



**SZENT ISTVÁN  
UNIVERSITY**



**FACULTY OF ECONOMICS AND SOCIAL SCIENCES,  
GÖDÖLLŐ**

# **ERASMUS COURSE CATALOGUE**

*2018/19 – 1<sup>ST</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 1<sup>st</sup> semester of the 2019/2020 academic year. Additional courses may be announced before the start of the semester, providing a wider range of courses to choose from.

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>ECTS</b>
GTK1103BAN	Accounting Analysis	4
GTK1006MAN	Advanced Management Accounting	4
SGTRDA018MN	Agricultural Policy Programmes	4
GTK1054BAN	Basics of Accounting	5
GTK1002BAN	Basics of Law and Business Law	4
GTK1058BAN	Basics of Management and Leadership	4
GTK2071MAN	Business Models and Systems	6
SGTRDA011MN	Business Planning and Project Management	5
GTK1026MAN	Corporate and Institutional Strategies	4
GTK1094BAN	E-Business	5
GTK1044BAN	International Economics	4
GTK1022MAN	Leadership	4
GTK2072MAN	Management and Organization Theory	4
GTK2068MAN	Management Consulting	6
GTK1098BAN	Project Management	5
GTK1097BAN	Quality Management	4
GTK1048BAN	Regional Economics	3
SGTRDA016MN	Regional Planning and Programming	5
SGTRDA032MN	Research Methodology II.	3
SGTRDA010MN	Settlements and Settlement Networks	5
GTK1050BAN	Statistics II.	5
GTK1051BAN	Strategic Planning and Management	4



# ***ACCOUNTING ANALYSIS***

**COURSE CODE:** GTK1103BAN  
**ECTS CREDITS:** 4  
**TEACHING HOURS PER WEEK:** 1+1  
**TEACHER:** Roland Gácsi  
*Gacsi.Roland@gtk.szie.hu*

## **SHORT DESCRIPTION:**

The students get the knowledge of methods (e.g. trend analysis, vertical and horizontal analysis, statistic ratios, financial ratios, industry comparisons etc.) that are required to perform a complex accounting analysis using the main parts of the annual statement (e.g. balance sheet, income statement, cash-flow statement) of for profit companies. They also get the practice for organizing consequent systems of analysis tools, and to perform a financial analysis through company examples in seminars.



# ***ADVANCED MANAGEMENT ACCOUNTING***

<b>COURSE CODE:</b>	GTK1006MAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>TEACHER:</b>	Roland Gácsi <i>Gacsi.Roland@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

This course will introduce the students to Advanced Management Accounting; expands further on conceptual understanding of the role of management accounting. Topics include relevant costing, capital budgeting, transfer pricing, balanced scorecard, inventory management, variance and profitability analysis, performance measurement and compensation, and the application of management accounting concepts and techniques to support business decision making.

# ***AGRICULTURAL POLICY PROGRAMMES***

<b>COURSE CODE:</b>	GTRDA018MN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Kinga Pércsi Nagy <i>Nagyne.Percsi.Kinga@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Food and farming systems around the world are highly differing in nature and all are strongly shaped by government actions. Persistent under-nutrition remains a deadly challenge in many tropical countries, while in a growing number of post-industrial societies the new challenge is poor health linked to excessive food consumption. The agricultural circumstances of states differ dramatically as poor countries tend to operate farming systems that are starved for resources and not well supported by public policy, while most rich countries now have highly capitalized agricultural sectors that enjoy generous subsidies from governments. This course will review the political landscape of both food and farming, in both rich and poor countries. This is a highly contentious landscape, where stakeholders (economists, commercial farmers, food companies, environmentalists, consumer organizations, etc.) often hold sharply different views and exercise differing degrees of influence over policy. Policy actions by national governments frequently operate in competition or conflict with international organizations, private companies, humanitarian relief agencies. The Common Agricultural Policy and its effects on farmers, the environment and on food security is another important topic of the subject. Structural policies are discussed as an area that is increasingly important both politically and in terms of the budget. Topics discussed are the working of the policies, food trade policies, international trade liberalisation, non-tariff trade barriers and regional trade agreements.



