, HRM functions/Compulsory	NO CLASS

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	reading: Chapter 1.	
Week 2	HRM strategies Compulsory reading: Chapter 8..	HR Planning: Compulsory reading: Chapter and 25.
Week 3	Analysing roles, competencies and skills Compulsory reading: Chapter 13.	NO CLASS
Week 4	Motivation at work Compulsory reading: Chapter 18.	Workforce Planning & Job analysis exercises
Week 5	Job design Compulsory reading: Chapter 23	NO CLASS
Week 6	Mid-term	NO CLASS
Week 7	Sourcing, recruitment and selection Compulsory reading: Chapter 27.	NO CLASS
Week 8	Employee selection methods Compulsory reading: Chapter 28. and 29.	Mid-term re-take (optional)
Week 9	Performance Management Compulsory reading: Chapter 32.	NO CLASS
Week 10	Reward Management Compulsory reading: Chapter 42.	Calculations in performance and reward management
Week 11	Human resource development and learning Compulsory reading: Chapter 38.	NO CLASS
Week 12	Characteristics of people, organizational commitment and culture Compulsory reading: Chapter 17., 19., 21.	Staffing calculations
Week 13	HRM policies Compulsory reading: Chapter 10.	NO CLASS
Week 14	Preparation for the exam	Consultation class

### **COURSE AND EXAM REQUIREMENTS:**

Active participation in classes and no more than three absences during the semester are required. The final grade consist of two parts: (mid-term test) + (end-term test in the exam period). The mid-term test consists of 30 multiple choice questions in 45 minutes. Questions are based on the topics discussed in the first 5 weeks. Required readings are textbook chapters 1, 8, 13, 18, 23, and 25. There is another chance to re-take the mid-term on 5/11/2012. The latter result counts (not the better).

The end-term test consists of 15 multiple choice questions and 1 problem solving question in 45 minutes. The end-term exam (= final exam) will be based on all of the selected chapters of the handbook (listed in the above table), and on all lectures and seminars. End-term needs Neptun registration (without registering in the Neptun system, the exam cannot be undertaken).

### **ASSESSMENT AND GRADING:**

#### **Final grade:**

At the first trying of the end-term test:

Mid-term test: 30 percentage points

End-term test: 70 percentage points

If a student retaking the exam (second or third trying), then the result of the end-term test counts as 100 percentage point.

**Grade calculation:**

- 0–50 points failed (1)  
 51–64 points acceptable (2)  
 65–75 points medium (3)  
 76–89 points good (4)  
 90–100 points excellent (5)

**Required reading materials**

*Armstrong, M. : Handbook of Human Resource Management*  
 Tenth edition. Cambridge:Cambridge University Press, 2006.

**Suggested reading materials**

*Armstrong, M. : Strategic Human Resource Management*  
 Forth. Kogan Page, London, 2008.

*Armstrong, M. – Taylor, S. : Armstrong's Handbook of Human Resource Management Practice*  
 London: Kogan Page., 2014.

*Phillips, Jean M. – Gully, Stanley M. : Strategic Staffing*  
 International Edition, Second. Pearson, London, 2012.

## Department of Management Sciences

Subject: **COMMUNICATION WITH CUSTOMERS, CONFLICT HANDLING**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **2**

**Requirements****COURSE GOALS:**

The aim of this course is to cover a wide range of knowledge and skills indispensable for creating customer service excellence. Focusing on problem solving, communication strategies and self-assessment, it transcends superficial elements and pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

**COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction, discussion of course content	Forming teams
Week 2	Customer service, Self-awareness	Timm, chapter 1, 2. Harris, chapter 1.
Week 3	The challenges of customer service	Harris, chapter 2. Timm, chapter 6-7
Week 4	Problem solving, conflicts, negotiation	Harris, chapter 3.
Week 5	Communication: Speaking and listening effectively	Timm, chapter 3. Harris, chapter 6.

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Week 6	MID-TERM BREAK	
Week 7	Non-verbal communication	
Week 8	Strategy for formulating a plan for success and empowerment	Harris, chapter 4-5
Week 9	Coping with challenging Customers	Harris, chapter 7.
Week 10	Customer retention and measurement of satisfaction	Harris, chapter 10.
Week 11	Little Things – Insight – Feedback – Expectations	Timm, chapter 2-12
Week 12	Influencing others to give great service, Motivation and leadership in customer service	Timm, chapter 13./Harris, chapter 8-9.
Week 13	Final test (additional occasion)	The time and date of the final test will be published later
Week 14	Company case analysis	Discussion

### **COURSE AND EXAM REQUIREMENTS:**

Active participation in classes, no more than three unexcused absences during the semester are permitted.

Team Assignment:

You have to work in teams. Choose a service organization, that you know well. Visit it several times with your team, observe the behaviour of its organization members, make interviews with the employer and a few employees, and explain the following topics in a 15-20 minutes long presentation.

The organization:

Name, activity, size, structure, number of employees, private or public organization...

The strategy of the organization, mission statement, vision, customer orientation in their mission statement/strategy.

Importance of customer orientation according to the leader

The leadership style used, motivation, empowerment

Technology used in customer service

Selection process, special skills needed in customer service, special training for employees

Communication, problem solving, non-verbal communication, listening, conflict handling, special cases observed

Coping with challenging customers

Measurement of customer satisfaction

Anything else you consider important from customer service point of view

### **ASSESSMENT AND GRADING:**

#### **Final grade:**

class participation 30%

team assignment 20%

final test 50%

#### **Grade determination:**

0–59% fail(1)

60–69% pass (2)

70–79% average (3)

80–89% good (4)  
90–100% excellent (5)

### Required reading materials

*Timm, P. R. : Customer Service. Career Success Through Customer Loyalty*  
Sixth Edition. Pearson Education Inc., Upper Saddle River, New Jersey, 2014.

