

ECTS GUIDE

**Széchenyi István University
Kautz Gyula Faculty of Economics**

History of our Faculty

Prior to Széchenyi István University's inception as a university economist training started in 1990, then later in 1992 a Bachelor degree programme was introduced. The economics training course was under the guidance of the Institute of Economics, which was established in 1991. Later in 1993 it became the Faculty of Economics. Dr. József Kupcsik a university professor was the person responsible for the content and organizational structure of the economist training (BSc). He was the director of both the Institute and the Faculty of Economics until 1996.

In 1996 Prof. Dr. József Veress a university professor followed József Kupcsik, his most important task was to create the Master's programme in Economics. Széchenyi István College was the first business school where the Minister of Public Education -with the assistance of the Accreditation Committee and the Scientific Council of Higher Education- gave permission to start the Master's programme in economics from 1st September 1998. This was established as a supplementary training course at the time. Since autumn of 2001 full time students have gained admission to a five-year that is ten-semester programme. The four year International Relations (BSc) training course started in 1999 while the seven-semester International Communication (BSc) training course began in 2002. In the meantime all types of courses are now offered at the Bachelor through to the Master's level and in distance-correspondence, specialised further training and currently in e-learning distance learning. Due to the changing demands the number of training courses has increased and the content has been modernised.

On 1st January 2002 Széchenyi István College was granted the rank of university. On this particular occasion two faculties – the Faculty of Engineering Sciences and the Faculty of Law and Economics - were formed. The Faculty of Economics has become one of the institutes of the Faculty of Law and Economics. Dr. János Rechnitzer a university professor followed Prof. Dr. Veress József in the Dean's chair. He is responsible for the accreditation of the Doctoral School, four Bachelor and three Master's courses as well as the faculty's independence.

In 2004 the Multidisciplinary Doctoral School for Social Sciences was launched, entitled 'Economics, Law, Regionalism and Society for the integration of Central Europe'. The Doctoral School and its research programme focus on researching the direction of future cooperation in the Central-European region and the factors, which stimulate or impede them. On 1st September 2008 the Faculty of Law left the doctoral programme, so the Doctoral School of Regional and Economic Sciences has been operating in the faculty in its own right.

Four new Bachelor courses started in 2006 these are Business Administration and Management a (in full-time and distance learning), Trade and Marketing, Public Administration Management, and International Studies. As for the latter three these are offered in full-time and correspondence types of programmes.

The faculty started three Master's courses in 2008 these are Regional and Environmental Economic Studies, International Economics and Business Studies, and Marketing and one in 2009 this is Management-organization. All of them are available as full time and correspondence courses. The Marketing course has been offered also in English since September 2009.

The European Credit Transfer System will be introduced and used in all Bachelor and Master's courses from 2009.

From 1st January 2008 the Faculty of Law and Economics operate as two separate faculties. Kautz Gyula Faculty of Economics, which is responsible for education in economics, consists of six departments: Department of Marketing and Management, Department of International Communication, Department of International Studies, Department of Regional Studies and Public Policy and the Center of Foreign Languages.

After Prof. Dr. János Rechnitzer was elected as to the position of Vice Rector, Dr. Katalin Solt was the temporary Dean of the Faculty.

Prof.Dr. László Józsa a university professor is the elected Dean of the faculty from 1st January 2008.

Previous leaders of our faculty

Prof. Dr. József Kupcsik
(1931-2006)
Director of the Institute 1991-1996





Prof. Dr. József Veress
Director of the Faculty 1996-2001
Dean 1st January 2002 – 30th June 2002

Prof. Dr. János Rechnitzer
Dean 1st July 2002 – 15th September 2008

Dr. Katalin Solt
Director of the Institute 2002-2006
Temporary Dean 16th September 2008 – 31st December 2008

