



BUSINESS INFORMATICS BSC

Mode: Full-time training
Program Coordinator: Dr. Sándor Baran (baran.sandor@inf.unideb.hu)
Mentor: Dr. Henrietta Tomán (toman.henrietta@inf.unideb.hu)
Specialization: -
General requirements of the diploma are regulated by The Rules and Regulations of The University of Debrecen.

Diploma credit requirements

Natural Science	39 credits
Human and Economic Knowledge	40 credits
Compulsory topics	66 credits
Differentiated knowledge topics	40 credits
Thesis	15 credits
Free choice	10 credits
Work and fire safety training	0 credit
Physical Education (2 semesters)	0 credit
Total (number of credits required to obtain degree)	210 credits

Natural Science – needed 39 credits

Code	Subject name	Credit	Type and number			Assessment	Prerequisites	Period	Semester
			lec.	practice					
				sem.	lab				
INBGA0101E INBGA0101G	Foundations of computer science	6	2	2		PM		1	1
INBGA0102E INBGA0102G	Mathematics for business and economics 1	6	2	2		E S		1	1
INBGA0208E INBGA0208G	Mathematics for business and economics 2	6	2	2		E S	INBGA0102	2	2
INBGA0313E INBGA0313L	Statistics 1	6	2		2	PM	INBGA0208	1	3
INBGA0419E INBGA0419L	Statistics 2	6	2		2	PM	INBGA0313	2	4
INBGA0420E INBGA0420L	Numerical mathematics	6	2		2	PM	INBGA0208	2	4
INBGA0525L	Operations research	3			2	PM	INBGA0208	1	5

Human and Economic Knowledge – needed 40 credits

Code	Subject name	Credit	Type and number			Assessment	Prerequisites	Period	Semester
			lec.	practice					
				sem.	lab				
INBGA0103E	Introduction to management	3	2			E		1	1
INBGA0104E	Fundamentals of business law	3	2			E		1	1
INBGA0209E INBGA0209G	Microeconomics	6	2	2		E S		2	2
INBGA0210E INBGA0210G	International financial accounting	6	2	2		E S		2	2
INBGA0314E INBGA0314G	Macroeconomics	6	2	2		E S	INBGA0209	1	3
INBGA0315E INBGA0315G	Introduction to finance	6	2	2		E S		1	3
INBGA0316G	Organizational behaviour	2		2		PM		1	3
INBGA0421E	Marketing	3	2			E		2	4
INBGA0526E	World economy and economic integration	3	2			E		1	5
INBGA0527G	Controlling	2		2		PM	INBGA0210 INBGA0315	1	5

Compulsory topics – needed 66 credits

Code	Subject name	Credit	Type and number			Assessment	Prerequisites	Period	Semester
			lec.	practice					
				sem.	lab				
INBGA0105L	Introduction to programming	3			2	PM		1	1
INBGA0106E INBGA0106L	Operating systems	6	2		2	PM		1	1
INBGA0107E	Data management, copyright law	3	2			E		1	1
INBGA0211E INBGA0211L	Data structures and algorithms	6	2		2	PM		2	2
INBGA0212E INBGA0212L	Programming 1	6	2		2	PM	INBGA0105	2	2
INBGA0317E INBGA0317L	Programming 2	6	2		2	PM	INBGA0212	1	3
INBGA0318E INBGA0318L	Database systems	6	2		2	E S	INBGA0101	1	3
INBGA0422E INBGA0422L	Information and knowledge management	6	2		2	PM		2	4
INBGA0423E INBGA0423L	Data management	6	2		2	PM	INBGA0318	2	4
INBGA0424L	Business intelligence in practice	3			2	PM		2	4
INBGA0528L	Developing data handling programs	3			2	PM	INBGA0212 INBGA0318	1	5
INBGA0529E INBGA0529L	Fundamentals of software development and software testing	6	2		2	PM	INBGA0212	1	5
INBGA0530E INBGA0530L	Foundations of computer security	6	2		2	PM		1	5

Thesis work – needed 15 credits

Code	Subject name	Credit	Type and number			Assessment	Prerequisites	Period	Semester
			lec.	practice					
				sem.	lab				
INBGA0731X	Thesis	15				PM		1	7

Differentiated knowledge topics – needed 40 credits

Code	Subject name	Credit	Type and number			Assessment	Prerequisites	Period	Semester
			lec.	practice					
				sem.	lab				
INBGA9932E INBGA9932L	Financial mathematics	6	2		2	E S	INBGA0315	1	5
INBGA9933L	Introduction to SAP - End user level	3			2	PM		1	5
INBGA9934L	Advanced spreadsheets	3			2	PM	INBGA0212	2	6
INBGA9935E INBGA9935L	Big Data analysis	6	2		2	PM		2	6
INBGA9936L	Data visualization	3			2	PM		2	6
INBGA9937L	Computer statistics	3			2	PM	INBGA0419 INBGA0424	2	6
INBGA9938E INBGA9938G	Corporate finance	6	2	2		E S	INBGA0315	2	6
INBGA9939E	Strategic management	3	2			E	INBGA0103	2	6
INBGA9940L	Introduction to SAP - Developer level	3			2	PM	INBGA9933	2	6
INBGA9941E	International business	3	2			E		2	6
INBGA9942L	Decision support systems	3			2	PM	INBGA0208	2	6
INBGA9943L	Advanced data security	3	2			E	INBGA0530	1	7
INBGA9944L	Digital marketing	3			2	PM	INBGA0421	1	7
INBGA9945E INBGA9945L	Foundations of artificial intelligence	6	2		2	PM	INBGA0101 INBGA0212	1	7
INBGA9946E INBGA9946G	Management of value creating processes	6	2	2		E S	INBGA0103	1	7

Free choice – needed 10 credits

Code	Subject name	Credit	Type and number			Assessment	Prerequisites	Period	Semester
			lec.	practice					
				sem.	lab				

Exam types: E exam
S signature
PM practical mark

BUSINESS INFORMATICS BSC

Description of Subjects

Natural Science

FOUNDATIONS OF COMPUTER SCIENCE

INBGA0101-17

Semester:	1
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Tamás Mihálydeák

Topics:

The syntax of propositional logic: logical connectives, subformulas. Semantics of propositional logic, truth-valuations, formula satisfiability, entailment. logical equivalence, logical laws. Binary decision diagrams. The syntax and semantics of predicate logic. Interpretations, truth values of formulas, satisfiability, logical laws, logical consequence. Formal languages: operations on languages, regular expressions, regular languages. Deterministic and nondeterministic finite automata. Languages recognized by finite automata, connection with regular languages. More general notions of computation: extensions of finite automata, Markov algorithm. Relating first order logic to programming languages: applications and perspectives.