### Suggested reading materials

*Harris, Elaine K. : Customer Service: A Practical Approach*  
Fifth Edition. Pearson Education Inc., Upper Saddle River, New Jersey, 2011.  
*Hybels, Sandra – Weaver II, Richard L. : Communicating Effectively*  
Eighth Edition. McGraw-Hill Inc. New York, 2006.

## Department of Micro- and Macroeconomics

Subject: **KNOWLEDGE MANAGEMENT**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **1**

Seminar: **2**

### Requirements

#### Course description:

A tantárgy célja, hogy a szak érdeklődő hallgatóit megismertesse a tudásmenedzsment legfontosabb alapfogalmaival, feladataival, hogy váljanak képessé a tudásalapú társadalom és gazdaság kritériumainak és működési jellemzőinek értelmezésére. Célja továbbá, hogy esettanulmányokkal hozzájáruljon a megfelelő szemlélet, a komplex gondolkodás kialakításához.

#### Schedule:

Week	Lecture	Seminar
Week 1	Introduction, Requirements/Lecture: What is Knowledge Management? Jasaphara (2011): Ch 1, Frappaolo (2002): Ch 2	Introductory task
Week 2	The Evolution of KM/Frappaolo (2002): Ch 3/Jasaphara (2011): Ch 1	Drivers of the New Economy (presentation)
Week 3	Intellectual Capital/Jasaphara (2011): Ch 3	World Bank, Infosys/Jasaphara (2011): Ch 2-3
Week 4	Creating Knowledge I./Jasaphara (2011): Ch 5	Toyota/Jasaphara (2011): Ch 5
Week 5	Creating Knowledge II./Jasaphara (2011): Ch 6	Honda/Jasaphara (2011): Ch 6
Week 6	Holiday: no class	Holiday: no class
Week 7	The SECI model	Case study presentation, discussion

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Week 8	Mobilising Knowledge/Jasaphara (2011): Ch 9	Fluor/Jasaphara (2011): Ch 9
Week 9	Strategic Management Perspectives on KM/Jasaphara (2011): Ch 4	Unilever/Jasaphara (2011): Ch 4
Week 10	The Knowledge Management Systems Gamble-Blackwell (2001): Ch 7	Case study presentation, discussion
Week 11	Implementing Knowledge Management Jashapara (2011): Ch 10	Knowledge map drawing.
Week 12	midterm exam	Case study presentation, discussion
Week 13	Case study presentation, discussion	Case study presentation, discussion
Week 14	Case study presentation, discussion	Case study presentation, discussion

### Course Requirement:

Students cannot miss more than three classes (from both lectures and seminars.)

Students are required to take the mid-term test as it is in the schedule above (assessment in the 3point of syllabus).

### Assessment:

The presentation scores are included of exam mark. Students can meet the subject in case of successful midterm exam and presentation (it can be the “A” exam), or write an exam in the exam period. The calculation of the final grade is as follows:

Mid-term test/or/Written exam 60%

Case Study/or/Article Presentation 40%

Mid-term dates are noted in the schedule above. Exams can be taken in the exam period.

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

<51%– 1

51%– 2

65%– 3

75%– 4

85%– 5

### Optional Readings:

Bengt Ake Lundvall (2002): The University in the Learning Economy. DRUID Working Paper No 02-06

Philippe Aghion, Mathias Devatripon, Caroline Hoxby, Andreu Mas-Colell, André Sapir (2007): Why reform Europe’s Universities? Bruegel Policy Brief, Issue 2007/4, September 2007

DOSI,G.-LLERENA,P.-LABINI,M.(2006): The relationships between science, technologies and their industrial exploitation: An illustration through the myths and realities of the so-called ‘European Paradox’. *Research Policy*35. évf. 1450-1464.o.

### Required reading materials

*Jashapara, Ashok : Knowledge Management - An integrated approach*  
Second Edition. Pearson Prentice-Hall, New Jersey, 2011.

*Frappaolo, Carl : Knowledge Management*  
Oxford. Capstone Publishing, 2002.

*Gamble, Paul – Blackwell, John : Knowledge Management*  
Kogan Page, London, 2002.

## Department of Public Policy Analysis

Subject: **MEASURING ECONOMIC PERFORMANCE**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Seminar: **2**

### Requirements

#### COURSE GOALS:

In the past few decades cross-country comparisons of economic development and well-being have become popular and widely used in economics. These kinds of analyses could not be done without different cross-country databases. This course is aimed at making the students familiar with some of these databases and with the ways they can use them in economic analysis. During the course we will discuss conventional and non-conventional measures of well-being and economic development and their determinants with special attention to those measures that describe the quality of institutions of different countries or regions such as the indexes of economic and political freedom or the business environment. We will also discuss how economics help us understand the construction of those measures and interpret the results that have been derived with them.

The course is recommended for those students who have passed their exams in macroeconomics.