Structure of the Faculty

Management

	<p><i>Prof. Dr. László Józsa</i> <i>Professor, Dean</i> <i>jozsal@sze.hu</i></p>
	<p><i>Prof. Dr. Péter Róbert</i> <i>Professor, Vice-dean of</i> <i>Scientific and International Cases</i> <i>robert@tarki.hu</i></p>
	<p><i>Dr. Ilona Papp</i> <i>Associate professor, Vice-dean of</i> <i>External Cases</i> <i>pappi@sze.hu</i></p>
	<p><i>Dr. Éva Szalka</i> <i>Associate professor, Vice-dean of</i> <i>Accreditation and Education</i> <i>szeva@sze.hu</i></p>





Departments and Research Groups

The faculty has 6 departments, the structure is the following:

- Department of Economic Analyses,
- Department of International Communication,
- Department of International and Theoretical Economics,
- Department of Regional Studies and Public Policy,
- Department of Marketing and Management,
- Center of Foreign Language.

Department of Economic Analyses

The department has been operating since 1st April 2010. The DEA is in charge of providing the BSc management and economic courses. The department is also in charge of teaching the fundamental subjects of the BSc courses of applied economic sciences, statistics and accountancy. The most significant objectives of the research work of the department are as follows: Analyses of corporate capital structure and capital budget, corporate financial issues, corporate evaluation, risk analyses, tax policy impact on small enterprises, capital structure and risk management of small enterprises.

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	<p>Dr. Árpád Kiss Senior university lecturer akiss@sze.hu</p>
	<p>Dr. Gábor Kovács Senior university lecturer kovacs@sze.hu</p>

	<p>Dr. Judit Koltai Senior university lecturer koltaj@sze.hu</p>
	<p>Dr. Valéria Limpók Senior university lecturer limpok@sze.hu</p>
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	<p>Zsuzsa Stion Junior university lecturer stionzs@sze.hu</p>
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Department of Marketing and Management

The Department was formed on 1 September 2006 with the broadening profile of the former Management Department, and with the integration of the accounting group as a result of the division of the Department of Finance and Accounting. The aim of the Department is to deepen business knowledge, in particular the basic characteristics of comprehensive marketing and management, parallel to developing specific knowledge and hands-on training. The Department is responsible for the Enterprise Management specialization belonging to the three-year Business Administration course and for the Marketing specialization attached to the five-year BA course. These traditional courses are being discontinued. The Department oversees the Trade and Marketing BSc course and the Marketing Master's course, the latter in Hungarian and English. Research is conducted with the inclusion of PhD students in the fields

of marketing and management. The staff frequently contribute to conferences and publications, and develop extensive international relations.

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Department of International Communication (NKT)

The Department was established on 1 September 2006 after the division of the former Department of Foreign Languages and Communication. Its educational task is the teaching of compulsory communicational subjects in five foreign languages in International Studies BA and International Administration BA courses. It also provides lectures in Hungarian in the field of culture. The Department offers optional foreign-language subjects for all courses of the Kautz Gyula Faculty of Economics. Research topics are connected to organizational and cross-cultural communication. The staff is involved in substantial publication work and participates in many national and international conferences. The Department is responsible for the traditional courses of International Communication and International Relations, which are being discontinued.

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Department of International and Theoretical Economics

The former Departments of International Studies and Department of Economic Sciences have been merged into one on 1st April 2010. The new department has been designed to provide the majors of economic sciences and management BSc courses, and the international management and international economics and management. The main profile of the department is to be opened for the phenomenon of the world economy and to connect the local Hungarian issues representing a small international dimension to worldwide international disciplines of the world economy focusing on the European Union meanwhile fundamental, theoretical disciplines are also to be included international practical significance.

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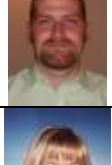

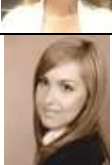


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Department of Regional Science and Public Policy

The Department was established on 1 January 2006 by the merging of the former Statistics, Social Sciences and Urban Economics departments. It spans three large scientific areas and five professions, since statisticians, philosophers, political scientists, sociologists, and

economists dealing with regional science all work in the Department. Mostly individual research work is done here, which deals with the dimensions of local politics, the political effects of media, the changes in the middle-class lifestyle, the methods of regional analysis, and the issues of regional policy and economics. Research also looks at the financial correlations of the management of self-governments, and the institutional framework of borderland cooperation. In the future efforts will be made to join certain elements of these diverse research topics. The Department is responsible for the Urban Economics specialization belonging to the traditional course in Economics. It oversees the Public Services BA course and the Master's course in Regional and Environmental Economics.

