

Tárgytematika / Course Description

Management competencies

NGM_VS101_1

Tárgyfelelős neve /
Teacher's name: dr. Konczosné dr. Szombathelyi Márta

Félév / Semester: 2017/18/2

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 and the fundamental management approaches.

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	Diagnostic survey for individual skills
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 Managerial competency matrix
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 for handling crises
Cross-cultural management	Working in multicultural environment; Expatriates; Intercultural competencies
Managing changes, dealing with environmental factors	<i>Group consultations: preparing the presentations of group work (Excellence in management: analysing good examples)</i>
Self-development: time management	Time-managing tools, time analyses, fight against the timewasting factors
Corporate responsibility: good citizenship, CSR	Presentation 2.
Talent management, creativity	<i>Individual consultation: preparing the essay (Personal competency analysis based on diagnostic survey and managerial competency matrix)</i>
Managing generational gaps	Presentation 3.; Evaluation and feedback

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Individual essay (Self-competency analysing and plan for development) 20 points
Presentation the results of the team-project in groups (Excellence in management) 30 points
Continuous work in the seminars (individually, in pairs, in teams) 20 points
Test from the theoretical background: 20 points

Participating up to one program of Talent Day

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Required reading(s):		
Whetten, David A. – Cameron Kim S. (2016): Developing Management Skills, Global Edition, 9/E, Pearson		
Suggested readings:		
<p>Adekola, Abel – Sergi, Bruno, 2008. Global business management. Aldershot: Ashgate Publishing</p> <p>Appleby, R. C.: Modern Business Administration. Pitman Publishing, London, 1991.</p> <p>Blanchard, K. H. et al. (2001), Management of Organisational Behavior: Leading Human Resources, Prentice Hall, Upper Saddle River, N.J.</p> <p>Coombs, Timothy, W. (2014): Ongoing Crisis Communication. Planning, Managing, and Responding (Fourth Edition) SAGE Publications, Inc</p> <p>Hofstede, Gert – Hofstede, Jan (2010): Cultures and Organizations: Software of the Mind, Third Edition. The Mc Grow Hill Co.</p> <p>by Geert Hofstede (Author), Gert Jan Hofstede</p> <p>Kotter, J. P. (1990): A force for change - How management differs from leadership, the free press, new York.</p> <p>Osterwalder, Alexander (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons Inc., Hoboken, New Jersey</p> <p>Schwenker, Burkhard - Spremann Klaus, 2009. Management between strategy and finance: The four seasons of business. SPRINGER: Berlin</p> <p>Wilcox, Denis L. – Cameron, Glen T. (2006): Public Relations. Strategic and tactics. Pearson Inc.</p> <p>Tench, Ralph – Yeomans, Liz (2009). Exploring public relations. Harlow: Financial Times Prentice Hall, 2nd ed.</p>		
Date: Győr, 2017. 12.01.	Signature: Márta Konczosné Szombathelyi, Dr PhD habil	