#### COURSE SCHEDULE:

Week	Topic	Readings
Week 1	Registration week, no class	
Week 2	Introduction and overview of the course	
Week 3	Measuring GDP across countries: The Penn World Table	Heyne, Boettke, Prychitko/chapter 12, pp. 299-308, chapter 13, pp. 329-345.
Week 4	Measuring and comparing wealth across countries	World Bank 2006/chapter 1 and 2, pp. 3-32/World Bank 2010/chapter 1 pp. 3-26
Week 5	A more general approach to measuring welfare: HDI and its theoretical basis	Sen, 1999 /Introduction and chapter 1, pp. 3-34.
Week 6	What are institutions and why do they matter?	Olson 1996/Leeson 2010
Week 7	Midterm week, no class	
Week 8	The methodology of exploring the determinants of welfare: cross-country regressions	Studenmund 2011/chapter 1, 2, pp. 5-66
Week 9	Economic freedom: the concept and relevance of economic freedom	Gwartney, Hall and Lawson 2012
Week 10	Economic freedom: the Fraser Institute's Economic Freedom of the World Index	Gwartney, Hall and Lawson 2012
Week 11	Governance: The World Bank's Worldwide Governance Indicators Project	



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Week 12	The business environment: The Doing Business Project	The World Bank 2012, chapter 2, pp. 16-25.
Week 13-14	Why political institutions matter: Political rights and civil liberties	Sen 1999/chapter 6, pp. 146-159./Freedom House 2012,pp. 24-35.
Week 15	Summary	

### **COURSE AND EXAM REQUIREMENTS:**

Students have the possibility to take a midterm exam. For those who pass the midterm and accept its grade the endterm test will cover only the second half of the semester. For those who do not take the midterm or do not like their score and want to repeat it, the endterm will cover the whole semester.

The required readings do not cover everything students are supposed to be familiar with in order to pass the tests. Attending the classes is suggested.

### **ASSESSMENT AND GRADING:**

The final grade will be based on the scores of midterm test and the endterm test.

### **Required reading materials**

*Heyne, Paul - Boettke, Peter - Prychitko, David: The Economic Way of Thinking*  
Twelfth edition. Pearson Education International, New Jersey, 2010.

*World Bank : Where is the Wealth of Nations? Measuring Capital for the 21st Century*  
The World Bank Washington D. C, 2006.

*World Bank : The Changing Wealth of Nations: Measuring Sustainable Development in the New Millennium*

The World Bank, Washington D. C., 2010.

*Sen, A. K. : Development as Freedom*  
1999.

*Leeson, P. T. : Property Rights*

Fraser Forum, April, 2010.

*Studenmund, A. H. : Using Econometrics. A Practical Guide*

Sixth. Boston: Pearson, 2011.

*Gwartney, J. – Hall, J. – Lawson, R. : Economic Freedom of the World 2013 Annual Report*  
Vancouver: The Fraser Institute, forthcoming, 2013.

*Freedom House: Freedom in the World 2014 Methodology.*

URL: <http://www.freedomhouse.org/sites/default/files/Methodology%20FIW%202014.pdf>

*The World Bank (2014): Doing Business 2014: Understanding Regulations in Small and Medium-size Enterprises*

URL: <http://www.doingbusiness.org/~media/GIAW>

## Department of World Economy and International Business

Subject: **EU STUDIES**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **2**

## Requirements

### 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.

Covered issues of the course:

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.

### COURSE SCHEDULE:

Week, date	Topic	Lecture/seminar/Readings, assignments
Week 1	Introduction	Horvath, Z. (2011)
Week 2	History and Development of European Integration I	Horvath, Z. (2011)
Week 3	History and Development of European Integration II	Horvath, Z. (2011)
Week 4	The Institutional Structure of the European Union	Horvath, Z. (2011)
Week 5	The Union's Competences, Decision-making and Legislation in the EU, EU Law	Horvath, Z. (2011)
Week 6	Mid-term	Horvath, Z. (2011)
Week 7	The Internal Market and the Four Freedoms	Horvath, Z. (2011)
Week 8	The Budget of the EU, Competition Policy, Consumer Policy, Public Health Policy, Cultural and Audiovisual Policy	Horvath, Z. (2011)
Week 9	The Economic and Monetary Union, The Common Agricultural Policy and the Common Fisheries Policy, The Common Transport Policy and Trans-European Networks,	Horvath, Z. (2011)
Week 10	Regional Policy – Economic, Social and Territorial Cohesion in the EU	Horvath, Z. (2011)
Week 11, 26/11/2014	Education, Vocational Training, Youth and Sport Policies, Employment and Social Policy	Horvath, Z. (2011)
Week 12, 03/12/2014	Industrial and Enterprise Policy, Research and Technological Development Policy, Energy Policy, Environmental Policy	Horvath, Z. (2011)
Week 13,	Justice and Home Affairs in the European Union,	Horvath, Z. (2011)

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10/12/2014	The External Policies of the European Union, Enlargement policy	
Week 14, 17/12/2014	Summary of the course	

### **COURSE AND EXAM REQUIREMENTS:**

Mid-term test for getting the signature in the mid-term week (50%)

Max. 3 absences in the semester

Written exam at the end of the semester (50%), 3 exam possibilities

### **ASSESSMENT AND GRADING:**

Final evaluation: 0–59% failed (1), 60–69% acceptable (2), 70–79% medium (3), 80–89% good (4), 90–100% excellent (5)

### **FURTHER RECOMMENDED READINGS:**

The official website of the EU: [www.europa.eu](http://www.europa.eu)

EU Bookshop:

EU Single Market:

Eurostat:

European Commission:

### **Required reading materials**

*Zoltán Horváth: Handbook on the European Union*

Forth Edition. HVG-ORAC, 2011.

