

Tárgytematika / Course Description

Management Competencies

KGLM_VKTA005
Tárgyfelelős neve /
Teacher's name: dr. Konczosné dr. Szombathelyi Márta

Félév / Semester: 2017/18/2

Beszámolási forma /
Assesment: Folyamatos számonkérés

Tárgy heti óraszám /
Teaching hours(week): 0/0/0

Tárgy féléves óraszám /
Teaching hours(sem.): 15/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Aim of the subject is improving the managerial effectiveness. During the lectures and seminars the students learn about the theories and practice of management roles, tasks. The lectures consist of the basic and scientifically up-to-date theories, models, methods and empirical results regarding the topics of management, the basic theories of management by - approaches, the fundamental management approaches.

The accompanying seminars for practical exercises in management activities focus on the development of precise operative and practical knowledge of value based management as well as the development of social and managerial skills of the attendants.

TANTÁRGY TARTALMA / DESCRIPTION

1.hét	Management terms and theories; Aim of the Course; Introduce the Importance of Management skills; Identify Essential Management Skills; Explain the Learning Model for Developing Management Skills; Diagnostic survey
2.hét	Content and significance of the management competences. Opportunities for develop the competences. Work in team: Developing management matrix
3.hét	Managerial decisions: Planning and Organizing; Planning with Canvas system for SME
4.hét	Motivation theories and technics; supervising; Work in team: using Maslow pyramid as tool for managing a critical situation
5.hét	What makes a good manager? (knowledge, skills, attitudes, personal attributes and power); Factors of managerial competence. Excellence in management: examples from the world). Time management; Applying time-managing tools, time analyses, fight again the timewasting factors
6.hét	Organizational performance & managerial impacts: Managing corporate communication and corporate relations; Planning a PR campaign
7.hét	Managing reputation and image (product/service, brand, company, persons); Reputation measuring methods; Ranking (Global 500, Most admired companies of the world, ...)
8.hét	Managing crises; Case studies: tactics handling crises
9.hét	Cross-cultural management; Working in multicultural environment; Expatriates; Intercultural competencies
10.hét	Managing changes, strategic management, dealing with environmental factors; Group consultations: preparing the presentations of group work (Excellence in management: analysing good examples)

11.hét	Managerial styles; Discussion of the individual essay (Individual competency-self-analysis and developing plan)
12.hét	Corporate responsibility: good citizenship, CSR Presentation 1.
13.hét	Generation- and talentmanagement. Managing generational gaps. Presentation 2.
14.hét	Evaluation; Feedback

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Individual essay (Self-competency analysing) 30 points

Presentation the results of the team-project in groups (Excellence in management: analysing good examples) 30 points

Work during the seminars (individually, in pairs, in teams) 20 points

Test from the theoretical background: 20 points

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Whetten, David A. – Cameron Kim S. (2016): Developing Management Skills, Global Edition, 9/E, Pearson

Adekola, Abel – Sergi, Bruno, 2008. Global business management. Aldershot: Ashgate Publishing

Osterwalder, Alexander (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons Inc., Hoboken, New Jersey; Appleby,

R. C.: Modern Business Administration. Pitman Publishing, London, 1991.

Blanchard, K. H. et al. (2001), Management of Organisational Behavior: Leading Human Resources, Prentice Hall, Upper Saddle River, N.J.

Coombs, Timothy, W. (2014): Ongoing Crisis Communication. Planning, Managing, and Responding (Fourth Edition) SAGE Publications, Inc

Hofstede, Gert – Hofstede, Jan (2010): Cultures and Organizations: Software of the Mind, Third Edition. The Mc Grow Hill Co.

by Geert Hofstede (Author), Gert Jan Hofstede

Kotter, J. P. (1990): A force for change - How management differs from leadership, the free press, new York.

Schwenker, Burkhard - Spremann Klaus, 2009. Management between strategy and finance: The four seasons of business. SPRINGER: Berlin

Wilcox, Denis L. – Cameron, Glen T. (2006): Public Relations. Strategic and tactics. Pearson Inc.

Tench, Ralph – Yeomans, Liz (2009). Exploring public relations. Harlow: Financial Times Prentice Hall, 2nd ed.

Appleby, R. C.: Modern Business Administration. Pitman Publishing, London, 1991.

Blanchard, K. H. et al. (2001), Management of Organisational Behavior: Leading Human Resources, Prentice Hall, Upper Saddle River, N.J.

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