



SZENT ISTVÁN  
UNIVERSITY



FACULTY OF ECONOMICS AND SOCIAL SCIENCES,  
GÖDÖLLŐ

# ERASMUS COURSE CATALOGUE

*2017/18 – 2<sup>ND</sup> SEMESTER*

## ***LIST OF CORE COURSES***

The Faculty of Economics and Social Sciences of Szent István University is currently offering the below-listed core courses for the 2<sup>nd</sup> semester of the 2017/18 academic year for exchange students. These courses are part of the full degree courses. Exchange students are integrated with full degree international students during the semester workflow.

**Additional courses** may be announced before the start of the semester, providing a wider range of courses to choose from.

**For Bachelor and Master curriculums and relevant faculty information please visit:** <http://gtk.sziu.hu/en/student-guide-20172018>

Semester	Subject Code	Subject	credit	Theory classes weekly I.	Practice classes weekly II.	
2	SGTRDA037MN	Agricultural Information Systems	5,00	2,00	1,00	Exam
2	SGTRDA006MN	Agricultural Policy	5,00	2,00	1,00	Exam
6	GTK2141BAN	Basics of Insurance	4,00	2,00	0,00	Exam
4	GTK2071BAN	Basics of Marketing Management	5,00	2,00	2,00	Exam
2	SGTRDA029MN	Basics of the European Union	3,00	2,00	0,00	Exam
2	GTK2024BAN	Business and Organizational Sociology	3,00	2,00	0,00	Exam
2	GTK2036BAN	Business Economics and Management	5,00	2,00	2,00	Exam
6	GTK2179BAN	Business Planning	5,00	2,00	2,00	Practical grade
6	GTK2093BAN	Change and Crisis Management	5,00	2,00	1,00	Exam
4	GTK1203MAN	Consulting Methods and Techniques	6,00	2,00	2,00	Exam
6	GTK2142BAN	Controlling	5,00	2,00	1,00	Exam
4	GTK2091BAN	Corporate Finance	5,00	2,00	2,00	Exam
6	GTK2146BAN	Corporate Taxation	5,00	2,00	2,00	Exam
2	GTK1003MAN	Decision Theory and Methodology	3,00	2,00	1,00	Exam
2	GTK2025BAN	Economic Mathematics II.	5,00	1,00	2,00	Exam
6	GTK3000BAN	Economic Policy	3,00	1,00	1,00	Practical grade
4	GTK2090BAN	Enterprise Resource Planning Methods	4,00	2,00	1,00	Practical grade
2	SGTRDA007MN	Environmental Policy	4,00	2,00	0,00	Exam
4	SGTRDA005MN	Extension Services	3,00	2,00	0,00	Exam
2	GTK2030BAN	Finance	4,00	2,00	0,00	Exam
2	GTK1019MAN	Finance	4,00	2,00	2,00	Exam
4	GTK1092MAN	Financial Controlling	5,00	2,00	1,00	Exam
2	SGTRDA003MN	Human Resource Management	4,00	2,00	0,00	Exam
4	GTK2062BAN	Human Resource Management	4,00	2,00	0,00	Exam
4	GTK1082MAN	Information Management	4,00	2,00	1,00	Exam
2	SGTRDA034MN	Integrated Rural Development	3,00	0,00	2,00	Practical grade
4	GTK2069BAN	Logistics	4,00	2,00	0,00	Exam
2	GTK2028BAN	Macroeconomics	5,00	2,00	2,00	Exam
4	GTK2066BAN	Management of Small and Medium Enterprises	5,00	2,00	1,00	Practical grade
2	GTK2029BAN	Marketing	5,00	2,00	2,00	Exam
4	GTK2140MAN	Negotiating Practices and Conflict Handling	4,00	3,00	1,00	Exam
4	GTK2083BAN	Operation and Service Management	4,00	2,00	2,00	Exam
4	GTK2132MAN	Presentation and Studymaking Techniques	4,00	1,00	2,00	Exam
4	SGTRDA021MN	Production Economics	4,00	2,00	0,00	Exam

