

FACULTY OF BUSINESS AND ECONOMICS

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GENERAL INFORMATION AT:

[HTTP://WWW.ENGLISH.KTK.PTE.HU](http://www.english.ktk.pte.hu)

BUSINESS DEGREE PROGRAMMES IN ENGLISH

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ENGLISH LANGUAGE PHD PROGRAMME IN BUSINESS ADMINISTRATION

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GENERAL DESCRIPTION

Faculty of Business and Economics – Focusing on You

Short history

Our Faculty, founded in 1970, is the second oldest Faculty of Economics in Hungary. Since our foundation we have been a leading and proactive participant in Hungarian Higher Education. Our wide range of international partnerships with 61 European and several non-European universities allow 15-20% of our nearly 3,000 students to spend a semester abroad. To broaden their opportunities we are working to establish a strong network of partners from the business environment. The nationally outstanding number of qualified faculty and the doctoral students of FBE are active and renowned participants in social and economic research in Hungary. Today the Faculty is not only regarded as an educational institution but also as a rich and creative network of academic staff and current students, of international and corporate specialists and of alumni in leading positions. FBE is a community of practitioners in the economic sciences and, as such, a hugely significant regional knowledge centre.

Education – Stimulating Learning Environment

The Faculty devotes itself to preparing its students for a career in the business world and for achieving high-level, responsible positions in business in general. The Faculty offers three degree programmes in English: BA in Business Administration MSc in Applied Management and MSc in Enterprise Development and Entrepreneurship. The education on these programmes is up to the British Standards, in-class work is structured around the cooperation and interaction of students, coming from more than 20 countries from all over the world.

We offer Bachelor-level programmes in Hungarian in Business Administration, Trade and Marketing, Accounting and Finance. The Master-level programmes in Hungarian range from Leadership and Management, Marketing, Finance, to Enterprise Development and Entrepreneurship. There are two PhD programmes available in Hungarian in Regional Studies and Business Administration as well short training programmes in various fields for companies.

Faculty – Academic Excellence

The Faculty of Business and Economics is an international centre of academic excellence. The members of the teaching staff have both practical experience and highly specialised knowledge in their research field. The Faculty has Honorary Doctors as Charles Simonyi (the developer of Word and Excel applications), Professor Peter Lorange (President of IMD, Lausanne and holder of the Nestlé Chair at that institution) or Francis Aguilar, Professor at the Harvard Business School.

International relations – Opening the World

We focus on building and broadening our present range of partnerships both with European and overseas universities. Our aim is to create a basis for teaching and study exchange programmes, internships and research.

THE BA (HONS) BUSINESS ADMINISTRATION PROGRAMME

The three-year (six-semester) BA course, validated by Middlesex University, was launched in 1996. It is also accredited by the Hungarian Accreditation Committee. Upon successful completion of the course, students will receive both a Hungarian and a British degree issued by Middlesex University, London.

Participating lecturers include both the academic staff of the Faculty and visiting lecturers from all over the world. Course materials, content delivery and teaching methods are all international, using the very latest text-books. The presence of international students in the midst of the Hungarian student body provides a unique international dimension. All the Faculty courses conform to the ECTS credit system.

THE MSC APPLIED MANAGEMENT PROGRAMME

Based on the success of the BA programme taught in English, and the growing interest in Master's Programmes in general, the Faculty launched this MSc programme in 1999. It is a specialized, two-year degree course for those who wish to deepen their knowledge and develop skills associated with a successful business or professional career.

Students in this programme will also be awarded both the Hungarian and the British degree of Master of Science Applied Management –which is accepted in the EU and which is exactly the same as Middlesex University confers in the UK.

THE MSC in ENTERPRISE DEVELOPMENT AND ENTREPRENEURSHIP PROGRAMME

The enterprise development major enables students to engage with the theory of entrepreneurship in relation to how it is practised in Hungary, Europe and also internationally.

In the first phase of their studies students may acquire a theoretical foundation in regional economics, business administration and methodologies that can be easily applied during the second, practice oriented phase of their studies. Students of the program become qualified for further PhD studies.

An advanced understanding of business and enterprise development, consciously developed managerial skills make our MSc students able to launch their own enterprises or find middle or senior managerial employment in various fields of national and international business life. Graduates may also be able to manage projects for either state or privately owned enterprise developing institutions, venture-capital companies, and financial institutions.