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Center for Foreign Language Training

The center was formed on 1 September 2006 after the division of the former Department of Foreign Languages and Communication. Its primary mission is to satisfy the language learning needs of the students at a high-standard. Besides the general exit requirement – ITK language exam – the Center provides opportunity for students of all Faculties to attend training courses, and take special exams in English and German.

The Center offers the following language services:

- courses for general and special (technical) language exams (ITK, OECONOM, BME PROFEX),
- optional language courses,
- organization and management of language exams available at the university,
- translation and interpretation.

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Information Society Training and Research Group (ITOK)

The aim of the Research Group is to pursue independent, interdisciplinary research at a high- (in some cases global-) standard as part of the national ITOK network, in the different fields of Information Society (the trends of the IT revolution, its social, economic, cultural, and political effects). The Research Group aims to utilize the results of the research work and provide scientific, economic, and human answers alike. ITOK, through its research, would like to contribute to develop and apply a more human technology, and help increase the awareness of issues concerning information society. It also offers project-organizing and consulting services, besides its research role.

Research Center for Aquatic Environment Technologies and Strategic Services

The Center focuses its activities on the multidisciplinary analysis and organization of the innovation management of strategic services, especially that of water technologies. The Center serves as an organizational frame for multidisciplinary research in innovation strategies, and non-objectified resources.

Empirical research in the following main research fields are ongoing inside the Center:

- technological management in the field of innovation,
- techno-management in strategy,
- special fields of innovation management.

Research Center for Central and Eastern Europe and the Balkans

The Objective of the Center

The Research Center for Central and Eastern Europe and the Balkans is an independent research unit operating inside the Kautz Gyula Faculty of Economics. The Center takes part in the activities of the Doctoral School of Regional and Economic Sciences and also contributes to the research work of the Hungarian Academy of Sciences Center for Regional Studies West-Hungarian Research Institute.

Its research activity is circumscribed in an interdisciplinary way, generally approaching from the direction of social sciences – economics, geography, political science, geopolitics – towards a geographically defined area, the states within, the group of states, and the regional units below the state.

Besides the study of the definitive „Central and Eastern Europe” and the „Balkans”, it takes into consideration the relations of the region, therefore the geographical boundaries of acquiring knowledge are extended to all of Eastern Europe as well. The Center lays down the direction of the research, so that it assists the development and the deepening of the research work in the Doctoral School and the Faculty as well. It pays special attention to the students of the Doctoral School, it facilitates their scientific progress by involving them in research projects and in the implementation of other activities, and passes on to them relevant information and contacts. The center aims to closely work together with the Master’s programs, namely International Economy and Management, and Regional and Environmental Economics.

Doctoral School of Regional- and Economic Sciences

The objectives of the School

The School and its related research programme aim to unravel the regional structure of the Central- and Eastern-European area, its present and future co-operational trends, and the factors inspiring and hampering them. We examine the embedding of economic, social and institutional relationships of the macro region, because the more powerful the need for interdependence of the different participants of the society are, the more vivid their future co-operations can be, and they can achieve permanent success, which can enhance European integration as well. The dimension of the co-operation is the appearance and extension of relationships at the regional level. So it is necessary to carry out research in the present and future regional co-operations, their differences, and the economic factors shaping them. However, all of these factors can only become stable in an institutional context, thus the study and contrast of national, regional and communal organisations is indispensable. Moreover, it is essential to study economic units, their behaviour and appearance in the market, and also the management and operation of corporate organisations.