4	GTK1096MAN	Project Management (Advanced)	4,00	2,00	1,00	Exam
2	GTK1010MAN	Quantitative Methods	4,00	2,00	2,00	Practical grade
4	SGTRDA019MN	Regional Economics Development and Management	6,00	2,00	1,00	Exam
2	SGTRDA028MN	Research Methodology I.	4,00	2,00	0,00	Exam
4	SGTRDA020MN	Settlement and Region Marketing	5,00	2,00	1,00	Exam
2	SGTRDA030MN	Settlement Development	3,00	2,00	0,00	Exam
2	GTK2031BAN	Statistics I.	5,00	1,00	2,00	Practical grade
2	GTK2061MAN	Strategic Human Resource Management	4,00	2,00	1,00	Exam
4	SGTRDA033MN	Thesis Writing and Final Exam Tutoring II.	10,00	2,00	3,00	Practical grade
2	GTK1221MAN		3,00	0,00	2,00	Practical grade
2	GTK1220MAN		4,00	0,00	4,00	Practical grade

# ***AGRICULTURAL POLICY***

<b>COURSE CODE:</b>	GTRDA006MN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>2+1</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Miklós Vásáry <i>Vasary.Miklos@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

In the first part of this course offers a multi-disciplinary approach to understanding the main principles, theories, rules the agricultural and food policy in different conditions. It draws on the theories and insights of economics, sociology, political science, and history to examine the agricultural policy process and its outcomes. It thereby helps students develop a better understanding of policy-making entities at various levels of governments.

The aim in the second part of the course is to offer the students insight into agriculture and rural development in Europe as well as into the principles and evolution of EU's Common Agricultural Policy (CAP). The course analyses the structure of agriculture in the EU, the problems of the CAP. During the course the students will be provided with an understanding of the reasons of changing from the 1990's till nowadays. It will explore the current situation, the new challenges: reform from 2014, the coherence with other policies, the future prosperities of the CAP.

# ***AGRO-INFORMATION SYSTEMS***

**COURSE CODE:** SGTRDA013MN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 2+1  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Csaba Pesti  
*Pesti.Csaba@nak.hu*

## **SHORT DESCRIPTION:**

This is a course for applied agricultural statistics (prerequisite is basic understanding of farm management terms and Excel spreadsheets) focusing on the introduction of public databases related to food sector.

The course aims to (1) promote a broad understanding of agricultural information systems on farm structure, production costs and income, producer and consumer prices, foreign trade, supply balance sheets of agricultural products, payments and subsidies; (2) introduce tools for quantitative analysis; and (3) show examples for research projects in teamwork based on free public datasets.

Lectures are given to introduce the concepts, organization and data flow of each information system. During the seminars students work on their computers to build up and analyze their own dataset using public query engines. Besides, different research topics are given to a group of 5-6 students. Each team prepares a brief and a presentation about the methodology and results.

# ***BASICS OF FINANCE***

<b>COURSE CODE:</b>	GTK2030BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Zsuzsanna Széles <a href="mailto:Szeles.Zsuzsanna@gtk.szie.hu">Szeles.Zsuzsanna@gtk.szie.hu</a>

## **SHORT DESCRIPTION:**

The course gives general finance concepts, discusses financial system, and in detail the financial policy subsystem, its device system, and its effects on the economy. The course discusses the institution system and acting mechanism of money negotiation, treats the types of securities and the relating yield calculations. Discusses the monetary and capital markets, their devices and functioning.

To acquire theoretical and practical finance knowledge. By means of this knowledge the students should be able to resolve micro-level financial problems and problems arising at financial institutions.