COURSES OFFERED IN FOREIGN LANGUAGES

BA IN BUSINESS ADMINISTRATION YEAR I.

Course title: **Quantitative Methods**

Language of instruction: English

Form of teaching: lecture and practice

Form of assessment: tests and final exam

Course description: This module provides students with the necessary theoretical foundations for mathematical applications in business. It covers all the relevant areas of Function Theory, Optimization Theory, Matrix algebra and Probability Theory at an introductory level.

Semester: Fall

Minimum number of students: 12

Class hours per week: 1x90 min. lecture and 1x90 min. practice

Credits (ECTS): 7,5

Lecturers: Dr. Habil Gyöngyi Bugar, PhD., associate professor, bugar@tkp.pte.hu

Course title: **Microeconomics**

Language of instruction: English

Form of teaching: lecture and practice

Form of assessment: midterm and final exam

Course description: The aim of this course is to provide students with an understanding of the basic concepts and principles of microeconomics. The course gives students the ability to handle tools (e.g. curves, functions) and make simple consumer and business decisions.

Semester: Fall

Minimum number of students: 12

Course hours per week: 1x90 min. lecture and 1x90 min. practice

Credits (ECTS): 7,5

Lecturer: Katalin Erdős, assistant lecturer, erdosk@tkp.pte.hu

Course title: **Information Systems**

Language of instruction: English

Form of teaching: lecture and practice

Form of assessment: coursework, quizzes and final exam

Course description: The course intends to present basic knowledge in modern information technology in general and an overview of business applications to establish the necessary level of understanding, the roles and potentials of these technologies and methods in everyday business life. Lectures, seminars and case studies will present the key steps required to gain a competitive advantage in the marketplace through the use of information techniques and IT related methods.

Semester: Fall

Minimum number of students: 12

Class hours per week: 1x90 min. lecture and 1x90 min. practice

Credits (ECTS): 7,5

Lecturers: Dr. Sándor Danka, Assistant Lecturer, danka.sandor@ktk.pte.hu

Course title: **Introduction to Social Sciences**

Language of instruction: English

Form of teaching: lecture

Form of assessment: coursework, midterm and final exam

Course description: The aim of the module is to provide students with theoretical and empirical background in the social sciences that can facilitate a deeper understanding of people in the market, in the market economy and in different organizations. It introduces students to the history of social sciences, and gives an overview of the most important issues. The module is designed to expose students to the most important social and psychological issues that arise in various business contexts. Students are invited to adopt and apply knowledge in managerial problem solving.

Semester: Fall

Minimum number of students: 12

Course hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Márta, Anette. Assistant professor, anette@ktk.pte.hu

Course title: **Probability and Statistics**

Language of instruction: English

Form of teaching: lecture and practice

Form of assessment: short tests and final exam

Course description: The module builds on Level 1 Quantitative Methods for Business, concerning the use of decision analysis, Markov analysis, and business forecasting.

Semester: Spring

Minimum number of students: 12

Class hours per week: 1x90 min. lecture and 1x90 min. practice

Credits (ECTS): 7,5

Lecturers: Dr Daniel Kehl, assistant lecturer, kehld@ktk.pte.hu

Course title: **Macroeconomics**

Language of instruction: English

Form of teaching: lecture

Form of assessment: midterm and final exam

Course description: Macroeconomics focuses on getting students to understand economy as a whole: basic models, fiscal and monetary decisions, the real and the money market and the principles of foreign trade.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Tamás Sebestyén, PhD, assistant lecturer, sebestyent@ktk.pte.hu

Course title: **EU/Business Law**

Language of instruction: English

Form of teaching: lecture

Form of assessment: midterm and final exam

Course description: The module is designed to give an overall picture of the nature of legal norms and their application in the field of law of obligations (tort law and contract law).

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Adrienne Komanovics, PhD., associate professor, adrienne@ajk.pte.hu

Course title: **Introduction to Accounting**

Language of instruction: English

Form of teaching: lecture

Form of assessment: midterm and final exam

Course description: This module is aimed to provide some fundamental knowledge in the area of accounting. We primarily focus on interpreting and analyzing financial information, which students will definitely need in their future business activities or in their further studies.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. András Takács, Ph.D. assistant professor, takacsa@ktk.pte.hu

BA IN BUSINESS ADMINISTRATION YEAR II.