*Birol A. Yesilada – David M. Wood : The Emerging European Union*

Fifth edition. Longman-Pearson, Washington, 2010.

*Blanke, H. J. – Mangiameli, S. (Eds.) : The European Union after Lisbon*

Springer-Verlag, Berlin – Heidelberg, 2012.

*Ott, A. – Vos, E. (Eds.) : Fifty Years of European Integration: Foundations and Perspectives*

T.M.C. Asser Press, The Hague, 2009.

*Dinan, D. : Ever Closer Union – An Introduction to European Integration*

Forth Edition. Palgrave Macmillan, London, 2010.

*Baldwin, R. – Wyplosz, C. : The Economics of European Integration*

Third Edition. McGraw-Hill, London,

Subject: **ISSUES IN ECONOMIC DEVELOPMENT**

Year, Semester: 3<sup>rd</sup> year/1<sup>st</sup> semester

Lecture: **2**

Seminar: **1**

### **Requirements**

#### **Course Description:**

The course covers a wide range of topics in development economics, starting with the fundamental statistical techniques of international comparison. This is followed by the treatment of some fundamental problems like income inequality, the accumulation and role of human capital, urbanization and rural-urban migration, main demographic trends.

#### **Method of Instruction:**

The course is highly interactive between the class and the instructors. Through case studies/presentations and problems, students will have the opportunity to use the concepts and ideas presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.

Cell phones, calculator watches, and/or PDAs cannot be used as calculators during exams. Students must have a separate business calculator.

Note that occasionally changes in the schedule of the course or in the assignments are announced during class. It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information.

The University is committed to a policy of honesty in academics. Conduct, which compromises a breach of this policy, may result in academic and/or disciplinary action. Cheating is a violation of student academic behavior standards. Any student who violates or knowingly helps another student violate academic behavior standards will be pursued through the Office of the Dean of the Faculty of Economics and Business. Please note that the sharing of information with other class members in exams is considered cheating.

Schedule:

Week	Topic	Study materials/(Chapters, cases)
Week 1	Orientation, Introducing Economic Development:A Global Perspective	TS Ch. 1
Week 2	Comparative Economic Development	2
Week 3	Poverty, Inequality, and Development	5
Week 4	Population Growth and Economic Development:Causes, Consequences, and Controversies	6
Week 5	Urbanization and Rural-Urban Migration: Theory and Policy	7
Week 6	Midterm	
Week 7	Human Capital: Education and Health in Economic Development	8
Week 8	Agricultural Transformation and Rural Development	9
Week 9	The Environment and Development	10
Week 10	Development Policymaking and the Roles of Market, State,and Civil Society	11
Week 11	Presentations	
Week 12	Presentations	
Week 13	Endterm	
Week 14	Summary and assessment	

### **Course requirements:**

Required readings are from the Todaro—Smith (2015) text. Chapters must be read prior to the first day that each chapter is listed in the syllabus. The instructors may provide a few additional readings during the semester. For each course topic, the instructor presents content related to that topic and facilitates discussion.

### **Attendance Policy, Participation:**

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from class for any reason will result in your final course average being lowered. Class participation will be evaluated based on the quantity and the quality of individuals' contribution. On occasion, without notice, students will be called upon to make the opening statement describing the facts of a case or to address a specific issue during class discussion. In-Class Activities are designed to illustrate and expand the subject at hand. Full and enthusiastic engagement is expected in these activities. These will comprise debates, role playing, discussions of issues of study, expansion of homework assignments. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect. Participation in the discussion of readings and exercises is important, too.

### **Midterm and End Term Tests:**

There will be a 60 minutes written exam in the exam period.

### **Course Etiquette:**

No cell phone calls or texting

Bring laptop computers only for taking notes & in-class research

Arrive on time

No wandering in and out of class

Let me know what you'd like to be called in class. Use your name tent in every class.

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. 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 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.

### **Zero Tolerance:**

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.

### **Assessment:**

The calculation of the final grade is as follows:

Endterm 60%

Class work (seminars) 40%

Class participation (lectures), 10%

The final result will be evaluated according to the following schedule: 0-60%– 1, 61-70%– 2, 71-80%– 3, 81-90%–4, 91-110%– 5.

Students with final result under 61% lose all points collected during the semester. They may assign for make-up exam in the examination period.

## **Required reading materials**

*Michael P. Todaro - Stephen C. Smith: Economic Development*  
Twelfth Edition. Addison-Wesley (Pearson), , 2015.

### Suggested reading materials

*Abhijit V. Banerjee—Esther Duflo : Poor Economics, A Radical Rethinking of the Way to Fight Global Poverty and the Ways to End It*

Random House India, 2011.

*David N. Weil : Economic Growth*

Third (International) Edition. Pearson, 2013.

## Department of Farm Business Management and Corporate Planning

Subject: **BUSINESS PLANNING**

Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester

Lecture: **1**

Seminar: **2**

### Requirements

#### Course Objectives:

The aim of this course is to provide a step-by-step procedure for preparing a business plan and the tools and techniques necessary to complete it. The course goes beyond simply discussing what is required in the business plan; it explains why certain information is required, how it may be best presented, and the sensitivities of both the preparer and reviewer.