# ***BASICS OF ACCOUNTING***

<b>COURSE CODE:</b>	GTK1054BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>TEACHER:</b>	Roland Gácsi <i>Gacsi.Roland@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

After the course the student will be able to interpret the basic accounting concepts and the categories, the results impact of the company's business processes.

The content of the course are:

The aim of the accounting. The accounting rules and its subsystems and their connection. The accounting principles. The accounting policy. The system aim and content of annual reports. The property and the grouping of the property. The assets and liabilities. The balance sheet. The grouping of the economic events related to the result. The valuation methods. The double entry bookkeeping system, the chart of accounts. The VAT system. The income statement (profit and loss account), profit categories. The events of tangible and intangible assets. The depreciation (methods) and its effect on the result. The stock taking systems and methods. The accounts receivable, the financial instruments. The Stockholders' Equity and liabilities. The income revenues cost and expenditure categories and their presentation in the income statement.



# ***BASICS OF LAW AND BUSINESS LAW***

<b>COURSE CODE:</b>	GTK1002BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Zoltán Szira <i>Szira.Zoltan@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The aim of the subject is to familiarise students with basic concept of law applied in business life. The main chapters of the course: The definition of law and state, the functions of state. The legal system and branches of law. The structure of statutes. The definition of ownership, the characteristic of ownership. Types of business organisations. The foundation, operation and liquidation of business organisations. Bankruptcy and liquidation procedures. Regulation of employment relationship. The structure of employment contract, the termination of employment relationship.



# ***BASICS OF MANAGEMENT AND LEADERSHIP***

<b>COURSE CODE:</b>	GTK1058BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Balázs Gyenge <i>Gyenge.Balazs@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The subject reviews the development of management science, the newest management outlines and theories. The subject deals with the organisations' management and the best-known system models. The leader and organization are in the focus of the object. The examination of the most important management questions will be done from system and process view point. The subject will highlight the terms of management, leadership style of managements, disciplines of leader behaviour studies, motivation theories. The subject will discuss shortly the managerial tasks being attached to the control, which is continuously increasing its significance. The aim of the subject, to present the most important leadership and organizational branches of knowledge, in the focus of human factor to get ability to use of theoretical and methodological issues in practice. The main part of the studies' are: The concept of management, organization and leadership. Personality and personal factor of leadership; Basic of info-communications Manager's communication means; Elements of communication process and notices; Motivation and motivation theories; The main factors of creativity; Decision making process; Organisation of organisational structure.





# ***BUSINESS MODELS AND SYSTEMS***

**COURSE CODE:** GTK2071MAN  
**ECTS CREDITS:** 6  
**TEACHING HOURS PER WEEK:** 2+2  
**TEACHER:** Enikő Lencsés  
*Lencses.Eniko@gtk.szie.hu*

## **SHORT DESCRIPTION:**

At the end of this module students will have developed an understanding of the context and organisation of international business with special focus on development of work organisation, global value chains and various perspectives of business model. To better understand the reality of the business practices, the module is relying - beside the literature review - on the empirical evidences (e.g. international organisational surveys, company case studies).



# ***BUSINESS PLANNING AND PROJECT MANAGEMENT***

<b>COURSE CODE:</b>	GTRDA011MN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+1
<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 business planning and project management at multidisciplinary level. Part I of the course (Business Planning) makes possible that the students can take part actively at different processes and levels of the planning process. Students may 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.

Part II of the course focuses on the basic issues of project management, its place and role in the structure of different economic organizations, the links between organizational strategies and the projects, the general model of the project cycle, the elements of project strategies and project realization, the structural plans, time schedules and resource plans, cost plans, and the management tools for their realization, and, the elements of project control and accomplishment monitoring processes.