Course title: **Business Statistics**

Language of instruction: English

Form of teaching: lecture and practice

Form of assessment: interim tests and final exam

Course description: The aim of this course is to provide you with an understanding of both the theory and practice of Business Statistics. Using the MS Excel as a statistical tool, the

student will be able to use the special features of a commonly used program, and in the same time, he will get an overview over the background of the calculations.

Semester: Fall

Minimum number of students: 12

Class hours per week: 1x90 min. lecture, 1x90 min. practice

Credits (ECTS): 7,5

Lecturer: Mónika Tiszberger, assistant lecturer, tiszbergerm@ktk.pte.hu

Course title: **Organisational Behaviour**

Language of instruction: English

Form of teaching: lecture

Form of assessment: presentation, midterm and final exam

Course description: This module is about work organisations as such and about the behaviours people can be expected to show in them. It focuses on the operation of work organisations and the particular problems and encounters associated with the human side of businesses. The module intends to show students the concepts, controversies and applications of Organisational Behaviour.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Zsuzsanna Vitai, Ph.D., associate professor, vitai@ktk.pte.hu

Course title: **International Business**

Language of instruction: English

Form of teaching: lecture

Form of assessment: coursework and final exam

Course description: The module introduces students to the important area of international business. External challenges to the international firm are examined, such as those in the economic, political, cultural, ethical and legal fields. Possible internal responses to these challenges are considered, including strategic, human relations, marketing, accounting, and logistical responses. The importance of multi-disciplinary perspective for purposes of analysis will be adopted throughout, as will the use of up-to-date case study and applied materials.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. János Fojtik, Ph.D., assistant professor, fojtik@ktk.pte.hu

Course title: **Banking and Finance**

Language of instruction: English

Form of teaching: lecture

Form of assessment: presentation, semester paper, midterm and final exam

Course description: The course is concerned with financial markets, institutions and regulatory environment that govern the financial sector. Heavy emphasis is put on the international perspective of financial markets that determine the performance and opportunities of companies in the globalized economy.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Éva Pintér, assistant professor, pintereva@tkk.pte.hu

Course title: **Foundation Marketing**

Language of instruction: English

Form of teaching: lecture

Form of assessment: presentation, midterm and final exam

Course description: Foundation Marketing provides an introductory study of the marketing process in organizations and society. Among other topics, the course examines the marketing environment, consumer behaviour, market research, and the marketing mix.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Krisztián Szűcs, PhD, assistant professor, szucs@tkk.pte.hu, Petra Putzer, PhD Candidate, putzerp@tkk.pte.hu

Course title: **Human Resource Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: presentation, midterm and final exam

Course description: This module seeks to provide introductory knowledge about effective management of people at work by analyzing a series of key issues relating to HRM. It examines how HRM as a business function can contribute to the competitiveness and productivity of an organization.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Zsuzsanna Vitai, Ph.D., associate professor, vitai@tkk.pte.hu

Course title: **International Economics**

Language of instruction: English

Form of teaching: lecture and practice

Form of assessment: class work, home assignment, midterm and final exam

Course description: The course provides introduction to the theory of trade and trade policy as well as the policy practices. The second part of the course focuses on open economy macroeconomics such as exchange rate theories, balance of payments and their interaction, and also provides an introduction to the past and the present of the international financial system.

Semester: Spring

Minimum number of students: 12

Class hours per week: 1x90 min. lecture and 1x90 min. practice

Credits (ECTS): 7,5

Lecturer: Dr. Tamás Sebestyén, PhD, assistant professor, sebestyent@tk.pte.hu

BA IN BUSINESS ADMINISTRATION YEAR III.

Course title: **Business Economics**

Language of instruction: English

Form of teaching: lecture

Form of assessment: midterm and final exam

Course description: The module is to analyze the impact of business objectives and the firm's internal organization structure on business decision making. It also considers the corporate environment within which business decision making arises.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Kármén Kovács, PhD, assistant professor, kovacsk@tk.pte.hu

Course title: **Corporate Finance**

Language of instruction: English

Form of teaching: lecture

Form of assessment: project work, midterm and final exam

Course description: Students will be introduced to the basic corporate finance principles. Ratio analysis of financial statements; and valuation techniques of securities, projects and corporations are the building blocks of mainstream corporate finance literature and practice.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Mónika Kuti, Ph.D., assistant professor, kutim@tk.pte.hu

Course title: **Strategic Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: presentation, midterm and final exam

