

Tárgytematika

Management of Economic Systems

NGM_SV108_1

Tárgyfelelős neve: dr. Konczosné dr. Szombathelyi Márta

Félév: 2014/15/2

Beszámolási forma: Vizsga

Tárgy heti óraszám: 2/0/0

Tárgy féléves óraszám: 0/0/0

OKTATÁS CÉLJA

The Role of Course

The role of this facultative course is to gain skills in the areas and way of thinking of modern management and, furthermore, the extension of areas of applications of business English. Our purpose is to teach the management trends and skills of developed business world and, to follow-up the management tools of business development. We offer presentations and characteristics cases of modern management, in order to utilize the students' skills in the practice.

The Scope of Management of Economic Systems

The way of thinking and set of tools of modern management shows a very rapid extension as an effect of globalization, the informational society and electronic business. Parallely, an enrichment of chapters of classical management sciences occurs, by new contents. Following up the international literature, students will be able to acquire and apply the most modern management principles and practices. Our lectures and presentations are based on progressive updating of the international literature and, on own experiences, cases and presentations of opportunities of their practical applications.

TANTÁRGY TARTALMA

Curriculum of Course

| Period | Topics of lectures and readings weekly |
|----------------------|---|
| 1 st week | Introduction. Key Terms & Their Use; Corporate Governance |
| 2 nd week | The development of management theory/1. |
| 3 rd week | The development of management theory/2. |
| 4 th week | The development of management theory/3. |
| 5 th week | Firm success and its factors |
| 6 th week | Management in the practice |

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|-----------------------|---|
| 7 th week | Keys to a successful supervision |
| 8 th week | Basic leadership styles |
| 9 th week | How to Build a Power Base |
| 10 th week | Time Management |
| 11 th week | Career Planning |
| 12 th week | Development Prospects |
| 13 th week | Free topics: Motivation, Organisational culture |
| 14 th week | Free topics: Franchising, Knowledge management |

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE

Examination

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| Practical exercises in small teamwork (4X5 points) | 20 points |
| Presentation (article+manager, 2X10 points) | 20 points |
| Written examination, based on lectures, readings, presentations & consultations | 60 points |

KÖTELEZŐ IRODALOM

Readings:

Adekola, Abel – Sergi, Bruno, 2008. Global business management. Aldershot: Ashgate Publishing
 Varsányi, J. (2000-2002): Presentations to the Management Tools & Practice Course for Foreign Students Széchenyi István University, Győr, Hungary

Further selected parts & translations from the following sources:

Anderson, P.–Anderson, E. (2002): The New E-Commerce Intermediaries. MIT Sloan Management Review, Summer 2002. Vol. 43. Number 4. pp. 53-62.

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