#### Schedule and Teaching Materials:

Week	Topic	Study materials/Reading Chapter:
Week 2	The Business Plan	2
Week 3	The Business Planning Process	3
Week 4	Strategic Planning; Vision, Mission, Objectives	4
Week 5	Analysing the Environment	5, 7
Week 6	Analysing the Firm; SWOT Analysis	6, 8, 9
Week 7	Generating and Evaluating Strategic Options	10
Week 8	Referral week (no class)	
Week 9	Marketing Plan	11, 12
Week 10	Operations Plan	13
Week 11	Human Resource Plan	13
Week 12	Financial Plan	14, 15, 16, 17
Week 13	Funding Issues	19
Week 14	Presenting and Using the Business Plan	21, 22
Week 15	Midterm exam	

**Course and exam requirements:**

Max. 3 absences, obligatory seminar tasks (classroom activity, homework). If a student does not fulfil these requirements, the signature will be denied. The midterm exam can be retaken once, and in the event of absence on 21 May, it can be taken in the 1 week of the exam period (the exact date will be published later via the Neptun).

**Assessment:**

The calculation of the final grade is as follows:

*seminar tasks 20%*

*midterm exam 80%*

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)

**Required reading materials**

*Friend, Graham – Zehle, Stefan: Guide to Business Planning*  
The Economist, London, 2004.

**Suggested reading materials**

*Siegel, Eric S. – Ford, Brian R. - Bornstein, Jay M.: The Ernst & Young Business Plan Guide*  
John Wiley & Sons, New York, 2007, 2007.

*Williams, Allan: Small Business Planning – Achieving Success by Design, Not by Chance*  
McGraw-Hill, Sidney, 2002.

**Department of Human Resource Management**

Subject: **PROJECT MANAGEMENT**

Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester

Lecture: **1**

Seminar: **2**

**Requirements**

**COURSE GOALS:**

The main aim of the course is to give an insight into the most widely accepted techniques and theoretical considerations of general project management.

**COURSE SCHEDULE:**

Week	Lectures	Seminars
Week 1	Week for registration	–
Week 2	Course introduction (Ch 1)	Small introductory case study
Week 3	–	Projects and company organisational

		structures & the Project organisation (Ch 2-3)
Week 4	Planning the project (Ch 4)	Planning exercises
Week 5	–	Quality and reliability management in projects & procurement (Ch 5-6)
Week 6	Risk management of projects (Ch 7)	Examining the project (Ch 8)
Week 7	–	Controlling time & the Gantt chart (Ch 9)
Week 8	Mid-term exam, no class	Mid-term exam, no class
Week 9	-	Controlling cash (Ch 10)
Week 10	Drawing the AOA and AON networks (Ch 11-12)	Analysing the AOA and AON networks (Ch 13-14)
Week 11	–	AOA and AON exercises
Week 12	Multiple dependency networks (Ch 15)	The time scaled network (Ch 16)
Week 13	–	Resource analysis (Ch 17)
Week 14	Line of balance and elemental trend analysis	Problem solving: resource analysis time scaled network, LoB (Ch 18)
Week 15	–	Problem solving: complex problems

**COURSE AND EXAM REQUIREMENTS:**

Students cannot miss more than three classes.

Students are required to write an exam in the exam period.

**ASSESSMENT AND GRADING:**

The final grade is assigned via the end-term test result. The calculation is the following:

<51%– 1

51%– 2

65%– 3

75%– 4

85%– 5

There are two chances to retake the end-term examination (exams will be organized via neptun in the exam period).

**OTHER:**

Course homepage: [http://oktato.econ.unideb.hu/kunandras/BAINMBA/PM\\_BA.htm](http://oktato.econ.unideb.hu/kunandras/BAINMBA/PM_BA.htm)

**Required reading materials**

*Lockyer, G. – Gordon, J. : Project Management and Project Network Techniques*  
Seventh Edition. Prentice Hall, London, 2005.

**Suggested reading materials**

*Pinto, J. K. : Project Management: Achieving competitive advantage*  
Forth Edition. Pearson, London, 2015.

*Wilson, R. : Mastering Project Management Strategy and Processes: Proven Methods to Meet*



*Organizational Goals*  
 Pearson, London, 2015.

## Department of Marketing

Subject: **SERVICES MARKETING**  
 Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester  
 Seminar: **2**

### Requirements

**Course Objectives:**

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 you valuable insights and skills to help you understand – and succeed in – today’s business environment.

**Schedule and Teaching Materials:**

Week	Topic	Study materials
Week 2	Orientation, Course Overview/New Perspectives on Marketing in the Service Economy	Chapter 1
Week 3	Consumer Behavior in a Services Context	Chapter 2
Week 4	Positioning Services in Competitive Markets	Chapter 3
Week 5	Developing Service Products: Core and Supplementary Elements	Chapter 4
Week 6	Distributing Services Through Physical and Electronic Channels	Chapter 5
Week 7	Setting Prices and Implementing Revenue Management	Chapter 6
Week 8	Referral week (no class)	
Week 9	Promoting Services and Educating Customers	Chapter 7
Week 10	Designing and Managing Service Processes	Chapter 8
Week 11	Balancing Demand and Productive Capacity	Chapter 9
Week 12	Crafting the Service Environmen /Managing People for Service Advantage	Chapters 10, 11

Week 13	Managing Relationships and Building Loyalty/Complaint Handling and Service Recovery	Chapters 12,13
Week 14	Improving Service Quality and Productivity/Striving for Service Leadership	Chapters 14, 15
Week 15	Midterm exam	

**Course and exam requirements:**

Max. 3 absences, obligatory seminar tasks (classroom activity, homework). If a student does not fulfil these requirements, the signature will be denied. The midterm exam can be retaken once, and in the event of absence on 20 May, it can be taken in the 1week of the exam period (the exact date will be published later via the Neptun).