Main topics are followings:

- The money, money functions, types and creation of money
- The time value of money (interest calculations)
- Securities and stock exchange
- Bank system, monetary policy
- Payment methods
- Foreign exchange market
- Public finance
- Taxation

# ***BASICS OF INSURANCE***

**COURSE CODE:** GTK2141BAN  
**ECTS CREDITS:** 4  
**TEACHING HOURS PER WEEK:** 2+0  
**PLACE OF EDUCATION:** BUDAPEST  
**TEACHER:** Olga Markó  
*Marko.Olga@gtk.szie.hu*

## **SHORT DESCRIPTION:**

Students will be able to learn the basic knowledge of insurance. Main topics of the subjects are as follows:

- What is the concept of insurance?
- What are the roles and importancies of insurance (uses to individual, uses to business or industry and uses to the society)?
- What is the history of insurance?
- What is the concept of risk and risk management?
- What are the requirements of insurable risk?
- What are the techniques of risk management?
- What are the main elements of an insurance contract?
- What are the main parts of the insurance price?
- What are the main types of insurance products? (life, illness and accident insurance, property and casualty insurance)

# ***BASICS EU STUDIES***

<b>COURSE CODE:</b>	SGTRDA029MN
<b>ECTS CREDITS:</b>	3
<b>TEACHING HOURS PER WEEK:</b>	<b>0+2</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Miklós Vásáry <i>Vasary.Miklos@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The course analyses the problems Europe since the start of post war European integration on the eve of some of the major treaties, developments, enlargements and policy choices. During the course it will focused on the functioning of the EU's institutions and the methods of decision-making within the EU. It will be separately analysed the function of the European Parliament, European Commission, Council of the European Union, European Council etc. During the course the students will be provided with an understanding of the institutional structure and its functioning by studying the most important theories regarding the integration process. It will explore the legal dimension of European integration too. To understand the EU, it should understand the Common Budget, the common financing system also.

This course will introduce students to the main economic aspects of the Union. The course will allow students to understand the main principles of micro and macro-economics, economic integration and the relevance for the main policy areas of the EU.



# ***BASICS OF MARKETING MANAGEMENT***

**COURSE CODE:** GTK2071BAN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 2+1  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Zoltán Szabó  
*Szabo.Zoltan@gtk.szie.hu*

## **SHORT DESCRIPTION:**

The course provides students to acquire the knowledge of a marketing oriented business analysis through case studies.

The aim of the marketing management course is to provide students with the capability of analysing market situations, marketing challenges, business challenges through real examples of today and the near past to achieve potential solutions and simulate business decisions.

# ***BUSINESS AND ORGANIZATIONAL SOCIOLOGY***

**COURSE CODE:** GTK2024BAN  
**ECTS CREDITS:** 3  
**TEACHING HOURS PER WEEK:** 2+0  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Tibor Farkas  
*Farkas.Tibor@gtk.szie.hu*

## **SHORT DESCRIPTION:**

This is an introductory course to the Sociology of Economy and Organizations. Our goal is to provide a wide range of topics to help students understand the limits of purely economic approaches and acquire the basic concepts, theories in economic and organizational sociology.

After a short introduction to sociology in general and we equip students with methodological tools. Then we devote lectures to the theoretical foundation of economic and organizational sociology. The key issues will be: new institutionalism in economics and sociology (e.g. transaction costs theory, agency theory, networks, evolving organizations), economic and social approaches to the market, issues related to entrepreneurship and non-formal economy (e.g. culture of entrepreneurship, impacts of social and cultural capital on development activities, informal economy), globalization and its impacts on economic development.

Students will be involved to different activities. There will be: lectures, oral presentations, small group discussions, written assignments and written exam.

# ***BUSINESS ECONOMICS***

<b>COURSE CODE:</b>	GTK2036BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>2+2</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Anna Dunay Törő <i>Dunay.Anna@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The objective of the subject is to explore the interaction of organisations and their environment, the allocation of resources, and the consequences of business decisions for individual organisations. The subject improves the abilities for analyzing the different interactions and decision-making, and establishes a dynamic way of thinking. It enables to develop an analytical approach to the issues and problems experienced by organisations, and provides with the tools and techniques required to make informed contributions to debates and decision-making. It also makes a base for the future professional subjects.