The spirit of the location influences the educational-research programme. Nowadays we can detect that the economic area that is shaping in the Vienna – Bratislava – Győr triangle is becoming one of the future innovation intersections of the Central- and Eastern European macro region. The relationships we gradually identify, either at different levels of enterprises or the society, or in the regional structure, can be exemplary for the future co-operation and development of the macro-region.

In our research concept we are making an effort to intensify the relationship between regional sciences and economics. We try to call attention to the economic context in the regional dimension, whereas to the regional aspects in the economy-oriented analysis. The inseparable relationship of space and economy is present in the education programme, in the topic and in the students' research work.

In the research programmes we use the methods and analysing procedures of regional sciences. In the education we emphasise the regional dimension within the analysis of social sciences, but we do not want to neglect the aspects of the analysis of economic sciences, considering marketing and the management and organisation of economic units.

When compiling the education programme, our aim is to introduce the theoretical and methodological systems of the two disciplines, to emphasise the relationship between them, and to inspire the acquisition of a multidisciplinary approach and thinking.

The educational and the professional support are enhanced by significant professional workshops of national and Central- and Eastern-European regional research, conducted by the West Hungarian Research Institute of the MTA RKK (Hungarian Academy of Sciences, Centre for Regional Studies, founded in 1986), which is integrally related to the university. The co-operation with the research institute (contract enclosed) makes it possible to make use of the professional capacity and the special infrastructure for the programme as its library of books for professionals, document assembly and other types of databases, analysing software and diversified professional relationships together with the possibility of joining the research programmes all allow useful and creative sources for the research programmes. The researchers of the Institute have already been taking part in the programme (education, supervising), and there has been common research together with the Faculty in which the students of the School have actively participated.

Operational frames and results up to now

From the three Doctoral Schools operating at Széchenyi István University, it was the Doctoral School of Regional- and Economical Sciences (its predecessor was the Doctoral School of Multidisciplinary Social Sciences), which started working the earliest. Széchenyi István University founded the Doctoral School of Multidisciplinary Social Sciences (henceforth: School) in 2003 (license of the Hungarian Accreditation Committee (HAC): order no. 2003/7/II./1./) in two disciplines: in economic- and management sciences, and in political sciences and jurisprudence. The foundation of the School was justified by the fact that at that time the two disciplines were operating in one faculty (Faculty of Legal- and Economic Sciences), and thus we could work out a research programme in which the intensive co-operation of economic sciences and jurisprudence could have been realized. When the Faculty decoupled on 1 January 2007, and the legal studies strengthened, there was an occasion for an initiative to establish a separate doctoral school of political sciences and jurisprudence (it started its operation on 1 September 2008) and to preserve and renew it from the side of regional sciences establishing the doctoral training of economic- and management sciences.

The aim of the School is to keep the values of this professional workshop, and to further strengthen the regional elements, which appeared instead of the legal directions and have earlier been given great emphasis. Moreover, it aims at inspiring the more definite co-operation with economic- and management research. The continuous co-operation between the two disciplines is justified by the fact that 28 % of the research topics to be worked out (planned dissertation topics) are connected to regional sciences, 55 % to the economic- and management sciences, and 17 % of these latter ones mutually concern the two disciplines. It can be seen that these two disciplines are dominant in the research area of the School, thus successfulness and co-operation are durably and continuously guaranteed.

Head of the Doctoral School:
Prof. Dr. Rechnitzer János
University professor, vice rector
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Courses of the Faculty

Presently the following courses are available:

BSc level

- Business Administration and management,
- Commerce and marketing,
- Public services,
- International relations.

MSc level

- Regional and environmental economic studies,
- Marketing – **also in English**,
- International economy and business,
- Management and leadership,
- Logistics management

BA in Business Administration and Management

Type of Programme: full time and correspondence (e-learning)

Secondary School Final Exam Requirements: two subjects are to be chosen out of the following: Economic, Mathematics, History, a foreign language, a preparatory business subject, Basic Studies in Economics, Marketing or Basic Studies in Catering and Tourism.

Course Duration: 7 semesters

Number of Credits Required: 180 credits for theory plus 30 credits for a continual 12-week internship

Academic Qualification: BA in Management and Business Administration

From the new basic courses in economic studies, which was very popular among students, is included the Management and Business course.