**Assessment:**

The calculation of the final grade is as follows:

*seminar tasks 20%*

*midterm exam 80%*

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)

**Required reading materials**

*Lovelock, C. H. – Wirtz, J. : Services Marketing: People, Technology, Strategy*  
(Global edition) Seventh. Pearson, Boston, 2011.

**Suggested reading materials**

*Baron, S. – Harris, K. – Hilton, T. : Services Marketing: Text and Cases*  
Third. Palgrave Macmillan, Basingstoke, 2009.

*Hoffmann, K. D. – Bateson, J. E. G. – Wood, E. – Kenyon, A. J. : Services Marketing: Concepts, Strategies and Cases*  
South-Western, Cengage Learning, Andover, 2010.

**Department of Micro- and Macroeconomics**

Subject: **DECISION THEORY AND METHODOLOGY**

Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester

Lecture: **1**

Seminar: **2**

**Requirements**

**COURSE GOALS:**

Problem solving and decision making, types of problems, levels, methods and phases of decision

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making; theoretical conceptions; risk management. Demonstration of the mathematical background of Decision Theory. Review of the software solutions which are aimed to help the employees' decision making. Demonstration of the software products which are incorporating strategic and operative management tools.

### **COURSE SCHEDULE:**

Week, Date	Topic	Study Material
Week 1	Introduction	Lecture notes
Week 2	Basic concepts of Decision Theory	Lecture notes + [2], [4]: corresponding chapters
Week 3	Practical problem-solving with basic tools	Lecture notes
Week 4	Basic Concepts of Mathematical Programming	Lecture notes
Week 5	Optimization with Excel Solver Tool	Lecture notes + [2]: corresponding chapters
Week 6	Decisions under Uncertainty. Decision Trees	Lecture notes
Week 7	Uncertainty and Consumer Utility	Lecture notes
Week 8	Introduction to WinQSB Software	Lecture notes + [2]: corresponding chapters
Week 9	Exercises (WinQSB and others)	Lecture notes + [2]: corresponding chapters
Week 10	Advanced Decision Support Systems: Electre, Promethee	Lecture notes + [2]: corresponding chapters
Week 11	Practical problems, case studies	Lecture notes + [5]: corresponding chapters
Week 12	Practical problems, case studies	Lecture notes + [5]: corresponding chapters
Week 13	Discussion	

### **COURSE AND EXAM REQUIREMENTS:**

Regular attendance (at most 3 lectures can be skipped)

Final test (Written exam)

### **ASSESSMENT AND GRADING:**

The calculation of the final grade is as follows:

*Final test 100% (If the regular attendance requirement is not satisfied, the student cannot be evaluated.)*

The final grade will be assigned according to the following pattern:

<51%- 1

51%-60%- 2

61%-70%- 3

71%-80%- 4

81%-100%- 5

### **COMPULSORY READINGS:**

[1] Lecture notes

[2] White, D. (2006): Decision Theory. Aldine Transaction

- [3] Lecture slides
- [4] Corresponding Excel and WinQSB manuals, tutorials

**Required reading materials**

*White, D.: Decision Theory. Aldine Transaction*  
2006.

**Suggested reading materials**

*Rhodes, Paul C.: Decision Support Systems: Theory and Practice*  
Alfred Waller Limited, 1993.

*Biermann, H. S. - Fernandez, L.: Game Theory with Economic Applications*  
Addison - Wesley, 1993.

Subject: **ENTREPRENEURSHIP THEORY AND PRACTICE**

Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester

Seminar: **2**

**Requirements**

**COURSE GOALS:**

The aim of the course is that the students get to know more about other financial investment form such as venture capital. Venture capital is provided as seed funding to early-stage, high-potential, and growth companies in the interest of generating a return through an eventual realization event such as an IPO or trade sale of the company. The beginning of the semester there are lectures about the topics and then the students could try how it works in a frame of simulation play.

**COURSE SCHEDULE:**

Week	Topic	Readings, homework
Week 1	Registration week	--
Week 2	Introduction	--
Week 3	Entrepreneurship theory	Bull- Willard (1993)
Week 4	Entrepreneurship practise/How does the venture capital work in theory?	Metrick (2007)
Week 5	Venture Capital revolution in USA, Germany and Hungary	Seminar note ,Gompers, P. - Lerner, J. (2001), Becker, R. – Hellmann, T. (2003), Kuemmerle, W. (2001)
Week 6	Success stories in practice	EVCA (2004)
Week 7	What is the effect of the financial system for VC investment?	Seminar note , Rajan, G. R. – Zingales, L. (2001)
Week 8	Business Angels	Seminar note, Prowse, S. (1998)
Week 9	Midterm test	

## CHAPTER 8

Week 10	How to write a business plan?	Seminar note
Week 11	Business plan	Prepare the business plan
Week 12	Business plan	Prepare the business plan
Week 13	Presentation	Prepare the presentation
Week 14	Presentation	

### **COURSE AND EXAM REQUIREMENTS:**

**a) Team paper:** Business plan which is a 15-20 pages long report about your product, company and financial situation.

**b) Team participation:** At the end of the semester your groups need to present your report in a frame of simulation play.