The course focuses at multidisciplinary level on the basic issues of business management: the context of enterprise, the main goals and objectives of enterprises, the stakeholders, the questions of management and leadership, organizational structures, the interactions of the external and internal environment, the basic activities of operation (marketing, innovation, human resource, information management, logistics, production and service management, financial management) and the role of strategy.

# ***BUSINESS PLANNING***

<b>COURSE CODE:</b>	GTK2179BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>1+2</b>
<b>PLACE OF EDUCATION:</b>	BUDAPEST
<b>TEACHER:</b>	Anna Dunay Törő <i>Dunay.Anna@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

*Aims and objectives of the course:* The objective of the subject is to submit the most important theoretical and methodological issues connected to business planning, thus, it makes possible that the students can take part actively at different processes and levels of the planning process.

*Course description:* The objective of this course is to develop knowledge and skills in planning as one of the key management functions. During the course students will learn how to write a successful business plan and develop skills in evaluating business concepts, identifying market potential of different products or services, and building marketing and financial plans. The course is practice oriented. To complete the course in addition to preparing a business plan for a selected product or service, students will prepare presentations on the chosen subject.

*Course topics:* Business planning and business strategy. Basic skills for planning. Types of plans. Planning methods and techniques

Business Plan – structure and key elements. Evaluation of macro-environment. Company diagnosis. Competition analysis Customer analysis. Market analysis. Key marketing decisions Marketing plan. Production plan. Organization and Human Resource plan.

Financial plan I. Costs and revenues calculations. Break-even point.

Financial plan II. Cash flow calculations. Funding opportunities.

# ***CHANGE MANAGEMENT AND CRISIS MANAGEMENT***

**COURSE CODE:** GTK2093BAN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 2+1  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Emese Tatár  
*Tatar.Emese@gtk.szie.hu*

## **SHORT DESCRIPTION:**

In this course, we will analyze the forces that drive organizations to change, examine impediments to change, and survey a range of approaches for making organizational change more effective. It develops your understanding of change processes and provides you with practical skills for managing and leading change.

Examines contemporary theories and practice in preventing and managing crisis. Several conceptual frameworks for analyzing the character, impact, and consequences of crises will be presented and applied to a variety of private sector case studies.

# ***CONSULTING METHODS AND TECHNIQUES II.***

<b>COURSE CODE:</b>	GTK2138MAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Csaba Kollár <i>Kollar.Csaba@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

This course topic entitled „Business Consulting Methods and Techniques” examines different methods and techniques confronting consultants during different assignments. Coping with diverse problem-solving cases in order to find actively right consulting methods and tools in application process. It is assumed that the course participant wishes to start a new business consulting firm with specific consulting method, or a longer want to be further developed and currently existing one.

- Proposed Business Consulting Assignment
- Market Analysis
- Competitor Analysis
- Marketing Plan
- Management Plan
- Financial Plan
- Selected Consulting Method

# ***CONTROLLING***

<b>COURSE CODE:</b>	GTK2142BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>2+1</b>
<b>PLACE OF EDUCATION:</b>	BUDAPEST
<b>TEACHER:</b>	Roland Gácsi <i>Gacsi.Roland@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Definition of controlling, controlling philosophy, contents and functions.

Elements of controlling.

The controlling systems place in the company. Possibilities according to organizational structures.

The fundamental conditions of controlling's development in Hungary.

Comparison and harmonization of strategic and operative controlling functions considering the organizational characteristics.

The definition and execution of planning and supervision. Cost accounting and calculation methods in complex corporate planning systems.

Controlling efficiency calculations, methods.

Total cost calculation, standard cost calculation. Allocation of costs.

The goals and characteristics of plan- fact analysis. Plan- fact analysis methods, examples, case studies.

The process and stages of developing the controlling system. Analysis of conditions, and defining the system requirements.

Controlling system establishment conditions, organizational tasks. The connection points with other corporate functional areas.

Conditions and determining factors of the reporting system.

# ***CORPORATE FINANCE***

**COURSE CODE:** GTK2091BAN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 2+2  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Roland Gácsi  
*Gacsi.Roland@gtk.szie.hu*

## **SHORT DESCRIPTION:**

This subject utilizes strategic frameworks, a methodological toolset and original real-world case studies. The focus of this subject is how to make optimal corporate financial decisions such as which investments to make or how to raise the capital required to find an investment.