Compulsory/Recommended Readings:

- Michael Sipser: Introduction to the Theory of Computation, 3rd ed., Cengage Learning, 2012.
 - Mordechai Ben-Ari: Mathematical Logic for Computer Science, 3rd ed., Springer, 2012.
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MATHEMATICS FOR BUSINESS AND ECONOMICS 1

INBGA0102-17

Semester:	1
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. Lajos Hajdu

Topics:

Basics of set theory and mathematical logic. Set of real numbers. Real sequences. Convergence, boundedness and monotonicity of sequences. Properties of convergent sequences. Fundamental sequences. Real series. Real functions, basic functions. Continuity and limit of real functions. Properties of continuous functions. Differentiable real functions. Examples and differentiability and algebraic operations. Mean value theorems of Cauchy, Lagrange and Rolle. L'Hospital's rule. Derivatives of higher order. Taylor series. Derivatives of higher order. Taylor series. Applications of derivatives: monotone, and convex functions, necessary condition of a local extremum, necessary and sufficient condition of a local extremum, necessary condition of monotonicity, necessary and sufficient condition of monotonicity, characterization of convexity. Two-variable functions, partial derivatives. Local extrema of two-variable functions. Indefinite integral: basic integrals, basic properties, linearity of indefinite integral. Basic rules and methods of indefinite integrals (integration by parts, integration with substitution). Examples. The notion of Riemann integrability and its probabilities. Applications of integration. Extension of integration: improper integral. The notion of double integral.

Compulsory/Recommended Readings:

- Knut Sydsaeter, Peter I. Hammond: Mathematics for Economic Analysis, Prentice-Hall, 1995.
 - Serge Lang, A first course in calculus, Undergraduate Texts in Mathematics, Springer-Verlag, 2012.
 - George B. Thomas Jr., Maurice D. Weir: Thomas' Calculus, Pearson Education, 2005.
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MATHEMATICS FOR BUSINESS AND ECONOMICS 2

INBGA0208-17

Semester:	2
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	INBGA0102-17 (Mathematics for Business and Economics 1)
Responsible:	Dr. Sándor Baran

Topics:

The k -dimensional real vector space. Linear dependence, basis, dimension. The rank of a vector system. Matrices, matrix calculus. Determinant and its properties, Leibnitz formula, relation to the rank. Matrices and systems of linear equations. Gaussian elimination. Solvability of systems of linear equations. Inverse of a matrix. Linear transforms and matrices. Symmetric and orthogonal matrices, eigenvalues, eigenvectors. Quadratic forms, definite forms. Sample space, events. Probability space, combinatorial probability, geometric probability. Conditional probability, independence, theorem of total probability. Bayes' theorem. Discrete and continuous random variables, cumulative distribution function, probability density function. Mean, standard deviation. Most important discrete distributions: binomial, hypergeometric, negative binomial, Poisson. Most important continuous distributions: uniform, exponential, normal. Joint distribution and independence of random variables. Covariance, correlation. Distribution characteristics: moments, skewness, kurtosis, mode, median, quantiles, variance-covariance matrix.

Compulsory/Recommended Readings:

- Knut Sydsaeter, Peter I. Hammond, Arne Storm: Mathematics for Economic Analysis. Pearson, 2012.
 - Dimitri Bertsekas, John N. Tsitsiklis: Introduction to Probability, 2nd Edition, Athena, 2008.
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STATISTICS 1

INBGA0313-17

Semester:	3
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0208-17 (Mathematics for Business and Economics 2)
Responsible:	Dr. Kinga Sikolya-Kertész

Topics:

Fundamental notions of statistics, populations, levels of measurement. Simple methods of data analysis, fundamentals of data visualization. Statistical analysis of a population along a single variable. Statistical analysis along several variables. Heterogeneous populations. Types of relation between variables. Standardization, ratios, coefficients. Comparison of aggregates with the help of indices. Fundamentals of statistical data collection. Sampling methods. Point estimators and their properties. Methods of point estimation. Inequalities. Laws of large numbers. Central limit theorem. Fundamental distributions of statistics. Confidence intervals for a single sample. Two-sample confidence intervals
Fundamentals of hypothesis testing, one-sample z-test.

Compulsory/Recommended Readings:

- Anderson, D. R., Sweeney, D. J., Williams, T. A., Freeman, J. and Shoemith, E.: Statistics for Business and Economics, Third edition, Cengage Learning EMEA, 2014.
 - Montgomery, D. C. and Runger, G. C.: Applied Statistics and Probability for Engineers, Wiley, 2010.
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STATISTICS 2

INBGA0419-17

Semester:	4
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0313-17 (Statistics 1)
Responsible:	Dr. Sándor Baran

Topics:

Parametric tests for a single sample. Chi-square tests: testing for goodness of fit, independence and homogeneity. Parametric tests for two samples. One-way analysis of variance. Nonparametric tests. Kolmogorov-Smirnov tests, Kruskal-Wallis H test. Simple linear regression. Nonlinear models. Multiple linear regression. Parameter estimation in regression models. Hypothesis tests in regression models. Model adequacy checking. Fundamentals of time series analysis. Trend estimation by regression. Moving average filtering, smoothing methods. Estimation of seasonal variation.

Compulsory/Recommended Readings:

- Anderson, D. R., Sweeney, D. J., Williams, T. A., Freeman, J. and Shoemith, E.: Statistics for Business and Economics, Third edition, Cengage Learning EMEA, 2014.
 - Montgomery, D. C. and Runger, G. C.: Applied Statistics and Probability for Engineers, Wiley, 2010.
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NUMERICAL MATHEMATICS

INBGA0420-17

Semester:	4
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0208-17 (Mathematics for Business and Economics 2)
Responsible:	Dr. Ágnes Baran

Topics:

Floating point arithmetic, errors. Condition numbers of matrices, numerical solution of system of linear equations. Least square approximations, interpolation. Numerical integration. Numerical solution of nonlinear equations and system of nonlinear equations. Minimization of functions.

Compulsory/Recommended Readings:

- Gisbert Stoyan, Agnes Baran, Elementary Numerical Mathematics for Programmers and Engineers, Birkhäuser, 2016, ISBN 978-3-319-44659-2
 - W.H. Press, S. A. Teukolsky, W. T. Vetterling, B. P. Flannery, Numerical Recipes, Cambridge UP, 2007, ISBN 978-0-521-88407-5
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OPERATIONS RESEARCH

INBGA0525-17

Semester:	5
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0208-17 (Mathematics for Business and Economics 2)
Responsible:	Dr. Anett Rácz

Topics:

Examples for Linear Programming (LP) problems, types of LP problems. Graphical solution of LP problems. Overview of optimization solvers. Simplex method. Two-Phase Simplex method. Big-M method. Integer Programming. Duality. Sensitivity analysis. Transportation problems. Assignment problems, Hungarian method. Case studies.