**c) Midterm test: yes**

**d) In the first week of the examination period there will be one other possibility to correct or make up the midterm test.**

Active participation in classes, and **no more than three absences** during the semester is required

### **ASSESSMENT AND GRADING:**

Active participation in classes, and no more than three absences during the semester is required.

#### **Final grade:**

Team paper and presentation 50 points

Class participation 10 points

Final exam 40 points

#### **Grade determination:**

0–59% failed (1)

60–69% acceptable (2)

70–79% medium (3)

80–89% good (4)

90–100% excellent (5)

### **COMPULSORY READINGS:**

The topic discussed during the seminars. During the semester there will be changes therefore be attention what are the required readings. Seminars notes.

### **Suggested reading materials**

*Bull, I. – Willard, G. E. : Towards a theory of entrepreneurship*

Journal of Business Venturing, Vol. 8, Issue 3, pg. 183-195, 1993.

*EVCA : Central and Eastern Europe. Success Stories*

Special paper., 2004.

*Gompers, P. - Lerner, J. : The Venture Capital Revolution*

Journal of Economic Perspective. Vol. 15, No.2. Spring, pp. 145-168., 2001.

*Becker, R. – Hellmann, T. : The genesis of venture capital- Lessons from the german experience.*

CESIFO Working Paper No. 883, 2003.

*Kuemmerle, W. : Comparing Catalysts of Change: Evolution and Institutional Differences in the Venture Capital Industries in the U.S., Japan and Germany*  
2001.

*Metrick, A.: Venture capital and the finance of innovation*

Hoboken, NJ, Wiley, 2007.

*Rajan, G. R. – Zingales, L. : Financial systems, industrial structure and growth*

Oxford review of economic policy, Vol. 17., No. 4., 2001.

*Levin, R.: Bank-Based or Market-Based Financial Systems: Which is Better?*  
2000.

*Prowse, S. : Angel investors and the market for angel investments*  
Journal of Banking & Finance 22 (1998) pg. 785-792,

Subject: **REGULATION THEORY**

Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

### Requirements

#### COURSE GOALS:

The course is aimed at making students familiar with the basic concepts of economic regulation. The course will be focused on the theoretical bases of regulation, the welfare effects of regulation and the rationales for regulation of industries. By the end of the course, student should be able to use the basic models in order to reveal the effects of real-life economic regulation.

#### COURSE SCHEDULE:

Week	Topic	Readings
Week 1	No class (registration for courses)	
Week 2	Introduction to regulation	
Week 3	Microeconomic foundations	Carlton-Perloff Ch. 3-6.
Week 4	Market failures	Viscusi Ch. 5.
Week 5	Public interest theory of regulation	Viscusi Ch. 2.
Week 6	Motivation behind economic regulation: capture theory of regulation, historical background	Viscusi Ch. 2.
Week 7	Mid-term test week, No class	
Week 8	Regulating natural monopolies	Viscusi Ch. 12.
Week 9	Rate of return, Averch-Johnson effect	Viscusi Ch. 12.
Week 10	Price cap	Viscusi Ch. 12.
Week 11	European competition policy I.	Motta Ch. 1.
Week 12	European competition policy II.	Motta Ch. 1.
Week 13	Market definition	Motta Ch. 2-3.
Week 14	Market power and welfare	Motta Ch. 2-3.
Week 15	Summary	

#### COURSE AND EXAM REQUIREMENTS:

Active class work and attendance are strongly recommended.

#### ASSESSMENT AND GRADING:

Written exam which will be evaluated according to the following grading schedule:

- 0 - 50% – 1
- 50%+1 point - 63% – 2
- 64% - 75% – 3
- 76% - 86% – 4
- 87% - 100% – 5

**OTHER:**

The required textbooks are available in the library in limited numbers. Notice that not the whole of each book is required to read, only the chapters as indicated in the schedule above.

**Required reading materials**

*Carlton, D.W. – Perloff, J.M. : Modern industrial organization*  
 Boston: Pearson/Addison Wesley, 2005.  
*Motta, M. : Competition policy: theory and practice*  
 Cambridge: Cambridge University Press, 2004.  
*Viscusi, W.K. – Vernon, J.M. – Harrington, J.E. : Economics of regulation and antitrust*  
 Cambridge, Mass.: MIT Press, 2005.

**Department of World Economy and International Business**

Subject: **INTERNATIONAL BUSINESS**

Year, Semester: 3<sup>rd</sup> year/2<sup>nd</sup> semester

Lecture: **2**

Seminar: **1**

**Requirements**

**COURSE GOALS:**

This course will provide broad background on a wide range of issues related to international business. We examine the challenges facing managers that are competing in a dynamic and global business environment. The study emphasizes intercultural awareness, effective work performance, and a global perspective of management, business, and careers. The course focuses on both the acquisition of knowledge and the development of skills. The goal is to improve your global competence by helping you understand: the economic, political, technological, and legal environment faced by global organizations; the ways in which culture can facilitate or hinder organizational success; approaches and options for developing effective strategies for international and global organizations; and the behavioral and human resource practices that define successful global organizations. The application of international business concepts will be practiced using a variety of methods including instructor lectures, presentations, videos, case analyses, and active in-class discussions of current international management issues.