# ***ENTERPRISE RESOURCE PLANNING***

## ***METHODS***

<b>COURSE CODE:</b>	GTK2090BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	2+1
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Árpád Endre Kovács <i>Kovacs.Arpad@gtk.szie.hu</i>

### **SHORT DESCRIPTION:**

The course covers practical approach operating fundamentals of corporate information systems, which is very important for managers. The aim is to provide students specific knowledge regarding the operation of a typical system on which its findings can be generalized to integrated management information systems.

# ***ENVIRONMENTAL POLICY***

<b>COURSE CODE:</b>	SGTRDA007MN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	László G. Tóth <i>g-toth.laszlo@okologia.mta.hu</i>

## **SHORT DESCRIPTION:**

The course introduces the context of the balance among the different natural elements of the Earth environment. Reveals the way balances are affected by the increasing human population, economic and industrial development, and global market economy. Presents the recent trends in the transformation of the environment. Highlights the obvious and hidden causes of the balance becoming disrupted, and the externalities and the tragedy of public goods. In the second part of the course the possibilities and perspectives of sustainable development will be examined with the approaches of ecological economics; the potential toolbar of the environmental policy, and the system of existing international environmental conventions will be reviewed. Finally, we review the implementation of environmental policy in Hungary as a case study. The theme of the course will include: the concept of environment, the atmosphere, the water, the soil, the biosphere (the biological diversity), the Earth's carrying capacity; the trends of changes in human population; environment as a resource; renewable and non-renewable resources; use of the environment in the early and in modern economies; externalities; globalization; the tragedy of public goods; new anthropogenic environmental elements such as: noise, light pollution, waste; environmental conflicts and crises; new disciplines as ecological economics, environmental economics and environmental policy; The Malawi Principles; environmental quality indicators; the ecological footprint; sustainable development; the law and economic opportunities of the enforcement environmental policy;

# ***HUMAN RESOURCE MANAGEMENT (MSc)***

<b>COURSE CODE:</b>	SGTRDA003MN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	János Fehér <i>Feher.Janos@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Today's organizations, organizational clusters, regional networks and administrative entities as parts of a knowledge-based societal and economic system, must be prepared to adapt and respond to the changing global economy, the world of environmental, technological, societal, and political change. The ultimate requisite to the success for organizations, local and regional entities are their human assets. Organizations and other entities must look to their human resources, individual, group competencies, and organizational/synergic capabilities to ensure that they are matched to the specific organizational, local and regional development needs, and they could be a basis for new strategies. Human Resource Management is an overview course that builds upon many of the concepts presented in other Management courses and applies them directly to the management of people. Its main topics include: HR Strategy and Planning, Job Analysis, Recruitment, Selection, Training and Development, Performance Management, Compensation, Career Management. Targeted competencies include: HR Strategic Analysis, Job Analysis, HR Communication Skills, Planning of Training and Development, Designing Performance Management Systems. Teaching methods include: lecturing, class discussions, case studies, class individual and small group assignments, situational exercises

# ***HUMAN RESOURCE MANAGEMENT (BA)***

**COURSE CODE:** GTK2062BAN  
**ECTS CREDITS:** 4  
**TEACHING HOURS PER WEEK:** 2+0  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** János Fehér  
*Feher.Janos@gtk.szie.hu*

## **SHORT DESCRIPTION:**

Today's organizations as parts of a knowledge-based societal and economic system, must be prepared to adapt and respond to the changing global economy, the world of environmental, technological, societal, and political change. Organizations must look to their human resources, individual, group competencies, and organizational/synergic capabilities to ensure that they are matched to the specific business needs, and they could be a basis for new strategies. Beside understanding how incorporating attention to and the recognition of human resources management are integral to long-term strategies, business experts and managers must also know about the technical details, processes and procedures of human resource management activities. Main topics of the course are: HRM Strategy and Planning, Job Analysis, Staffing, Training and Development, Performance Management, Compensation, and Career Management.