# ***CORPORATE AND INSTITUTIONAL STRATEGIES***

<b>COURSE CODE:</b>	GTK1066MAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	2+1
<b>TEACHER:</b>	Attila Kovács <i>Kovacs.Attila@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Main goals of the course presents the underlying companies and institutions in the successful operation of strategic planning and management methods in many examples and case studies. It deals with the developing of the vision, mission, the distinctive competencies to develop leadership and organizational methods of the strategic actions, to develop and implement the strategies and tools of the system in international relations. It also shows the typical practice in Hungary and their application possibilities between domestic conditions in the EU. Presentation and a strong emphasis on practical applications of exercise in the context of the expert working group estimation methods that require creativity.



# ***E-BUSINESS***

<b>COURSE CODE:</b>	GTK1094BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>2+1</b>
<b>TEACHER:</b>	Zita Júlia Fodor <i>Fodor.Zita@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

This course introduces the concepts, vocabulary, and procedures associated with E-business. Students gain an overview of several aspects of E- business. The course covers the most important functions of an enterprise and the typical ways of improvement that can be reached by using online tools. Topics include also the development of E- business, options available for doing business on the Internet, E-business strategies and the use of new technologies related to online business.



# ***INTERNATIONAL ECONOMICS***

<b>COURSE CODE:</b>	GTK1044BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Milán Constantinovits <i>Constantinovits.Milan@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The main goal of this subject is to give an overview to the students on the basic motivation and forms of international economic relations including their impacts on national economies. This course gives a complex analysis of the world-wide economic-financial process of globalisation and simultaneous of the growing interest in regionalisation.

The general topics are covered: international trade theory (comparative advantage, the H-O model, economies of scale, imperfect competition, international factor movements), international trade policy (GATT/WTO), international financial system and institutes (IBRD, IMF), exchange rate and open –economy, national income accounting and the balance of payments, financial globalization, developing countries.



# ***LEADERSHIP***

<b>COURSE CODE:</b>	GTK1022MAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+1</b>
<b>TEACHER:</b>	Katalin Szabó <i>Szabo.Katalin@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The course will familiarize students with the main leadership approaches and some of the most important elements of effective people's management. In the first part of the course, different approaches to organizational leadership will be presented, such as personality, behavioural, contingency, and new theories with special regard to transformational leadership aiming at the development of employees and bringing about necessary changes in organizations. The main topics in the second part of the course include organizational goal-setting, the role and importance of delegating, and the principles of empowerment, engagement, and performance management.



# ***MANAGEMENT AND ORGANIZATION THEORY***

<b>COURSE CODE:</b>	GTK2072MAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>3+0</b>
<b>TEACHER:</b>	Andrea Visztenvelt <i>Visztenvelt.Andrea@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

At the end of this module students will have developed an understanding on the development of managerial profession and thinking in relations with the organisational development. In addition, they understand various key tools helping management in the organizational practice (e.g. team – building, various forms of job rotation, developing multi-functional or cross professional working groups, forms of employees' involvements etc.)

Describing and comparing roles of management and leadership. Special focus will be paid in the issues of organizational changes and learning in an international comparative perspective. To better understand the reality of the business practices, the module is relying - beside the review of literature – on the empirical evidences. In this relation empirical evidences from various international organizational surveys will be presented (e.g. European Working Condition Survey and Community Innovation Survey.)



