

Tárgytematika / Course Description

Management competencies

NGM_VS101_1

Tárgyfelelős neve /**Teacher's name:** dr. Konczosné dr. Szombathelyi Márta **Félév / Semester:** 2016/17/1**Beszámolási forma /****Assesment:** Beszámoló (ötfokozatú)**Tárgy heti óraszám /****Teaching hours(week):** 2/2/0**Tárgy féléves óraszám /****Teaching hours(sem.):** 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Short content (annotation):

Aim of the subject is improving the managerial effectiveness. During the lectures and seminars the students learn about the theories and practice of management roles, tasks. The lectures consist of the basic and scientifically up-to-date theories, models, methods and empirical results regarding the topics of management, the basic theories of management by - approaches (Objectives, Delegation, Exception, Motivation), the fundamental management approaches by Peter Drucker, Henry Mintzberg, John P. Kotter.

The accompanying seminars for practical exercises in management activities focus on the development of precise operative and practical knowledge of value based management as well as the development of social and managerial skills of the attendants. It also takes into account and teaches aspects of personnel development.

TANTÁRGY TARTALMA / DESCRIPTION

Lectures**Seminars**

Management terms & theories

Work in team: Founding SME

Specific models of management

TQM, LEAN, strategic approach, ...

Managerial decisions. Planning, Organizing

Planning with Canvas system

Motivation theories and technics; supervising

Work in team: using Maslow pyramid as tool for managing a situation

What makes a good manager? (knowledge, skills, attitudes and competencies, power) Managerial styles

Factors of managerial competence. Excellence in management: examples from the world

Organizational performance & managerial impacts: Managing corporate communication and corporate relations

Planning a PR campaign

Managing reputation and image (product/service, brand, company, persons)

Reputation measuring methods; Ranking (Global 500, Most admired companies of the world, ...)

Managing crises

Case studies: tactics handling crises

Cross-cultural management

Working in multicultural environment; Expatriates; Intercultural competencies

Managing changes, dealing with environmental factors

Group consultations: preparing the presentations of group work (Excellence in management: analysing good examples)

Self-development: time management

Time-managing tools, time analyses, fight against the timewasting factors

Corporate responsibility: good citizenship, CSR

Presentation 2.

Talent management, creativity

Individual consultation: preparing the essay (What makes a good manager?)

Managing generational gaps

Presentation 3.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Assessment:

Individual essay (<i>What makes a good manager?</i>)	20 points
Presentation in groups (<i>Excellence in management: analysing good examples</i>)	30 points
Written examination, based on lectures, readings, presentations & consultations	50 points

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Required reading(s):

Whetten, David A. – Cameron Kim S. (2016): *Developing Management Skills*, Global Edition, 9/E, Pearson

Suggested readings:

Adekola, Abel – Sergi, Bruno, 2008. *Global business management*. Aldershot: Ashgate Publishing

Appleby, R. C.: *Modern Business Administration*. Pitman Publishing, London, 1991.

Blanchard, K. H. et al. (2001), *Management of Organisational Behavior: Leading Human Resources*, Prentice Hall, Upper Saddle River, N.J.

Coombs, Timothy, W. (2014): *Ongoing Crisis Communication. Planning, Managing, and Responding (Fourth Edition)* SAGE Publications, Inc

Hofstede, Gert – Hofstede, Jan (2010): Cultures and Organizations: Software of the Mind, Third Edition. The Mc Grow Hill Co.

by Geert Hofstede (Author), Gert Jan Hofstede

Kotter, J. P. (1990): A force for change - How management differs from leadership, the free press, new York.

Osterwalder, Alexander (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons Inc., Hoboken, New Jersey

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

Wilcox, Denis L. – Cameron, Glen T. (2006): Public Relations. Strategic and tactics. Pearson Inc.

Tench, Ralph – Yeomans, Liz (2009). Exploring public relations. Harlow: Financial Times Prentice Hall, 2nd ed.

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