# ***LOGISTICS***

<b>COURSE CODE:</b>	GTK2069BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Bálint Csaba Illés <i>Illes.B.Csaba@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

*Aims and objectives of the course:* The objective of the subject is to review the material and information process of integrated management and modern concepts of logistics viewpoints. To meet with the basic principles of basic logistics science, the most important areas, strategies. The integrated view points of logistics makes it necessary to use a systemic approach to the material and information processes trade, production, finance, HR and IT fields. *Course description:* The course focuses at multidisciplinary level on the main contributing facts of competitiveness and organising and planning duties of management and possible information based solutions related to them. The subject highlights the material and information processes. The subject deals with the basic knowledge of material flow. *Course topics:* What is logistics? Logistics Concepts. Logistics business segments and logistics functions. The logistics systems and processes. Logistics in the past and the future. Strategy of Logistics. CIM (Computer Integrated Manufacturing). The accompanying material production processes, organization of material handling. Production management and tasks management types. Inventory and cost factors of the input and the output process. Suppline Chains. Integrated Logistics Systems.

# ***MACROECONOMICS***

**COURSE CODE:** GTK2028BAN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 2+2  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Márk Molnár  
*Molnar.Mark@gtk.szie.hu*

## **SHORT DESCRIPTION:**

The primary aim of the course is to provide an introduction to the methodology and scope of macroeconomics. Besides the fundamental topics some actual policy issues will be presented and discussed in detail. Special emphasis is given to practical examples.

# ***MARKETING***

<b>COURSE CODE:</b>	GTK2029BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Zoltán Szabó <i>Szabo.Zoltan@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The BA Marketing course provides students to acquire the fundamentals of marketing through getting to know customer satisfaction, segmentation, consumer behaviour and market analysis.

The aim of the marketing course is to provide students with the capability of analysing market situations and challenges.

# ***NEGOTIATING PRACTICES AND CONFLICT HANDLING***

**COURSE CODE:** GTK2140MAN  
**ECTS CREDITS:** 4  
**TEACHING HOURS PER WEEK:** 3+1  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Ildikó Rudnák  
*Rudnak.Ildiko@gtk.szie.hu*

## **SHORT DESCRIPTION:**

Negotiations are such interest enforcement techniques, and also a special branch of the communication, which is suitable tool to harmonize the interests of the parties against the interests develop, the prevention of conflicts and resolving existing conflicts. Within the course we take into account the negotiations' types, tools, strategies and methods, however, we discuss at requirements of the negotiating parties and the delegation like personal, knowledge and protocol. We also examine the individual negotiate habits of different cultures.

Beside the theoretical description of negotiation and conflict resolution we are going to probe situation exercises and case studies. Their skill level acquisition of practical knowledge is a guarantee that students are able to both domestic and international events around them to understand, evaluate and subsequently being participates to involve in a successful recovery.



# ***OPERATIONS MANAGEMENT***

<b>COURSE CODE:</b>	GTK2083BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Balázs Gyenge <i>Gyenge.Balazs@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The course focuses at multidisciplinary level on the main contributing facts of competitiveness and organising and planning duties of management.

The subject highlights the value making processes of operation management and basic strategies of efficiency booster techniques in management oriented way. The subject deals with 10 main decision area of operation management. The objective of the subject is to get ability to use of theoretical and methodological issues in practice.

The main parts of the studies' are:

- The parts of the value stream and interpretations of operations management.
- Competitive advantage and value making process and strategies.
- Product design planning and innovation.
- Process planning.
- Material Resource Planning.
- Short time scheduling.
- Process mechanisms and technologies (Cell, JIT, OPT)
- Location and product oriented layout techniques.
- Performance management and stocks (TQM, ABC, SMART).