**COURSE SCHEDULE:**

Week	Topic	Lecture/seminar/Readings, assignments
Week 1	Orientation, Course Overview, Introduction to	

## COURSE DESCRIPTIONS

	International Business	
Week 2	Assessing the Environment: Political, Economic, Legal, Technological	Chapter 1
Week 2	Forming groups, Video presentation: Debate on Globalization, discussion, situation game	
Week 3	Managing Interdependence: Social Responsibility and Ethics	Chapter 2
Week 4	Understanding the Role of Culture	Chapter 3
Week 4	BlackBerry in International Markets	Case 2
Week 5	Communicating Across Cultures	Chapter 4
Week 6	Cross-cultural Negotiation and Decision Making	Chapter 5
Week 6	Google's Orkut in Brazil/MTV Networks: The Arabian Challenge	Case 3/Case 4
Week 7	Midterm test	(Chapter 1-5, topics covered on seminars)
Week 8	Formulating Strategy	Chapter 6
Week 9	Global Alliances and Strategy Implementation	Chapter 7
Week 9	Alibaba in 2011/Carrefour's Misadventure in Russia	Case 5/Case 6
Week 10	Organization Structure and Control Systems	Chapter 8
Week 11	Staffing, Training and Compensation for Global Operations	Chapter 9
Week 11	Walmart's Expansion in Africa/Evaluating the Chrysler-Fiat Auto Alliance in 2012	Case 7/Case 8
Week 12	Developing a Global Management Cadre	Chapter 10
Week 13	End term test	(Chapters 6-10, topics covered on seminars)
Week 13	Foreign Investment in the Chinese Banking Sector/Indra Nooyi	Case 9/Case 10

### **COURSE AND EXAM REQUIREMENTS:**

Required readings are from the Deresky (2014) text. Chapters must be read prior to the first day that each chapter is listed in the syllabus. The instructor may provide a few additional readings during the semester. For each course topic, the instructor presents content related to that topic and facilitates discussion.

### **Attendance Policy, Participation:**

Attendance is expected and is taken at the beginning or the end of each class. More than three absences from class for any reason will result in your final course average being lowered. Class participation will be evaluated based on the quantity and the quality of individuals' contribution. On occasion, without notice, students will be called upon to make the opening statement describing the facts of a case or to address a specific issue during class discussion. In-Class Activities are designed to illustrate and expand the subject at hand. Full and enthusiastic engagement is expected in these activities. These will comprise debates, role playing, discussions of issues of study, expansion of



homework assignments. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect.

Participation is particularly important in our case study coverage. The purpose of case studies is to actively apply the concepts of the course to a real-life situation, and your critical thinking and ability to communicate that thinking, is essential to an effective discussion of the case and its use as a learning tool. Participation in the discussion of readings and exercises is important, too.

### **Case analysis/detailed written and oral group presentation:**

Three-person teams will be formed early in the course, preferably the second day of class. Each will analyze one comprehensive case from the textbook. Your oral presentation (preparing PowerPoint slides is compulsory!) will be graded on two parts: content and delivery. Content includes whether your presentation was accurate, complete, specific, and detailed. Delivery includes whether your case presentation was interesting, lively, special, upbeat, and clear. Everyone on your team will receive the same grade on your oral presentation, but a team member peer evaluation will be given to determine whether each member of the team contributed fairly to preparing and delivering the oral presentation. Each team member will rate each group member (and themselves) on relative contribution made to preparing and delivering the oral case presentation. If you receive a poor rating on this evaluation, your final course average will be lowered. You should do your fair share of work on preparing and presenting the case analysis.

During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analyses presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analyses or information. Helpful criticism, praise, and compliments should be given, as appropriate. Everyone needs to attend class and to participate in these class discussions.

### **Case analysis/ short written group summaries:**

Each group (except for the one delivering the oral presentation) has to prepare a 1-2 page executive summary of every case assigned for the course. Due dates are on the weekly outline. Cases and assignments are to be handed in during class. I will not accept emailed cases or assignments. Each team member will rate each group member (and themselves) on relative contribution made to preparing the summary. If you receive a poor rating on this evaluation, your final course average will be lowered. You should do your fair share of work on preparing the summary.

### **Midterm and End Term Tests:**

There will be two 60 minutes tests in the class, each covering approximately half of the class material. The first mid-term will be on March 30, and the second on May 18. The exams will include multiple choice questions.

### **Course Etiquette:**

No cell phone calls or texting

Bring laptop computers only for taking notes & in-class research

Arrive on time

No wandering in and out of class

We will break part-way through each class.

Let me know what you'd like to be called in class. Use your name tent in every class.

Assignments due dates and dates of other evaluated activities are indicated on the schedule. 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. 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 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.

**Zero Tolerance:**

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.

**ASSESSMENT AND GRADING:**

The calculation of the final grade is as follows:

Midterm test 25%

End term test 25%

Case analysis/detailed written and oral group presentation 30%

Case analysis/ short written group summaries 20%

Class Participation 10%

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

0-60%– 1

61-70%– 2

71-80%– 3

81-90%– 4

91-110%– 5

Students with final result under 61% lose all points collected during the semester. They may assign for 2 hours make-up exam in the examination period. Make-up exams include multiple choice, short essay questions and solving short case studies.

**RECOMMENDED READINGS:**

The companion Web site for this text, located at, contains valuable resources, including an interactive study guide.

The instructor may provide a few additional readings during the semester.

**Required reading materials**

*Deresky, Helen : International Management – Managing Across Borders and Cultures – Texts and Cases*

Eighth (Global) . Pearson, 2014. ISBN: 13:978-0-273-78705-1