Compulsory/Recommended Readings:

- Wayne L. Winston: Operations research, Methods and applications, Thomson Brooks/Cole, 2004.
 - A. Ravi Ravindran: Operations Research and Management Science Handbook, CRC Press, 2008.
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Human and Economic Knowledge

INTRODUCTION TO MANAGEMENT

INBGA0103-17

Semester:	1
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. András Nábrádi

Topics:

Students will become familiar with the general management tasks such as planning, organization, human resources management, incentive, control. The course is also responsible to provide students with the concept, grouping them basic economic knowledge, management of the value creation for businesses. Students have to be taught the main elements of stock and flow process, value creation procedure, life cycle theory, basic elements of business planning.

Compulsory/Recommended Readings:

- Richard Pettinger: Introduction to Management, 4th edition, Palgrave Macmillan, 2006.
 - Andy Schmitz: Principles of Managerial Economics, Lardbucket Books, 2013.
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FUNDAMENTALS OF BUSINESS LAW

INBGA0104-17

Semester:	1
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. Géza Károlyi

Topics:

Legal concepts, the structure of the legal system, The system of state agencies, The subject of economic activity (legal capacity of legal entities), The business activity of a natural person, Common rules for companies. The founding of companies, The organizational structure of companies, A general partnership and limited partnership features, The limited liability company, The features of incorporated companies, the securities law characteristics of shares, Other legal persons organizations (cooperatives, NGOs), Termination of companies without succession and succession, Types and Characteristics The procedures insolvency, Property law, acquisition of property, The general rules of civil law contracts.

Compulsory/Recommended Readings:

- Twigg-Flesner, Christian: The Cambridge Companion to European Union Private Law, Cambridge University Press, Cambridge, 2010.
 - Ewan Macintyre: Business Law, Pearson Education Limited, 2010. ISBN: 978-1-4082-3797-7
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MICROECONOMICS

INBGA0209-17

Semester:	2
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. Judit Kapás

Topics:

Principles of microeconomics, equilibrium analysis – graphical treatment. Price elasticity and other elasticities. Utility and preferences. Budget constraint. Consumer choice. Individual and market demand. Production functions and the returns to scale. Cost functions. Cost-minimization. Competitive market. Monopoly. Welfare effects of monopoly.

Compulsory/Recommended Readings:

- Besanko, David – Breautigam, Ronald R.: Microeconomics. Third Edition (International Student version). 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.
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INTERNATIONAL FINANCIAL ACCOUNTING

INBGA0210-17

Semester:	2
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. Kornél Tóth

Topics:

Fundamentals of financial accounting, principles. Basic financial statements: statement of financial position, statement of profit or loss, statement of cash flows. Introduction to International Accounting Standards/International Financial Reporting Standards, the IASB's Conceptual Framework. The structure and governance of IFRS Foundation. The double-entry bookkeeping system. Journals, journalizing and posting transactions, adjusting and closing procedures. The accounting and bookkeeping cycle, the trial balance, preparing financial statements. The contents of financial statements, statement of financial position, comprehensive income (CI) other comprehensive income (OCI). Statement of changes in equity (SOCIE), notes to the financial statements, and other general disclosure requirements. Events after the reporting period, accounting policies. Earnings per Share. Operating Segments. Non-current Assets Held for Sale and Discontinued Operations. Financial reporting issues, recognition of assets and liabilities. Revenue from contracts with customers. Measurement of the elements of financial statements. Accounting for property, plant and equipment: recognition and initial measurement. Depreciation of cost of assets. Measurement subsequent to initial recognition. Investment properties. Impairment of assets. Leases. Intangible assets. Inventories, counting inventory. Valuation of inventory. Financial instruments. Financial assets. Fair value measurement. Financial liabilities. Equity, reserves and provisions. Foreign currency translation.

Compulsory/Recommended Readings:

- David Alexander, Christopher Nobes: Financial Accounting: An International Introduction, 6th Edition, Prentice Hall, 2016.
 - Clyde P. Stickney, Roman L. Weil, Katherine Schipper, Jennifer Francis: Financial Accounting: An Introduction to Concepts, Methods and Uses, South-Western Cengage Learning, 2010.
 - Barry J. Epstein, Eva K. Jermakowicz: Wiley IFRS: Interpretation and Application of International Accounting and Financial Reporting Standards 2010, Wiley, 2010.
 - Thomas R. Ittelson: Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports, Career Press, 2010.
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MACROECONOMICS

INBGA0314-17

Semester:	3
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	INBGA0209-17 (Microeconomics)
Responsible:	Dr. Pál Czeglédi

Topics:

The fundamental questions of macroeconomics. Principles of measuring macroeconomic aggregates. The economy in the long run: equilibrium on the market for goods and services and on the market for loanable funds. Equilibrium on the market for factors of production and the theory of income distribution. Natural unemployment. Functions of money, and the money supply. The quantity theory of money, and the demand for money. Inflation and its social costs. The Keynesian cross. The IS-LM model. Applications of the IS-LM model. Aggregate demand and aggregate supply. The Phillips curve. Friedman's and Modigliani's hypothesis about the consumption function.

Compulsory/Recommended Readings:

- Mankiw, G.: Macroeconomics. Sixth Edition. Worth Publisher, New York, 2007.
 - Kaufman, R. T.: Student Guide and Workbook for Use with Macroeconomics. Worth Publisher, New York, 2007.
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INTRODUCTION TO FINANCE

INBGA0315-17

Semester:	3
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. József Gáll

Topics:

The course gives an introduction to finance and financial markets, to the principle of time value of money, the valuation methods based on PV, and some other basic financial tools, e.g. financial ratios derived from the financial statements.

Compulsory/Recommended Readings:

- Brealey R. and Myers S.: Principles of Corporate Finance, 11th Global Edition, McGraw-Hill, 2013.
 - Hull, J. C.: Options, Futures and Other Derivatives, 10th edition, Pearson, 2015.
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ORGANIZATIONAL BEHAVIOUR

INBGA0316-17

Semester:	3
Type:	Seminar
Number of Classes:	0+2+0
Credit:	2
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Mária Ujhelyi

Topics:

Introduction to Organizational Behaviour. Workplace Diversity, Job Attitudes. Values and Personality. Perception and Decision Processes. Motivating Others: Basics of Motivation, Applied Motivation. From Groups to Teams. Key Group Concepts. Leadership and Trust. Power and Organizational Politics. Conflict in Organizations. Organizational Design. Creating and Sustaining Culture. Managing Change.