Course description: Strategic management focuses on the organization as a whole and its interactions with its environment. The corporate world is in the process of transformation driven by information technology and globalization. Strategic management takes a panoramic view of this changing terrain. Attempts to show how large and small companies can be more effective and efficient not only in today's world, but in tomorrow's as well.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Kia Golesorkhi, assistant lecturer, kia@ktk.pte.hu

Course title: **Investments**

Language of instruction: English

Form of teaching: seminar

Form of assessment: weekly reading, presentation, midterm and final exam

Course description: The aim of this course is to provide students with an understanding of both the theory and practice of finance and portfolio decision making. The combined application of theory and practice will enable the students to understand market forces, equity evaluation methods, and market mechanisms.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Zsolt Bedő, Ph.D., assistant professor, zsoltbedo@ktk.pte.hu

Course title: **Operations Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: coursework interim papers and final exam

Course description: Operations management deals with the efficient utilization of resources to produce products and services. Operations play a crucial role in achieving business objectives, helps understanding how companies should gain competitive advantage. Operations management comprehends three broad issues: how to design the operating system to serve business strategy, planning and controlling operations processes and scheduling operations.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Viktor Kiss, assistant lecturer, kissv@ktk.pte.hu

MSC IN APPLIED MANAGEMENT YEAR I.

Course title: **Advanced Accounting**

Language of instruction: English

Form of teaching: lecture

Form of assessment: project work, midterm exam, final exam

Course description: The purpose of this course is to discuss some typical accounting problems experienced by firms operating in an international environment and to present the ways of determining the value of a corporation.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. András Takács, Ph.D. assistant professor, takacsa@ktk.pte.hu

Course title: **Business Ethics**

Language of instruction: English

Form of teaching: lecture

Form of assessment: seminar work, mini lecture, exam

Course description: Introduction into the history, institutions and policies of the European Union. Introduction into the basic elements of international and European law, with special regard to the functioning and the most challenging policies of the European Union.

The Business Ethics part is designed to expose students to the most important moral issues that arise in various business contexts. Students are invited to adopt and apply knowledge in managerial problem solving.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Márta Somogyvári, associate professor, somogyv@ktk.pte.hu

Course title: **Leadership and Management of International Business**

Language of instruction: English

Form of teaching: lecture

Form of assessment: quizzes, presentation and final exam

Course description: The starting point of the module is that students are already familiar with the basics of Organisational Behaviour and Management, and International Business Management. This module will deal with knowledge and tools from the behavioural and social sciences that can be used for problem diagnosis and problem solving in the major challenges managers face. It will explore how students as future managers and leaders can build and sustain high performance at the individual, group and organisational levels. The module will build on previous knowledge and will analyse, synthesise and raise preceding knowledge to a higher level.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Zsuzsanna Vitai, Ph.D., assistant professor, vitai@ktk.ptt.hu

Course title: **Global Marketing**

Language of instruction: English

Form of teaching: lecture

Form of assessment: presentation and final exam

Course description: The general purpose of this course is to examine the scope and the challenges of global marketing. Macroeconomic, politic, cultural and legal variables are studied in relation to commercial opportunities available in export markets. Information search and international markets assessment are presented as a prerequisite to market entry, to structuring a marketing strategy and preparing a proposed international marketing mix. Internet sources of information for export are also covered. International marketing opportunities and challenges are presented for small and medium sized businesses as well as for large global corporations.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Beatrix Lányi, Ph.D., assistant professor, lany@ktk.ptt.hu

Course title: **E-Business**

Language of instruction: English

Form of teaching: lecture

Form of assessment: projectwork, labwork and final exam

Course description: The course offers an overview of modern enterprise information systems, and then introduces patterns and solutions in e-Business, relating mostly the business attitude toward using new ICT technologies. Lectures and case studies help students understand basic ideas, theories and methodologies. In the practicum period students work individually and in teams to investigate real world cases and to create analytical reports on learnt facts.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturers: Dr. Edit Bányai, PhD, assistant professor, edit@ktk.pte.hu,

