

Tárgytematika / Course Description

Managing Enterprises

MENB_AVTA027

Tárgyfelelős neve /

Teacher's name: dr. Tell Imre

Félév / Semester: 2021/22/2

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

Aim of the course:

Nowadays, management is expected to fulfil the corporate mandate of an organization/company in a very complex and fast changing environment.

Through acquiring a relatively wide range of entrepreneurial and managerial knowledge, this Management Course gives participants the skills indispensable to succeed in business. Students will learn how organizations work, how to be a manager of a company, non-profit organization, government agency or own business. First of all, students need to get an insight view of management fundamentals (the key management issues), as well as gain knowledge and skills concerning the different types and possible forms of ventures/enterprises, in details, how to start - building- and keeping up – as well as - transforming businesses.

The course is focussed on both operational and strategic management. Beside the principles, this course provides also some tools concerning goal setting, planning, organizing, leading/directing, controlling i.e. decision making, risk taking and administration. Students learn how to reveal, identify and analyse factors influencing operation and development of (business) organizations – how to evaluate strategically and seize possibilities to keep an organization (a business) productive and profitable, hence competitive on long term.

TANTÁRGY TARTALMA / DESCRIPTION

Description (lectures and seminars):

1./ Introduction to Management

2./ Fundamentals of Management – functions, levels and branches

3./ Strategic and Operative management

4./ Entrepreneurship – starting, building- and keeping up businesses

5./ Entrepreneurship – legal forms of enterprises

6./ Principles of Planning and Decision making

7./ Principles of Organizing and Controlling

8./ Factors of Production -Types and Functioning of Resources

9./ Principles of Production Economics – Theory of Production

10./ Production functions, Cost concepts and interrelations

11./ Economic Efficiency Investigations - Optimum combinations

12./ Value Analysis/Value Engineering

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Assesment's method:

Following a successful completion of this course, participants should be able to analyse and discuss all aspects of making strategic and operative decisions (continuously) that are well established and needed:

- to organize and operate enterprises for production, service and marketing,
- to maximize returns from the enterprise – secure economic efficiency and profitability on long term,
- to deal with all challenges and opportunities arising from the natural-, social/political- and global/regional/local business environment.

Students will complete a final essay exam, team exercises, an online presentation, and discussion questions.

Grading scale:

5 excellent: 90-100%

4 good: 80-89%

3 average: 70-79%

2 poor: 55-69%

1 very poor: <55%

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Obligatory and suggested material:

Louis E. Boone – David L. Kurtz (1992): Management, McGraw-Hill Inc., Fourth Edition, ISBN0-07-540964-X

Material covered in lectures, handouts

R. D. Key – W. M. Edwards – P. A. Duffy (2016): Farm management, McGraw-Hill Education, Eighth International Edition, ISBN 978-981-4636-25-4

Peter L. Nuthall (2010): Farm Business Management, The Core Skills, CABI, 2010. ISBN: 1845937368, 9781845937362