Compulsory/Recommended Readings:

- Robbins, Stephen P. – Judge, Timothy A.: Essentials of Organizational Behavior, 13th edition, global edition, Pearson Education Limited, Harlow, 2016.
 - Janasz, Susanne C. – Down, Karen O. – Schneider, Beth Z.: Interpersonal Skills in Organizations, McGraw Hill New York, 2002.
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MARKETING

INBGA0421-17

Semester:	4
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. Zoltán Szakály

Topics:

Marketing: Creating and Capturing Customer Value. Company and Marketing Strategy: Partnering to Build Customer Relationships. Analyzing the Marketing Environment. Managing Marketing Information to Gain Customer Insights. Consumer Markets and Consumer Buyer Behavior. Business Markets and Business Buyer Behavior. Customer-Driven Marketing Strategy: Creating Value for Target Customers. Product, Services, and Brands: Building Customer Value. New-Product Development and Product Life-Cycle Strategies. Pricing: Understanding and Capturing Customer Value. Pricing Strategies: Additional Considerations. Marketing Channels: Delivering Customer Value. Retailing and Wholesaling. Communicating Customer Value: Integrated Marketing Communications Strategy. Advertising and Public Relations. Personal Selling and Sales Promotion. Direct and Online Marketing: Building Direct Customer Relationship. Creating Competitive Advantage. The Global Marketplace.

Compulsory/Recommended Readings:

- Kotler, P., Armstrong, G.: Principles of Marketing with MyMarketingLab: Global Edition, 16/E, Pearson, 2016. ISBN-10: 1292092599, ISBN-13: 9781292092591
 - Kotler, P., Keller, K. L.: Marketing Management. 14th edition, Pearson/Prentice Hall, Boston, 2012.
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WORLD ECONOMY AND ECONOMIC INTEGRATION

INBGA0526-17

Semester:	5
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. László Erdey

Topics:

The Historical Development of Capitalism. Population. Resources and Environment. Agriculture. Manufacturing. Services. Cities and Urban Economies. Consumption. Transportation and Communication. The Contracts of the European Union. EU Institutions and decision making. EU Internal Market. EU Economic and Monetary Union. The most important policies of the EU.

Compulsory/Recommended Readings:

- Stutz, Frederick P., Warf, Barney: The World Economy, Pearson New International Edition (6th), 2014. ISBN 13: 978-1-292-02119-5
 - Fairhurst, John: Law of the European Union, 11th Edition, Pearson, 2016. ISBN13: 9781292090337
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CONTROLLING

INBGA0527-17

Semester:	5
Type:	Seminar
Number of Classes:	0+2+0
Credit:	2
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0210-17 (International financial accounting) and INBGA0315-17 (Introduction to finance)
Responsible:	Dr. Anita Kiss

Topics:

Introduction, basic requirements. The nature of management control systems. Behaviour in organizations. Introduction to responsibility centers. Revenue centers. Expense centers. Profit centers. Transfer pricing. Measuring and controlling assets employed. Strategic planning. Budget preparation. Analysing financial performance. Performance measurement.

Compulsory/Recommended Readings:

- V. Govindarajan: Management Control Systems, McGraw-Hill/Irwin, 12th Edition, New York, NY, 2007.
 - Flamholtz, E.G.: Effective Management Control, Kluwer Academic Publishers, 1996.
 - Merchant, K.-Van der Stede, W.: Management Control Systems, Performance Measurement, Evaluation and Incentives, Prentice Hall, 2007.
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Compulsory Topics

INTRODUCTION TO PROGRAMMING

INBGA0105-17

Semester:	1
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Szilvia Szeghalmy

Topics:

Basic concepts of programming. Source code writing, compiling/linking, running. Getting to know one IDE. Usage of constants and variables. Types, arithmetical, logical and comparing operators. Standard I/O handling. Controlling structures. Basics of string handling. Introduction into subprograms. Usage of some data structure. Getting to know an algorithm descriptor tool. Implementing basic algorithms (e.g.: summarizing, counting, searching) and solving problems based on these algorithms.

Compulsory/Recommended Readings:

- Summerfield, Mark: Programming in Python 3: A Complete Introduction to the Python Language, Addison-Wesley Professional; 2nd edition, 2009.
 - Downey, Allen B. Think Python - How to Think Like a Computer Scientist, O'Reilly Media, 2012, ISBN: 9781449330729
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OPERATING SYSTEMS

INBGA0106-17

Semester:	1
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Tamás Krausz

Topics:

Concepts, tasks, and components of an operating system. Classification of the operating systems. Historical overview. Hardware, architectures. Operating systems network management. Testing commands. Files and file systems. Special files under Unix. Redirection. Unix file systems. Process management. Signals. Priority, priority handling. Scheduling. Disk handling. NAS and SAN. Security. Virtualization. Cloud computing. Mobile operating systems.

Compulsory/Recommended Readings:

- Silberschatz, Galvin: Operating system concepts, 9th edition, John Wiley & Sons, Inc., 2012.
ISBN 978-1-118-06333-0
 - Andrews, Jean: A+ Guide to IT Technical Support (Hardware and Software), 9th edition, Course Technology, 2016.
 - Garrido, Jose: Principles of Modern Operating Systems, 2nd edition, Jones & Bartlett Learning, 2011.
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DATA MANAGEMENT, COPYRIGHT LAW

INBGA0107-17

Semester:	1
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Obligatory
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. Tamás Fézer

Topics:

The course covers two important areas of IT law. Under the data management part, we discuss purposes and subjects of data management, the most important principles and legal requirements data management activities and data managers must meet, while the new Data Protection Regulation of the European Union is also thoroughly analyzed. Case law of the European Court of Justice and some data protection authorities in EU Member States is also used to interpret and make the practical use of the norms understood.

The other part of the course focuses on copyright law and its basic principles as set by the most relevant international treaties and conventions to find the common cores of the area. Copyright law classes put a significant emphasis on the protection of artistic property in a digital environment.

Compulsory/Recommended Readings:

- Linder, Andreas (ed.): European Data Protection Law: General Data Regulation, Cre-ateSpace Publishing, 2016. ISBN-978-1533170835
 - Stamatoudi, Irini – Torremans, Paul (eds.): EU Copyright Law – A Commentary, Edward Elgar Publishing, 2014. ISBN-978-1781952429
 - Lewinski, Silke von: International Copyright Law and Policy, Oxford University Press, 2008. ISBN-978-0199207206
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DATA STRUCTURES AND ALGORITHMS

INBGA0211-17

Semester:	2
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. György Vaszil

Topics:

The course covers commonly used data structures, the algorithms necessary to manipulate them, and introduces the basic concepts of algorithmic complexity. Topics include elementary data structures, searching, sorting; hash tables, trees, graphs; time complexity, parallel algorithms basics.