# ***MANAGEMENT CONSULTING***

<b>COURSE CODE:</b>	GTK2068MAN
<b>ECTS CREDITS:</b>	6
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>TEACHER:</b>	Csaba Kollár <i>Kollar.Csaba@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The basic aim of this course is to contribute developing professional talents who are educated in different issues of business consulting industry. Specific knowledge fields of this course cover the following areas: mission and specialties of consulting industry and profession; role of this business activity in cluster of different professions; fundamental professional approaches in this area; typical carrier models in this field. Lectures are designed to help course participants effectively understanding and navigating among different professional service offers. This class deals to cope with a comprehensive picture of this very complex problem area. Participants will take supports to improve their competencies in diverse fields of business development, strategy, marketing and business communication. This class will heavily relay on real business stories through interactive knowledge transfer in order to develop practical knowledge, skills and abilities of class participants.





# ***PROJECT MANAGEMENT***

<b>COURSE CODE:</b>	GTK1098BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	<b>2+1</b>
<b>TEACHER:</b>	Csaba Bálint Illés <i>Illes.B.Csaba@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The objective of the subject is to submit the most important theoretical and methodological issues connected to project planning, thus, it makes possible that the students can take part actively at different processes and levels of real projects. This subject also can be a base for further studies in the field of functional management.

The course focuses at multidisciplinary level on the basic issues of project management, its place and role in the structure of different economic organizations, the links between organizational strategies and the projects, the general model of the project cycle, the elements of project strategies and project realization, the structural plans, time schedules and resource plans, cost plans, and the management tools for their realization, and, the elements of project control and accomplishment monitoring processes.

The subject also deals with practical exercises, case studies and software tools which help to acquire the analytical and planning methods.



# ***QUALITY MANAGEMENT***

<b>COURSE CODE:</b>	GTK1097BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Enikő Lencsés <i>Lencses.Eniko@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The course provides the basic information, terms used in quality both in general, and business aspects. The subject deals with the general and specific terms of quality, based on the ideas of the most important schools and authors, the theoretical and methodological issues of quality, and the basic tasks and steps of the dissemination and the development of quality systems.

The students will get knowledge in the fields of the planning process of quality systems, its economic aspects, the cost-benefit aspects of quality, and the detailed description of quality systems.

The importance of this field is manifested by several facts, namely the quality is one of the most important factors of competitiveness, not only as a tool of management, but also as a factor of survival among the competitive market.



# ***REGIONAL ECONOMICS***

<b>COURSE CODE:</b>	GTK1048BAN
<b>ECTS CREDITS:</b>	3
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Pál Goda <i>Goda.Pal@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

Regional economics is an interdisciplinary subject along the border of economics and geography. Hence economic actions exist in geographically specified space, it is necessary to learn about location theories and location decisions for both enterprises and institutions. This subject contains location theories, competitiveness and center-periphery models. It deals with economic growth and development of regions, and teaches spatial analysis techniques as well. Accordingly, the following topics are defined: The basic concepts of Regional economics, Location theories, location decisions, The main contexts of the natural, economic and social factors, determining spatial development, Growth theories, Spatial price analysis, Dominant theories of economic growth in regions, Competitiveness models, Center-periphery models, The spatial economic contexts of disadvantaged Hungarian micro-regions and The role of districts in regional economics.



# ***REGIONAL PLANNING AND PROGRAMMING***

<b>COURSE CODE:</b>	SGTRDA016MN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+1
<b>TEACHER:</b>	Pál Goda <i>Goda.Pal@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

In the new EU member states the role of planning has become increasingly important in regional development. The practice of programme- and analysis-based planning is a requirement of effective development not only in the case of the programmes funded by the Community, but also in the case of solely national development policies.

**Primary topics:** The course, after laying down the theoretical background and the changing approaches of the planning, introduces the programme-based regional planning, which has become a practice mainly in the European Union. Also, it expounds the main documents and results of the national and European programming. The main emphasis of the course is on developing skills, it makes the students familiar with the most important planning tools during the seminars.

**The aim(s) of the course:** To introduce the system of regional planning, to elaborate regional development strategies (conceptions, plans) on different levels (transnational, national, multiregional, regional, etc.), to expound their methodologies and theoretical backgrounds. It also aims to introduce the programming systems based on the previous elements, furthermore, the practical application and the review of the background of the related regional models.



