

Tárgytematika / Course Description

Management of Economic Systems

NGM_SV108_1

Tárgyfelelős neve /

Teacher's name: dr. Konczosné dr. Szombathelyi Márta

Félév / Semester: 2015/16/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

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 / DESCRIPTION

Curriculum of the Course

Period

Topics of lectures and readings weekly

1st week

Introduction. Key Terms & Their Use; Corporate Governance

2nd week

The development of management theory/1.

3rd week

The development of management theory/2.

4th week

The development of management theory/3.

5th week

Firm success and its factors

6th week

Management in the practice

7th week

Keys to a successful supervision

8th week

Basic leadership styles

9th week

How to Build a Power Base

10th week

Time Management

11th week

Career Planning

12th week

Development Prospects

13th week

Free topics: Motivation, Organisational culture

14th week

Free topics: Franchising, Knowledge management

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Exam

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

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

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

Osterwalder, Alexander – Pigneur, Yves (2010): Business model generation: A handbook for visionaries, game changers and challengers. John Wiley and Sons: Hoboken. ISBN: 978 0 470 87641 1