

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Egyéni esszé (Egyéni elemzés, kompetencia-mátrix és fejlesztési terv) 30 pont
 Csoportos projekt prezentációja (Kiválóság a menedzsmentben: jó példák elemzése) 30 pont
 Teszt, az előadásokon, a szakirodalmon és a gyakorlatokon alapulva) 20 pont
 Órai munkák (Folyamatos munka egyénileg, párban, csoportban) 20 pont

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Henczi Lajos - Zöllei Katalin (2007): Kompetenciamenedzsment. Perfekt Kiadó

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 McGraw 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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