Course title: **International Finance**

Language of instruction: English

Form of teaching: lecture

Form of assessment: assignment, midterm and final exam

Course description: Students taking this course should expect to study the nature and purposes of corporate financial management in an international context. They will gain skills in international investment and financing techniques and in exchange risk management, including accounting and taxation aspects. They will learn, through hands-on case studies and simulations, how to manage a global company's financing and investment decisions, including M&A and divestitures, and how to measure and manage the company's exposure to exchange rate and international interest rate risks. They will discover how companies use banks, markets such as the Eurobond and currency option markets, and techniques such as currency swaps, lease financing and specialized structured financing techniques. The course deals with the international practices of financial management, and presents how firms operate in the international financial environment. Special concern is given to multinationals.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Gyula Zeller, associate professor, gyzeller@ktk.pte.hu

Course title: **Knowledge Management in Decision Support Systems**

Language of instruction: English

Form of teaching: lecture

Form of assessment: assignments and final exam

Course description: The aim of the course is to give overview of the basic features of Decision Support Systems (DSS) and its fields of application. The course will enable students to deal with DSSs and evaluate their efficiency in a specific problem situation. Case studies are provided to illustrate core competencies necessary to treat management, financial, and marketing problems with DSS.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Katalin Dobrai, PhD, associate professor, dobrai@ktk.pte.hu

Course title: **Strategic Human Resource Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: assignment and final exam

Course description: Assuming a basic knowledge of HRM, this module discusses underlying principles and how they manifest themselves in practice and uncovers the different perspectives of the parties to the employment relationship.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Ásványi, Zsófia, assistant professor, asvanyizs@ktk.pte.hu.

Course title: **Service Marketing**

Language of instruction: English

Form of teaching: lecture

Form of assessment: coursework and final exam

Course description: This module introduces the student to the various aspects of service marketing and management with the principal objective of developing skills in the identification, analysis and solution of problems encountered in the area. The problems and opportunities in marketing decision-making in a service environment will be analysed. The course will cover the key elements of services marketing: product elements, promotion, communication, price and other user outlays, place and time. The course emphasizes the importance of the analysis of consumer behaviour in service encounters. The module examines the specifics of managing the service delivery process, balancing demand and productive capacity, managing physical environment and managing frontline staff who interact with customers. The strategies for improving service quality and the methods of managing customer relationships will be analysed.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Edit Bányai, PhD, associate professor, edit.banyai@ktk.pte.hu

Course title: **Advanced Operations Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: midterm and final exam

Course description: Operations management deals with the efficient utilization of resources to produce products and services. Operations play a crucial role in achieving business aims.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Hauck Zsuzsanna, assistant professor, hauckzs@tkk.pte.hu

MSC IN APPLIED MANAGEMENT YEAR II.

Course title: **Research Methods Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: assignment, midterm and final exam

Course description: The lectures present the students with a wide range of approaches to business research and their philosophical and methodological bases sufficient to be readily applicable to managerial problem-solving and a wide range of research projects, including thesis works.

Semester: Spring

Minimum number of students: 12

Class min. per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Dr. Tibor Kiss, PhD, CSc, associate professor, kisst@tkk.pte.hu

Course title: **Finance Cases**

Language of instruction: English

Form of teaching: lecture

Form of assessment: assignment, presentation, midterm and final exam

Course description: This course requires students to apply theories learnt in basic finance courses especially in the field of corporate finance. The course focuses on issues like financial statement analysis, ratio analysis, financing decisions of corporate operations, investment decisions by the company, management of short and long term operations and their financial aspects. The course is highly quantitative and challenging, requires students to solve problems independently and to refresh basic financial concepts.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min

Credits (ECTS): 7,5

Lecturer: Dr. Zsolt Bedő, Ph.D. assistant professor, zsoltbedo@tkk.pte.hu

Course title: **Small Business Management**

Language of instruction: English

Form of teaching: lecture, seminar

Form of assessment: group work, presentation and final exam

Course description: The course is designed to educate and train students covering diverse disciplines in special aspects of entrepreneurship, the entrepreneur and small business

management. Major focus is on the familiarisation of students with business start up and growth management. Moreover, the course provides a process to create, refine, and develop a new venture. Each group that consists of two students prepares and presents a business plan for a new venture that they propose to start.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturers: Dr. László Szerb, PhD, associate professor, szerb@ktk.pte.hu, Kia Golesorkhi, assistant lecturer, kia@ktk.pte.hu

Course title: **Strategic Management**

Language of instruction: English

Form of teaching: lecture (4 hours/week)

Form of assessment: coursework and final exam

Course description: Globalisation, extended European international co-operation, the expansion of West-European-Hungarian joint ventures, the appearance of multinational firms in Hungary, and the accession of Hungary to the European Union require new knowledge of corporate planning and strategic management. This course intends to serve and fulfil this demand.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Schmuck Roland, assistant lecturer, sroland@sroland.hu

Course title: **Change Management**

Language of instruction: English

Form of teaching: lecture

Form of assessment: coursework and final exam

Course description: On the basis of Organizational Behaviour and Human Resource Management subjects of the BABA Program there is a new area of management studies. Managing Change and Tr. within organizations requires special managerial knowledge and skills.