# ***PRESENTATION AND STUDYMAKING TECHNIQUES***

**COURSE CODE:** GTK2132MAN  
**ECTS CREDITS:** 4  
**TEACHING HOURS PER WEEK:** 1+2  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Sára F. Orosz  
*F.Orosz.Sara@gtk.szie.hu*

## **SHORT DESCRIPTION:**

This course will familiarize students with the basics of presentation. It provides instruction about the regular methods as well as the special elements of creating a well illustrated subject in writing or in slide show. The aim is to provide overview of the most important abilities, like grammar, communication, expression, visuality, style, aesthetic. The course also gives information about how we use library, then we will also make experiments with pure text, understanding, interpretations and writing. For this reason students will be able to make good presentations and publications by own way or in teams, which is help them to the real business world.

# ***PRODUCTION ECONOMICS***

<b>COURSE CODE:</b>	SGTRDA001MN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Anna Dunay Törő <i>Dunay.Anna@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The objective of this course is to submit the most important theoretical and methodological issues connected to production economics, the basic economic calculations, decision-making and planning methods connected to agricultural production and agricultural enterprises. During the course, the most important management methods and organizational processes of agricultural enterprises will also be summarized. Students may develop knowledge and skills in planning of farm production processes, they learn the basic economic calculations and decision-making processes in the different types of farming.

The course is practice oriented; the students should make case studies for a model farm in teamwork, where they can use the theoretical knowledge they acquired in practice.

# ***REGIONAL ECONOMIC DEVELOPMENT AND MANAGEMENT***

<b>COURSE CODE:</b>	SGTRDA019MN
<b>ECTS CREDITS:</b>	6
<b>TEACHING HOURS PER WEEK:</b>	2+1
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Pál Goda <i>Goda.Pal@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Specialized experts are needed for shaping, programming and managing regional processes. They need to have extensive knowledge about the procedures of business entities related to organization and leadership, and they also have to be open for learning and implementing community initiatives. Furthermore, it is of key importance for them to be able to search for subsidies and financial resources, and to utilise them properly. It is also important, however, to be able to mediate between different actors or to work out solutions for conflicts.

Primary topics: The aims, functions and roles of regional and settlement management. The differences and similarities of business, public, non-profit and regional/settlement management. The place and role of management in the regional/micro-regional system, organisation system. Extension (innovation, development, strategic). Knowledge-management. Local organisation. Planning strategic developments. Programme- and project management. Resource-planning and utilising. Evaluating and monitoring the development. Lobby activity. Communication between actors, types of conflicts, dealing with the problems. International relationships and communication. Human resources of management.

# ***RESEARCH METHODOLOGY I.***

<b>COURSE CODE:</b>	SGTRDA028MN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Emese Bruder <i>Bruder.Emese@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The objective of this course is to study and apply research methodological practices in the individual researches' of students. The course aims at giving basic knowledge on designing and conducting a research.

The course will examine how people learn about their world and look at the mistakes they make along the way. The course will show what makes science different from other ways of knowing. The student will see a wide variety of research designs available to economic and social research as well as how to design a study including writing a research proposal, how to specify exactly who or what is to be studied when, how and for what purpose. The course will go through the method how scientists can select a few people for study and discover things that apply to hundreds of millions of people not studied. Participants will learn about many of the methods researchers use to collect data through surveys—from mail questionnaires to personal interviews to online surveys conducted over the Internet and will also learn how to select an appropriate method and how to implement it effectively. Other observation methods will also be explained: the content analysis and the analysis of existing statistics, which allow researchers to study social life from afar, without influencing it in the process, while field research enables the researcher to observe social life from very close: to go where the action is, and watch.

# ***SETTLEMENT AND REGION MARKETING***

**COURSE CODE:** SGTRDA020MN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 2+1  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Melinda Molnár Nagy  
*Nagyne.Molnar.Melinda@gtk.szie.hu*

## **SHORT DESCRIPTION:**

Settlements and regions have got marketing values. This is the basic of this subject. The aim of this subject is to interpret the marketing concepts, theories with especial regard to place marketing. The lecture gives knowledge about place product, place-image and the practical guide of place marketing strategy. The students will adapt this knowledge in practical exercises.

