

Tárgytematika / Course Description

Management of Economic Systems

NGM_SV108_1

Tárgyfelelős neve /

Teacher's name: dr. Lőre Vendel

Félév / Semester: 2016/17/2

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 this 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 the developed business world and, to follow-up the management tools of business development.

The subject consists of two main parts: in the first half of the semester we offer lectures, presentations, teamwork's and cases on the topics of planning, organization, control and leadership. In the second half of the semester a computer based business simulation game will be introduced.

TANTÁRGY TARTALMA / DESCRIPTION

Curriculum of the Course

Period	Topics of lectures and readings weekly
1 st week	Management Science: Theory and Practice
2 nd week	Functions of Management, Planning, Strategy creation
3 rd week	Organising
4 th week	Human Factor and Motivation
5 th week	Leadership and Group Decision Making
6 th week	The Process of Controlling
7 th week	Control Techniques & Global controlling
8 th week	Introduction of Business Simulation, main Business and Financial Relationships in the Simulation.
9 th week	Estimation of Market Demand and Marketing Decisions.
10 th week	Production, Contracting out, Costs and Business Strategy.
11 th week	Financial Decisions.

12 th week	Presentation on the results of Business Simulation
13 th week	Test as a final challenge (Attila Kurucz)
14 th week	Evaluation of course

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

- Results in the business simulation (individual task) –based on TSR of managed virtual company (Vendel Lőre) - 50 points
- Optional Challenges: Training Exercises, Business Cases, Presentation, Written Test (Attila Kurucz) - 70 points available (Expected points: 50)

Grade based on collected points during semester:

- below 60 points is poor (1)
- between 60-69 points is average(2)
- between 70-79 points is good(3)
- between 80-89 points is very good (4)
- between 90-100 points is excellent (5)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Readings:

- **P. G. Aquinas: Management Principles and Practice, Bharathiar University, 2007 7-170 pp.**
- **Teaching materials of business simulation, provided by CESIM**

Further selected parts & translations from the following sources:

- 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