

Tárgytematika / Course Description

Management Competencies

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

Félév / Semester: 2020/21/1

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

Wee k	Lectures	Seminars
1.	Management and competencies: definitions, concepts and theories; Significance of the competencies	Tasks and expectations of the semester: examples and learning materials; Individual and group exercises, Project
I. Personal skills		
2.	Developing Self-Awareness (tolerance, EQ, ethic)	Special skill: Conducting Interviews Diagnostic Survey and key Completing managerial matrix table
3.	Managing Personal Stress; Well-being	Reports on managerial interviews – What does it make to be an effective manager?
4.	Solving Problems Analytically and Creatively	Creative technics
II. Interpersonal skills		
5.	Building Relationships by Communicating Supportively	Skills for effective communication. E. g. Negotiation technics; Managing Meetings; write reports
6.	Gaining Power and Influence	Special communication technics: Making Oral and Written Presentations

80-66 3

65-51 2

50-0 1

Plus scores are available with special tasks, such as conference participations, visiting lectures, trainings)

Participation in lessons is obligatory (in special cases 3 missing are verifiable)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Robbins, Stephen P. – DeCenzo, David A. – Coulter, Mary (2015): **Fundamentals of Management** (Essentials Concepts and Applications). 9th edition; PEARSON. Global Edition

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;

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.

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.