# ***SETTLEMENT DEVELOPMENT***

**COURSE CODE:** SGTRDA030MN  
**ECTS CREDITS:** 3  
**TEACHING HOURS PER WEEK:** 2+0  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Tibor Tiner  
*tinert@mtafki.hu*

## **SHORT DESCRIPTION:**

The goal of this course is to provide an introduction to settlement development, to give a basic knowledge and general survey about the discipline, its theory and practice. Further aims to demonstrate the current state of this development of conceptual and theoretical approaches as well as empirical knowledge and understanding of local development.

The course is based on lectures. Lectures are supported with power point slide shows and joint discussions and supplemented with handouts to take notes. After each topic, a discussion will be open and some case studies will be shown. Related to some topics students will be working in groups and will solve some problems, do exercises together. Discussion and inter-activity is essential. Also case studies are involved to enforce students to use their theoretical knowledge in practice.

# ***SMALL AND MEDIUM ENTERPRISE MANAGEMENT***

<b>COURSE CODE:</b>	GTK2066BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>2+1</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Anna Dunay Törő <i>Dunay.Anna@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Small and medium-sized Enterprises (SMEs) are the fastest growing sector of the economy, internationally and locally. The objective of the subject is to submit the most essential knowledge about the social and economic importance of small and medium-sized enterprises and the main questions of their management and operation processes. After the introduction of the main characteristics of entrepreneurs, the students will learn how to start and manage an enterprise.

The course deals with the theoretical and methodological issues connected to the operative, planning and management processes of enterprises. It also focuses on the evolution and the development of enterprises, the most typical lifecycle models, their main characteristics and their evolution and revolution stages.



# ***STATISTICS I.***

**COURSE CODE:** GTK2031BAN  
**ECTS CREDITS:** 5  
**TEACHING HOURS PER WEEK:** 1+2  
**PLACE OF EDUCATION:** GÖDÖLLŐ  
**TEACHER:** Gábor Szigeti  
*Szigeti.Gabor@gtk.szie.hu*

## **SHORT DESCRIPTION:**

Population, Sample, Measure of central tendency, Measure of dispersion, Calculation of the math expectation from a sample, Calculation of the variance from a sample, Bessel correction, Steiner theorem, Average, Median, Modus, Percentiles, Graphical representations

Mass phenomena, Event, Event algebra, Venn-diagram, Probability, Statistical way of assignment, Geometrical way of assignment, combinatorial way of assignment, Factorial, combination

# ***STRATEGIC HUMAN RESOURCE MANAGEMENT***

<b>COURSE CODE:</b>	GTK2061MAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>3+0</b>
<b>PLACE OF EDUCATION:</b>	GÖDÖLLŐ
<b>TEACHER:</b>	Katalin Szabó <i>Szabo.Katalin@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

This course is built around the topics of the course „Strategic human resource management”, a previous core subject within the curriculum. Its aim is to introduce the HRM systems, sub-systems and conceptual models being instrumental in implementing HRM strategic goals derived from HR philosophy statements, policy declarations and put into the focus of HR strategic programs.

The topics of the course entail problems of the connections between the HRM functions, the operation of the sub-systems of micro-planning, work-organisation, staffing, training and development, compensation and performance management with special regard to their interrelations and consistency requirements.

In the framework of the course students are assisted to apply theoretical principles to practice through real life cases and examples, special assignments and skill development exercises.

# ***TAXATION SYSTEMS***

**COURSE CODE:** GTK2062BAN  
**ECTS CREDITS:** 4  
**TEACHING HOURS PER WEEK:** 2+2  
**PLACE OF EDUCATION:** BUDAPEST  
**TEACHER:** Gyula Vörös  
*Voros.Gyula@gtk.szie.hu*

## **SHORT DESCRIPTION:**

After the course students will have basic knowledge of personal and company taxation referring to the following taxes and tax fields:

- corporate taxation
- value added tax
- simplified corporate taxation
- communal taxation
- social insurance contribution
- avoiding double taxation
- tax planning
- offshore companies
- tax havens