Compulsory/Recommended Readings:

- Thomas H. Cormen, Charles E. Leiserson, Ronald L. Rivest, Clifford Stein: Introduction to Algorithms. Third Edition. The MIT Press, Cambridge, Massachusetts London, England, 2009.
 - Donald E. Knuth: The Art of Computer Programming, volume 1. Third edition, Addison-Wesley, 1997.
 - Donald E. Knuth: The Art of Computer Programming, volume 3. Second edition, Addison-Wesley, 1998.
 - Seymour Lipschutz: Data Structures, McGraw-Hill, 2014.
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PROGRAMMING 1

INBGA0212-17

Semester:	2
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0105-17 (Introduction to programming)
Responsible:	Dr. Bálint Antal

Topics:

Evolution of programming languages and how to group them. Basic concepts (semantics, syntax, compiling, linking, etc.). Getting familiar with popular programming environments. Character set, lexical unit, how to edit source code. Data types. Named constants and variables. Expressions, expression evaluation. Declarations and executable statements. Assignment and empty statements. Control Structures. Subprograms. Evaluation of parameters and parameter passing. Further program units. Scope management, visibility. I / O, file management. Exception handling. Problem modeling based on procedure-oriented approach. BPMN diagram. Tools of functional programming, lambda expressions. Practice: file management, processing command line arguments, basics of exception handling, using different data structures, numerical calculations and data visualization tools, lambda expressions.

Compulsory/Recommended Readings:

- Summerfield, Mark: Programming in Python 3: A Complete Introduction to the Python Language, Addison-Wesley Professional; 2nd edition, 2009.
 - Downey, Allen B. Think Python - How to Think Like a Computer Scientist, O'Reilly Media, 2012, ISBN: 9781449330729
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PROGRAMMING 2

INBGA0317-17

Semester:	3
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0212-17 (Programming 1)
Responsible:	Dr. Bálint Antal

Topics:

Concepts of OO paradigm. Encapsulation, class, object, data members, methods, getters / setters. Constructors, destructors, initialization functions, instantiation. Inheritance, polymorphism, static and dynamic binding, visibility levels. Operator overloading. Multiple inheritance, abstract classes, inner classes. Interfaces, collections. OO design process, heuristics. UML diagrams (use case, class diagram). Modelling problems based on OO approach. Text analysis and text mining in business applications. Web text mining. Exercise: getting to know the OO capabilities of a programming language. Analyzing text documents, regular expressions.

Compulsory/Recommended Readings:

- Summerfield, Mark: Programming in Python 3: A Complete Introduction to the Python Language, Addison-Wesley Professional; 2nd edition, 2009.
 - Downey, Allen B. Think Python - How to Think Like a Computer Scientist, O'Reilly Media, 2012, ISBN: 9781449330729
 - Bird, S., Klein, E., Loper, E.: Natural Language Processing with Python, O'Reilly Media, 2009.
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DATABASE SYSTEMS

INBGA0318-17

Semester:	3
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Exam
Prerequisites:	INBGA0101-17 (Foundations of computer science)
Responsible:	Dr. Marianna Zichar, Bodroginé

Topics:

Data modeling using entity-relationship (ER) model (entity types, attributes, relationship types, key attributes). Relational data model (relation, relational database schema, attributes, and constraints). Relational database design using ER-to-relational mapping. Relational algebra operations. Functional dependency. Normal forms, the process of normalization. Structure of database management systems. Enhanced ER model (EER) and its mapping to relations. Transaction processing, grant revoking and concurrency control. Database security. Data warehouses, fundamentals of data mining. NoSQL databases.

Compulsory/Recommended Readings:

- Ramez Elmasri, Shamkant B. Navathe: Fundamentals of Database Systems (7th Edition), Pearson, 2015, ISBN 9780136086208
 - Jeffrey D. Ullman, Jennifer Widom: First A First Course in Database Systems, Pearson Prentice Hall, 2008, ISBN 9780136006374
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INFORMATION AND KNOWLEDGE MANAGEMENT

INBGA0422-17

Semester:	4
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Mária Borbély, Eszenyiné

Topics:

Information society. Products like services. e-business. Electronic marketplaces. Confidence in e-markets. e-marketing. Transformation of the company's operations and organization in the information economy. Employee in information economy. New type of consumer.

Process management. Increase process performance. Process analysis and modeling. Process controlling. Process modeling software. IT solutions for the process cost management.

Performance Management Concepts. Human resource management.

Knowledge management in corporate practice. Customer management, customer relationship management.

Compulsory/Recommended Readings:

- Davenport, Thomas H., Prusak, Laurence: Working Knowledge: How Organizations Manage what They Know, Harvard Business School Press, 2000. ISBN- 0 87584 655 6,
 - Castells, M,: The information age: economy, society and culture, Malden ; Oxford : Blackwell Publishers, 1998.
 - Castells, M,: The Internet Galaxy, Oxford University Press, 2002. ISBN-0 1992 5577 6
 - Ghoshal, S., Bartlett, C.A,: Random House, 2012. ISBN-1446494527
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DATA MANAGEMENT

INBGA0423-17

Semester:	4
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0318-17 (Database systems)
Responsible:	Dr. Marianna Zichar, Bodroginé

Topics:

Becoming familiar with the structure of database management system selected to study in the current semester. Metadata management (planning and implementation of easy access to integrated metadata of high quality). Data-centered activities in software development life cycle (SDLC): analysis and planning of data requirement, maintaining the database, solution components related to data). Database accessibility, levels of service. Database administration, tasks of database administrators. The role of indexes, indexing. Data quality management. Database monitoring, technologies of backup, recovery, and tuning. Log management. Current industrial trends and their impacts.

Compulsory/Recommended Readings:

- Mullins: Database Administration, Addison-Wesley, 2013, ISBN 978-0201741292
 - Keith Gordon: Principles of Data Management, BCS, The Chartered Institute for IT, 2013, ISBN 9781780171845
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BUSINESS INTELLIGENCE IN PRACTICE

INBGA0424-17

Semester:	4
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Kinga Sikolya-Kertész

Topics:

Creating simple queries, summarized output, using prompts in tasks and queries. Introducing SAS Enterprise Guide, understanding SAS Data structure. Accessing SAS Data and knowing the possibilities of publication of results. Introduction Tasks. Creating fundamental queries: filtering and sorting data, grouping and summarizing data in a query. Joining tables, creating new columns with an expression. Using Prompts in tasks and queries. Creating a graph and investigating the practical application of graphs. Creating a Bar chart and investigating the practical application of bar chart. Creating summary statistics. Creating a summary report with the summary tables task. Customizing and organizing project results: combining results, updating and organizing projects. Insight to Visual Analytics.