Semester: Fall

Minimum number of students: 12

Class hours per week: 2x90 min.

Credits (ECTS): 7,5

Lecturer: Schmuck Roland, assistant lecturer, sroland@sroland.hu

MSC in ENTERPRISE DEVELOPMENT AND ENTREPRENEURSHIP YEAR I

Course title: **APPLIED STATISTICS AND ECONOMETRICS**

Language of instruction: English

Form of teaching: lecture

Form of assessment: interim tests and final exam

Course description: Applied Statistics and Econometrics extends the modeling tools presented in prior statistics courses and focuses on the application and validation of models developed using real data in the context of entrepreneurship, economics, and marketing research. Business problems and decisions are always based on certain type and extent of data. That is why, a deeper understanding of the applied statistical methodology is essential. This course focuses on implementing data analysis techniques using a statistical software package (IBM SPSS) and interpreting the results in a decision-making environment. Emphasis is placed on understanding the limitations of modelling approaches, as well as the diversity of potential applications in business. The first aim is to introduce multivariate and econometric methods (such as regression analysis, two-way ANOVA, discriminant, cluster, correspondence, factor analysis, etc.) and their applications in applied statistics. The second one is to discuss philosophy, different interpretations and limitations of statistical and econometric methods.

Semester: Spring

Minimum number of students: 12

Class hours per week: 2x90

Credits (ECTS): 7,5

Lecturer: Mónika Tiszberger, assistant lecturer, tiszbergerm@ktk.pte.hu

Course title: **PRODUCT DEVELOPMENT**

Language of instruction: English

Form of teaching: lecture

Form of assessment: group work, case study analyses, midterm and final exam

Course description: Operations, marketing and finance functions often have to work together in a company, and product development is a typical area where these interfaces have an important role. The module deals with development of new product as well as improvement of already existing ones. Not only marketing aspects but also processes have to match the product which might be challenging. During the semester, students have the opportunity to see typical examples to be found in company case studies, and to meet professionals in the field.

Semester: Spring

Minimum number of students: 12

Class hours per week: 1x90 min

Credits (ECTS): 3

Lecturer: Hauck Zsuzsanna, assistant professor, hauckzs@ktk.pte.hu

Course title: **ENTREPRENEURIAL FINANCE**

Language of instruction: English

Form of teaching: lecture

Form of assessment:

Course description: On the course we examine how to raise funds for different phases in entrepreneurial growth. The course will navigate you through a wide range of financing forms, including crowdfunding, business angels, VCs, bank finance and the importance of financial flexibility. You will learn how to develop your own crowdfunding campaign on pecs.hubbub.net. Advanced valuation techniques will also be addressed to enhance your understanding of value creation. FinTech revolution will also be revealed for you so that you can think in terms of technological innovation available for entrepreneurs.

Semester: Spring

Minimum number of students:

Class hours per week: 1x90 min.

Credits (ECTS): 3

Lecturer: Dr. Mónika Kuti, Ph.D., assistant professor, kutim@tkk.pte.hu

Course title: **LEADERSHIP IN ENTREPRENEURSHIP**

Language of instruction: English

Form of teaching:

Form of assessment: Presentation, mid-term and final exam

Course description: Entrepreneurs regard themselves as natural leaders. They have leadership responsibilities from the start of their venture and these will just grow during the course of the development of business. To be able to lead with success entrepreneurs need more than instinct to guide their business and their people. This module aims at providing the research-based information to future entrepreneurs about how to handle this task. The students will have a comprehensive coverage of leadership theories and also will address those challenges that are part of the leader's everyday life: such as for example: Motivation, communication, conflict handling, negotiation, change management.

Semester: Spring

Minimum number of students:

Class hours per week: 2x90 min

Credits (ECTS): 7,5

Lecturer: Dr. Zsuzsanna Vitai, Ph.D., associate professor, vitai@tkk.pte.hu