

Tárgytematika / Course Description

Business Economics

KGNB_MMTA006

Tárgyfelelős neve /

Teacher's name: dr. Kurucz Attila

Félév / Semester: 2020/21/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The course introduces the student to the contemporary business world, the business of managing people in organizations, the principles of marketing, managing information, and financial issues.

The primary objective is to give the student an understanding of basic business principles. Global business, entrepreneurship, management, marketing, information technology, and financial management will be discussed. Another purpose of this course is to provide an opportunity for the student to learn first-hand about a business through the interview process.

TANTÁRGY TARTALMA / DESCRIPTION

| Week | Date | Lecture topic and choice of In-Class Exercises* (all exercises are listed; choose among them) | Chapter |
|------|------|--|---------|
| 1 | | Course introduction and overview | |
| | | The Local Business Environment | 1 |
| | | <i>For the online course, use:</i> | |
| | | <i>What do you know about business</i> | |
| | | <i>Scanning the environment</i> | |

| | | | |
|---|--|--|---|
| | | <i>Comparing economic systems</i> | |
| | | <i>Simulation: Supply and Demand</i> | |
| | | | |
| 2 | | Understanding Business Ethics and Social Responsibility | 2 |
| | | <i>For the online course, use:</i> | |
| | | <i>What's ethical in business?</i> | |
| | | <i>Ethical judgment making</i> | |
| | | <i>Can ethics be taught?</i> | |
| | | <i>Simulation: Ethics & Social Responsibility</i> | |
| | | | |
| 3 | | Understanding the Global Context of Business | 4 |
| | | <i>For the online course, use:</i> | |
| | | <i>Shoes in the global marketplace</i> | |
| | | <i>Assessing your own culture</i> | |
| | | <i>Simulation: Going Global</i> | |
| | | | |
| | | Business Plan Part 1 | |
| | | | |

| | | |
|---|---|---|
| 4 | Managing the Business | 5 |
| | <i>For the online course, use:</i> | |
| | <i>The management process</i> | |
| | <i>How do your goals stack up?</i> | |
| | <i>SWOT analysis</i> | |
| | <i>I can't believe this has happened!</i> | |
| | <i>Who creates corporate culture?</i> | |
| | <i>Simulation: Plan for Success</i> | |
| | | |
| 5 | Operations Management and Quality for Producing Goods and Services | 7 |
| | <i>For the online course, use:</i> | |
| | <i>Are you getting what you paid for?</i> | |
| | <i>Do you really have to be on time for that meeting in Cairo?</i> | |
| | <i>Simulation: Improving a Business</i> | |
| | | |
| | Business Plan Part 2 | |
| 6 | Employee Behavior and Motivation | 8 |
| | <i>For the online course, use:</i> | |

| | | | |
|---|--|--|----|
| | | <i>Balancing inducements and contributions</i> | |
| | | <i>What are you looking for in a job?</i> | |
| | | <i>Motivation in global firms</i> | |
| | | <i>Simulation: Team Management</i> | |
| | | | |
| 7 | | Human Resource Management and Labor Relations | 10 |
| | | <i>For the online course, use:</i> | |
| | | <i>Writing a job description</i> | |
| | | <i>Working with friends</i> | |
| | | <i>What motivates employees?</i> | |
| | | <i>Simulation: HR Management/Hiring a New Employee</i> | |
| | | | |
| | | Business Plan Part 3 | |
| | | | |
| 8 | | Marketing Processes and Consumer Behavior | 11 |
| | | <i>For the online course, use:</i> | |
| | | <i>Assessing the marketing environment</i> | |
| | | <i>Data mining</i> | |

| | | | |
|---|--|--|----|
| | | <i>Social networking and job seeking</i> | |
| | | <i>Never give a German a yellow rose</i> | |
| | | <i>Simulation: Product Development</i> | |
| | | | |
| 9 | | Developing and Pricing Products | 12 |
| | | <i>For the online course, use:</i> | |
| | | <i>Why do they charge more?</i> | |
| | | <i>Getting a stimulus boost with pricing</i> | |
| | | <i>Simulation: Pricing Strategies and Objectives</i> | |
| | | | |
| | | Distributing and Promoting Products | 13 |
| | | <i>For the online course, use:</i> | |
| | | <i>Why do they sell where they do?</i> | |
| | | <i>Getting a stimulus boost with promotion</i> | |
| | | <i>What's the best way to reach them?</i> | |
| | | | |
| | | TEST 2: Chapters 7–11 | |
| | | | |

| | | |
|----|--|----|
| 10 | Information Technology (IT) for Business | 14 |
| | <i>For the online course, use:</i> | |
| | <i>IT devices</i> | |
| | <i>CereProc and new products, especially for new markets</i> | |
| | <i>Is that ethical?</i> | |
| | <i>Simulation: Technology Direction</i> | |
| | | |
| 11 | The Role of Accountants and Accounting Information | 15 |
| | <i>For the online course, use:</i> | |
| | <i>Do you use accounting?</i> | |
| | <i>Interpreting financial statements</i> | |
| | <i>Annual reports</i> | |
| | <i>Choose an investment</i> | |
| | <i>Simulation: OBM & Financial Statements</i> | |
| | | |
| | Business Plan Part 5 | |
| | | |
| 12 | Understanding Money and the Role of Banking | 16 |

| | | | |
|----|--|---|----|
| | | <i>For the online course, use:</i> | |
| | | <i>How much would that be in, say, chocolate bars?</i> | |
| | | <i>Your check is not in the mail</i> | |
| | | <i>Simulation: Adapting to the Economic Environment</i> | |
| | | | |
| 13 | | Managing Business Finances | 17 |
| | | <i>For the online course, use:</i> | |
| | | <i>What should I buy?</i> | |
| | | <i>What's wrong with a little inside scoop?</i> | |
| | | <i>Simulation: Conducting a SWOT Analysis</i> | |
| | | | |
| | | TEST 3: Chapters 14–17 | |
| | | | |
| | | Business Plan Part 6 | |
| | | | |
| | | FINAL EXAM | |

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Students will complete test exams/one final examination, team exercises, or individual tasks like presentation or discussion questions.

GRADING POLICY

The student will be evaluated as follows:

| | |
|------------------------------|-----|
| Group and individual project | 50% |
| Final exam | 50% |

During the semester there are 2 tests, in which everyone has a chance to perform as a good level to gain the grade without the final examination.

Grading Scale:

5 excellent = 90–100

4 good = 80–89

3 average = 70–79

2 poor = 60–69

1 Very poor = Below 60

The students have to visit the seminars (only 2 missing allowed). Some of the tasks are compulsory, but there are some additional extra exercises to give a chance for motivated students to reach a better final grade.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Ebert and Griffin. *Business Essentials* 11e, Prentice Hall, 2017