Compulsory/Recommended Readings:

- Olivia Parr-Rud: Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner: A Beginner's Guide, SAS Institute, 2014. ISBN 978-1-61290-783-3
 - Gert H. N. Laursen, Jesper Thorlund: Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, 2nd edition, John Wiley Sons Inc., 2016. ISBN 978-1-11929-858-8
 - Thomas Davenport, Jeanne G. Harris, Robert Morison: Analytics at Work: Smarter Decisions, Better Results, Harvard Business Review Press, 2010. ISBN 978-1-42217-769-3
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DEVELOPING DATA HANDLING PROGRAMS

INBGA0528-17

Semester:	5
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0212-17 (Programming 1) and INBGA0318-17 (Database systems)
Responsible:	Dr. Marianna Zichar, Bodroginé

Topics:

CSV and JSON document management. Data extraction from XLS(X) documents. Manipulation of XLS(X) documents. Create and manage database connections. Use cursors, execution of queries and data modification operations. Create data tables. Data exchange between database and spreadsheet systems. Application development building on the obtained knowledge.

Compulsory/Recommended Readings:

- Jeffrey D. Ullman, Jennifer Widom: First A First Course in Database Systems, Pearson Prentice Hall, 2008, ISBN 9780136006374
 - Lukaszewski, Albert: MySQL for Python, Pact Publishing, 2010.
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FUNDAMENTALS OF SOFTWARE DEVELOPEMENT AND SOFTWARE TESTING

INBGA0529-17

Semester:	5
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	INBGA0212-17 (Programming 1)
Responsible:	Tibor Balla

Topics:

By this class the student are introduced to the basics of architectural design, the methodologies of software development, the basics of requirement engineering and the basics of software testing and to the role of these topics. The students will know their place in the system development process and will be able to contribute in them. They will understand the methods and will be able to apply them.

Compulsory/Recommended Readings:

- Dorothy Graham, Erik van Veenendaal, Isabel Evans, Rex Black: Foundations of Software Testing: ISTQB Certification, Cengage Learning India; 3rd edition, 2013.
 - Ian Sommerville: Software Engineering, 10th Edition, Pearson, 2015.
 - Andrew Stellman, Jennifer Greene: Learning Agile: Understanding Scrum, XP, Lean, and Kanban, O'Reilly Media, 2013.
 - Klaus Pohl, Chris Rupp: Requirements Engineering Fundamentals, Rocky Nook Inc.2015
 - Lisa Crispin, Janet Gregory: Agile Testing: A Practical Guide for Testers and Agile Teams, Addison-Wesley Professional; 1st edition, 2009.
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FOUNDATIONS OF COMPUTER SECURITY

INBGA0530-17

Semester:	5
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Obligatory
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Attila Pethő

Topics:

Computer security concepts. The CIA triad. A model for Computer Security: assets, threats, risk, countermeasures. Common threats. Physical and infrastructure security. Roles and responsibilities, legal and ethical aspects. Malicious software, DOS, firewalls. Encryption schemes, OTP, DES, 3DES, AES, RSA. Digital signatures, PKI, Identification, authentication, authorization. The SSL/TLS protocol.

Compulsory/Recommended Readings:

- William Stallings: Computer Security, Principles and Practice, 3rd edition, 2015. ISBN-13: 978-0133773927
 - Douglas R. Stinson: Cryptography Theory and Practice, 3rd edition, Chapman & Hall/CRC, 2006, ISBN-13 978-1-58488-508-5.
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Differentiated knowledge topics

FINANCIAL MATHEMATICS

INBGA9932-17

Semester:	5
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Optional
Assessment:	Exam
Prerequisites:	INBGA0315-17 (Introduction to finance)
Responsible:	Dr. Erika Fülöp

Topics:

To give an introduction to derivative pricing and modern risk management. Definitions of derivatives, classification. Option markets, positions using financial assets. Basic properties of options prices. (early call, put-call parity). Strategies using options. Pricing in binary trees. One step model. Models for stock price in continuous models. The basics of Black-Scholes market. Black-Scholes formula, related questions. Hedging market risk. Estimating options prices. Value at Risk.

Compulsory/Recommended Readings:

- Hull, J. C.: Options, Futures and Other Derivatives, 10th edition, Pearson, 2015.
 - Brealey R. and Myers S.: Principles of Corporate Finance, 11th Global Edition, McGraw-Hill, 2013.
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INTRODUCTION TO SAP – END USER LEVEL

INBGA9933-17

Semester:	5
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Anett Rácz

Topics:

Installing, and initial settings of the SAP system. Structure of the user interface. System messages. Navigating inside the SAP system, transaction codes, menus, icons, special functions. Personalizing the user interface, creating user defined menu, setting default values, installing printers. Mail system of SAP, setting workflow mails. SAP calendar. Create, save, print, export standard reports. Manage customer data, listing, modifications, inserting new records. Introduction into billing processes: create, modify, delete invoice. Orders: Take, modify, delete orders. Introduction into FI modul. Case studies.

Compulsory/Recommended Readings:

- Hernandez, J. A., Keogh, J., Martinez, F. F.: SAP R/3, Panem, 2006.
 - Moxon, P.: The Beginner's Guide to SAP, SAPPROUK, 2014.
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ADVANCED SPREADSHEETS

INBGA9934-17

Semester:	6
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	INBGA0212-17 (Programming 1)
Responsible:	Dr. Balázs Harangi

Topics:

Definition of macros, recording and applying of them. Different levels of data protection. Introduction into macro maker. Overview of basic terms of programming language. Accessing and changing of spreadsheet objects and their properties (application, document, sheet, cell, range). Making of own functions. Manipulation and processing of values from cells or ranges. Using of built-in formulas and functions (absolute and relative references). Event handling. Automated starting of macros. Making of forms and question of data passing between forms and sheets. Dynamic arrays. Text file reading and writing. Handling of exceptions.

Compulsory/Recommended Readings:

- Walkenbach, John: Excel VBA Programming, 3rd Edition, John Wiley & Sons, Hoboken, 2015. ISBN: 9781119077398
 - Pitonyak, Adrew: OpenOffice.org Macros Explained, OOME, 3rd edition, 2016.
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BIG DATA ANALYSIS

INBGA9935-17

Semester:	6
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Optional
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. András Hajdu

Topics:

To get familiar with the most important tasks, tools and techniques regarding Big Data analysis. The subject focuses on solving realistic problems, to directly apply the basic concepts and results. The most important topics are the efficient storage, representation and processing of a large amount of data. The students will be familiar with the necessary software tools via realistic case studies. Basic concepts. Data Representation Techniques. Big Data Processing and Storing Architectures. Distributed Processing by MapReduce. Analysing Frequent Data Sets. Locally Sensitive Hashing. Clustering. Dimensionality Reduction. Graph-Based Processing. Analysis of Data Flows. Recommender Systems. Machine Learning for Big Data. Big Data Software. Case Studies.