## ***RESEARCH METHODOLOGY II.***

<b>COURSE CODE:</b>	SGTRDA032MN
<b>ECTS CREDITS:</b>	3
<b>TEACHING HOURS PER WEEK:</b>	<b>2+0</b>
<b>TEACHER:</b>	Emese Bruder <i>Bruder.Emese@gtk.szie.hu</i>

### **SHORT DESCRIPTION:**

Many students dislike statistics. One reason can be that most of them have a non-mathematical background, which makes understanding complex statistical equations very difficult. The other thing is that statistics usually taught based on mathematical formulas, huge matrices, in a language students say they do not understand. It is an advantage of teaching statistics in the 21<sup>th</sup> century that many tools are available to avoid calculating endless equations for one simple analysis. SPSS (Statistical Package for Social Sciences) is a good and digestible tool for students in making their univariate and multivariate analysis on different measurement levels. The functions of SPSS is focusing on analysing survey data, but all statistical tests and analysis are available for use.

However, using SPSS without any statistical knowledge at all can be a dangerous thing. The course helps students to feel safe in the basics of statistics by focusing more on the applicability of statistical methods as well as the interpretation of results. The course uses SPSS as a tool for teaching statistical concepts in the hope that students will gain a better understanding of both theory and practice.

Lessons are held in a computer room with SPSS Software. The course needs active presence from students.



# ***SETTLEMENTS AND SETTLEMENT NETWORKS***

<b>COURSE CODE:</b>	SGTRDA010MN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+1
<b>TEACHER:</b>	Melinda Molnár Nagy <i>Nagyne.Molnar.Melinda@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The aim of the subject is to present the characteristic features of settlements. The lecture gives knowledge about settlement morphology, identifying settlement form, rural and urban settlements, urbanization, nodal regions and its elements, basic and rules of the regional network- connection, networks as regional lifelines. The students will adapt this knowledge in practical exercises.

# ***STATISTICS II.***

<b>COURSE CODE:</b>	GTK1050BAN
<b>ECTS CREDITS:</b>	5
<b>TEACHING HOURS PER WEEK:</b>	2+2
<b>TEACHER:</b>	Emese Bruder <i>Bruder.Emese@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

**Materials, contents:** Random variable, Discrete random variable, Continuous random variable, Distribution function of random variable, Property of distribution functions, Density function, Bernoulli's independent trial, Binomial distribution, Weak law of large numbers, de Moivre-Laplace theory, Optimum sampling, Confidence interval, Maximum likelihood.

Normal distribution, Normalized normal distribution, Approximation of the binomial distribution, Error function, Mathematical expectation for discrete random variable, Mathematical expectation for continuous random variable, Variance of random variable, Standard deviation of random variable, Properties of mathematical expectation and variance, Regressions

**Competence:** Having the basics of mathematical statistics the student can read, interpret and apply higher methods, models of statistical analysis.



# ***STRATEGIC PLANNING AND MANAGEMENT***

<b>COURSE CODE:</b>	GTK1051BAN
<b>ECTS CREDITS:</b>	4
<b>TEACHING HOURS PER WEEK:</b>	2+1
<b>TEACHER:</b>	Anna Dunay Törő <i>Dunay.Anna@gtk.szie.hu</i>

## **SHORT DESCRIPTION:**

The course briefly describes the evolution of the science of management and the management functions of the specific details of planning as a management function. The course presents a strategic approach to the management of the underlying business strategic planning systems, processes, levels and time horizon. It describes the strategic planning and implementation process of the methods used, their advantages and weaknesses.

After the course the student will be able to analyze complex systems and organizations, including the use of quantitative and qualitative methods, to understand and apply the strategic approach management philosophy. The student will be able to take the initiative in undertaking any of the strategic planning process works, take heed of any theoretical and methodological shortcomings and propose to eliminate them.