Compulsory/Recommended Readings:

- Rajaraman, J. D. Ullman: Mining of Massive Datasets, Cambridge University Press, 2011.
 - T. White: Hadoop: The Definitive Guide, Yahoo Press, 2012.
 - I. Robinson, J. Webber, E. Eifréim: Graph Databases, O'Reilly Media, 2012.
 - Y. Bengio: Learning Deep Architectures for AI, Foundations & Trends in Machine Learning, 2009.
 - Mining of Massive Datasets, 2nd ed. - <http://www.mmds.org/#book>, 2015.
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DATA VISUALIZATION

INBGA9936-17

Semester:	6
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	None
Responsible:	Dr. Roland Kunkli

Topics:

Introduction. The history of visualization. Relationship between visualization and other fields. The visualization process. Data foundations. Types of data. Data preprocessing. Human perception and information processing. Perception in visualization. Visualization techniques for spatial, geospatial, time-oriented and multivariate data. Visualization techniques for tree, graphs and networks. Text and document visualization. Interaction concepts and techniques. Designing effective visualizations. Comparing and evaluating techniques. Visualization systems, software and tools. Storytelling. Future directions in visualization.

Compulsory/Recommended Readings:

- Matthew O. Ward, Georges Grinstein, Daniel Keim: Interactive Data Visualization: Foundations, Techniques, and Applications (2nd edition), A K Peters/CRC Press, 2015, ISBN: 978-1482257373
 - Katy Borner, David E. Polley: Visual Insights: The Practical Guide to Making Sense of Data, The MIT Press, 2014, ISBN: 978-0262526197
 - Cole Nussbaumer Knaflic: Storytelling with Data: A Data Visualization Guide for Business Professionals, Wiley, 2015, ISBN: 978-1119002253
 - Stephen Few: Show Me the Numbers: Designing Tables and Graphs to Enlighten (2nd Edition), Analytics Press, 2012, ISBN: 978-0970601971
 - Tamara Munzner: Visualization Analysis and Design, A K Peters/CRC Press, 2014, ISBN: 978-1466508910
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COMPUTER STATISTICS

INBGA9937-17

Semester:	6
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	INBGA0419-17 (Statistics 2) and INBGA0424-17 (Business intelligence in practice)
Responsible:	Dr. Kinga Sikolya-Kertész

Topics:

Solution of statistical problems, statistical data analysis, describing of database with the help of a statistical software. Basic concepts of statistics, descriptive statistics. Data visualization, graphical methods. One- and two-sample parametric tests. Case studies. Chi-square tests: testing for goodness of fit, independence and homogeneity. Nonparametric tests. Case studies. Analysis of Variance: One-way ANOVA. Analysis of Variance: Two-way ANOVA. Regression analysis, bivariate and multivariate linear models. Automated model building (forward, backward and stepwise methods). The use of discrete values, model adequacy checking. Log-linear models. Fundamentals of time series analysis, trend estimation by regression, moving average methods Stochastic time series models. Case studies.

Compulsory/Recommended Readings:

- Anderson, D. R., Sweeney, D. J., Williams, T. A., Freeman, J. and Shoemith, E.: Statistics for Business and Economics, Third edition, Cengage Learning EMEA, 2014.
 - James B. Davis: Statistics Using SAS Enterprise Guide, SAS Institute, 2007, ISBN 978-1-59047-566-9.
 - Lee, C.-F., Lee, J.C., Chang, J.-R., Tai, T.: Essentials of Excel, Excel VBA, SAS and Minitab for Statistical and Financial Analyses, 2016, Springer, ISBN 978-3-319-38867-0
 - Everitt, B.S., Hothorn, T.: A Handbook of Statistical Analysis Using R, Chapman & Hall, 2014.
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CORPORATE FINANCE

INBGA9938-17

Semester:	6
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Optional
Assessment:	Exam
Prerequisites:	INBGA0315-17 (Introduction to finance)
Responsible:	Dr. József Gáll

Topics:

The course gives an introduction to capital market models, including the Markowitz model, CAPM and alternatives and their application, the theory of efficient markets, and tools for project analysis. Finally, the students are introduced to the notion of derivatives, the basics of derivative markets and the pricing of forward and futures contract.

Compulsory/Recommended Readings:

- Brealey R. and Myers S.: Principles of Corporate Finance, 11th Global Edition, McGraw-Hill, 2013.
 - Hull, J. C.: Options, Futures and Other Derivatives, 10th edition, Pearson, 2015.
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STRATEGIC MANAGEMENT

INBGA9939-17

Semester:	6
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Optional
Assessment:	Exam
Prerequisites:	INBGA0103-17 (Introduction to management)
Responsible:	Dr. András Nábrádi

Topics:

Course objectives that students are completed the curriculum be aware of the main areas of strategic management, corporate strategic planning methods with, it can be used to achieve skill levels. There are three main parts: 1. strategic planning, 2. strategic implementation and 3. strategic control. Within the subject students became familiar with creating mission and vision statements, external and internal analysis methods, they are known special strategic models like BCG, GE, GSM, CPM, Generic, SPACE, as well as they have information about strategic choices. Using QSPM method they also became familiar with strategic options. In the implementation stage of str. Management they acquire knowledge for planning, organizing, team building and controlling part of the subjects.

Compulsory/Recommended Readings:

- Fred R. David, Forest R. David: Strategic management, Concepts and Cases. 15th Edition. Pearson Education Limited, 2015. ISBN: ISBN 10: 1-292-01689-2, ISBN 13: 978-1-292-01689-4
 - Meredith E. David, Fred R. David & Forest R. David: The quantitative strategic planning matrix: a new marketing tool. Journal of Strategic Marketing, 2016. <http://dx.doi.org/10.1080/0965254X.2016.1148763>. ISSN: 0965-254X (Print) 1466-4488
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INTRODUCTION TO SAP – DEVELOPER LEVEL

INBGA9940-17

Semester:	6
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	INBGA9933-17 (Introduction to SAP – End user level)
Responsible:	Dr. Anett Rácz

Topics:

Sign into the system, overview and personalizing of user interface. Easy Access menu, SAP help. Structure, layers of the SAP system. Starting and stopping the system, licencing, first steps. Introduction to user management, authorizations, rules, user groups, developer user. Overview of ABAP documentation, starting the ABAP editor. Introduction into ABAP syntax, variables, types, initialization of variables. First ABAP program. Types of processes, operating modes, scheduling, transport system.

Compulsory/Recommended Readings:

- Schreckenbach, S.: Practical Guide - SAP Administration, Boston: Galileo Press, 2014.
 - Moxon, P.: The Beginner's Guide to SAP ABAP, SAPPROUK, 2014.
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INTERNATIONAL BUSINESS

INBGA9941-17

Semester:	6
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Optional
Assessment:	Exam
Prerequisites:	None
Responsible:	Dr. László Erdey

Topics:

Introduction: What is International Business. Globalization of Markets and The Internalization of the Firm. The Cultural Environment of International Business. Ethics, Corporate Social Responsibility, Sustainability and Governance in International Business. Theories of International Trade and Investment. Political and Legal Systems in National Environments. Government Intervention and Regional Economic Integration. Understanding Emerging Markets. The International Monetary and Financial Environment; Financial Management and Accounting in the Global Firm. Strategy and Organization in the International Firm. Global Market Opportunity Assessment. Exporting and Global Sourcing. Foreign Direct Investment and Collaborative Ventures, Licensing, Franchising, and Other Contractual Strategies. Marketing in the Global Firm, Human Resource Management in the Global Firm.

Compulsory/Recommended Readings:

- S. Tamer Cavusgil, Gary Knight, John R. Riesenberger: International Business: The New Realities, Global ed., 4th edition, Pearson, Boston, 2017. ISBN: 978-1-292-15294-3
 - Charles W. L. Hill: International Business, McGraw-Hill/Irwin; 9th edition, 2012.
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DECISION SUPPORT SYSTEMS

INBGA9942-17

Semester:	6
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	INBGA0208-17 (Mathematics for Business and Economics 2)
Responsible:	Dr. Anett Rácz

Topics:

Main definitions of decision theory, steps of decision processes. Elimination techniques and elementary decision methods. Analytical Hierarchy Process (AHP). Expert Choice and other DSSs based on AHP method. PROMETHEE. DSSs based on PROMETHEE. Decision under uncertainty. Expected value of informations. DSSs for stochastic decision models. Group decision processes (homogeneous, inhomogeneous). Structure of GDSS. Case study.

Compulsory/Recommended Readings:

- Robert T. Clemen: Making Hard Decisions: An Introduction to Decision Analysis, Duxbury Press, 1996.
 - A. Ravi Ravindran: Operations Research and Management Science Handbook, CRC Press, 2008.
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ADVANCED DATA SECURITY

INBGA9943-17

Semester:	7
Type:	Lecture
Number of Classes:	2+0+0
Credit:	3
Status:	Optional
Assessment:	Exam
Prerequisites:	INBGA0530-17 (Foundations of Computer Security)
Responsible:	Dr. Andrea Huszti

Topics:

Basic concepts, attacks, Symmetric encryptions, Block cipher mode of operation, stream ciphers. Asymmetric encryptions: RSA, Discrete logarithm problem, Diffie-Hellman key exchange, ElGamal encryption, Digital signatures: RSA, DSA. Hash, MAC functions, Remote entity authentication, Challenge-and-response protocols, Zero-knowledge protocols, Kerberos, Federated identity, Single sign-on, Key exchange protocols, Internet security protocols: TLS/SSL protocol, Secure e-mail: PGP és SMIME, Wireless Network Security: Mobile device security, Wi-Fi security, Anonymous communication, TOR.

Compulsory/Recommended Readings:

- William Stallings: Cryptography and Network Security, Principle and Practice, 6th edition, 2014.
 - Douglas R. Stinson: Cryptography Theory and Practice, 3rd edition, Chapman & Hall/CRC, 2006, ISBN-13 978-1-58488-508-5.
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DIGITAL MARKETING

INBGA9944-17

Semester:	7
Type:	Laboratory
Number of Classes:	0+0+2
Credit:	3
Status:	Optional
Assessment:	Practical mark
Prerequisites:	INBGA0421-17 (Marketing)
Responsible:	Dr. Anett Rácz

Topics:

Providing useful digital marketing knowledge to students, introducing them to the most important digital marketing tools, the basics of effective online communication, and the most important parts of a digital marketing strategy. Introduction to Digital Marketing. Planning websites. Website development, HTML. Web Analytics. Content Marketing. Search Engine Optimization. Online advertisements. Social Media Marketing. Search Marketing. Email Marketing. Mobile Marketing.

Compulsory/Recommended Readings:

- Lorrie Thomas: Online Marketing, McGraw-Hill 36-Hour Courses, 2011.
 - Ira Kaufman, Chris Horton: Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, Routledge, 1st edition, 2014.
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FOUNDATIONS OF ARTIFICIAL INTELLIGENCE

INBGA9945-17

Semester:	7
Type:	Lecture / Laboratory
Number of Classes:	2+0+2
Credit:	6
Status:	Optional
Assessment:	Practical mark
Prerequisites:	INBGA0101-17 (Foundations of Computer Science) and INBGA0212-17 (Programming 1)
Responsible:	Dr. Tamás Mihálydeák

Topics:

Problem representations, state-space representation, state-space graph, examples. Uninformed systematic search in state-space graphs. Heuristic search strategies. Constraint satisfaction problems. Two-player games, representation of the game, game tree. Winning strategy. Min-max procedure, the alpha-beta pruning procedure. Knowledge representation: categories, objects, actions, situations, events, reasoning. Knowledge representation under uncertainty (fuzzy logic). Probabilistic reasoning (Bayesian networks).

Compulsory/Recommended Readings:

- Peter Norvig, Stuart J. Russell: Artificial Intelligence: A Modern Approach, 3rd edition, Pearson Education Limited, 2013. ISBN 1292024208
 - Stuart J. Russell: Artificial Intelligence: A Modern Approach, PE, 3rd edition, 2015. ISBN 9332543518
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MANAGEMENT OF VALUE CREATING PROCESS

INBGA9946-17

Semester:	7
Type:	Lecture / Seminar
Number of Classes:	2+2+0
Credit:	6
Status:	Optional
Assessment:	Exam
Prerequisites:	INBGA0103-17 (Introduction to management)
Responsible:	Dr. Miklós Pakurár

Topics:

The structure of value creating processes. Strategy management. Decision analysis support tools and processes. Quality and quality management. Process capability and statistical process control. Acceptance sampling as decision support analysis. Product design. Service design. Process design and technology. Capacity and facilities planning. Facility location decision support tools. Human resources in the operations management. Work measurement decision analysis support tools. Project management.

Compulsory/Recommended Readings:

- Russell, R. S. - Taylor, B. W. : Operations Management, 8th Edition, Wiley & Sons, INC., ISBN10 1118808908, ISBN13 9781118808900, 2014
 - Heizer, J. - Barry R. - Chuck M.: Operations Management: Sustainability and Supply Chain Management (12th Edition), Pearson, ISBN-13: 978-0134130422, ISBN-10: 0134130421, 2016
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