The emphasis is very much on mastering the basic knowledge of management. In this way, the graduates will be able to plan, analyze, organize and manage different business organizations and enterprises.

Full time students can improve their knowledge in three specialisations.

Specialisation in Controlling

The students with this specialisation learn how to apply the widely used office software packages for the computing background to control SMEs professionally. They get acquainted with the basics of financial and cost controlling; the characteristics of special fields of controlling (human controlling, logistics controlling); the relationships of companies with the money and capital markets; the methods of how to assess and plan companies, as well as, analyse the market. They also study about sustainability and corporate responsibility.

Specialisation in Financial Management

This specialisation aims to make students acquire the theoretical and essential practical knowledge for the financial management of companies. The training focuses, first of all, on how to solve the financial tasks of SMEs.

Specialisation in International Management

This specialisation aims to train professionals who will be able to work independently in preparing decisions for international corporations. Students get acquainted with the fundamental relationships of international trade, the special theories of how to manage international corporations, the characteristics of how companies operate within the economic system of the EU, and they also get insight into the special tasks of corporations.

The correspondence course offers a specialisation in Finance.

Requirements for the degree: state-accredited intermediate level language exam "C" or state-accredited advanced level language exam "C" in English, German, Italian, French, Spanish or Russian.

The duration of the internship is one semester. The aim of the internship is to learn about a company or institution, its operation and business environment. In addition, students have the opportunity to collect material for their thesis.

Curriculum

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGB_SZ003_1	Informatics I.	4	2+2	1
NGB_JE002_1	Legal Studies	3	2+0	1
NGB_MA009_1	Mathematics I.	5	2+2	1
NGB_AK005_1	Microeconomics	5	2+2	1
NGB_AK024_1	Proseminar	3	0+2	1
NGB_RT002_1	Statistics I.	5	2+2	1
NGB_SV005_1	Business Economics	5	2+2	1
NGB_SZ003_2	Informatics II.	4	2+2	2
NGB_AK006_1	Macroeconomics	5	2+2	2
NGB_MA009_2	Mathematics II.	5	2+2	2
NGB_RT002_2	Statistics II.	5	2+2	2
NGB_SV006_1	Accountancy I.	5	2+2	2
NGB_SV008_1	Marketing	5	2+2	3
NGB_SV009_1	Management	5	2+2	3
NGB_AK008_1	International Economics	3	2+0	3
NGB_RT005_1	Operationresearch	3	2+2	3
NGB_AK010_1	Finance I.	5	2+2	3
NGB_SV006_2	Accountancy II.	4	2+2	3
NGB_SV015_1	Human Resources Management	5	2+2	4
NGB_VG008_1	EU Studys	3	2+0	4
NGB_KA007_1	Hungarian Corporate Law	3	3+0	4
NGB_AK010_2	Finance II.	5	2+2	4
NGB_SV006_3	Accountancy III.	4	2+2	4
NGB_AK016_1	Corporate Finance	5	2+2	4
NGB_SV019_1	Organization Department	3	2+0	5
NGB_SV018_1	Production Management	5	2+2	5
NGB_AK020_1	Controlling	5	2+2	6
NGB_SV021_1	Project Management	3	2+0	6
NGB_SV020_1	Strategic Management	5	2+2	6
NGB_AK023_1	Thesis	2	0+2	6

Specialisation in Financial Management

NGB_AK038_1	SMEs Financing	3	0+2	5
NGB_AK031_1	Risk Management and Insurance	5	2+2	5
NGB_AK032_1	Financial Services	5	2+2	5
NGB_SV031_1	Tax Study	5	4+0	6
NGB_AK070_1	Financial Management	5	4+0	6
NGB_SV044_1	Business Planning	5	2+2	6

Specialisation in Controlling

NGB_AK066_1	Computer Analysing Techniques	4	0+4	5
NGB_AK029_1	Market Theories	3	2+0	5
NGB_AK067_1	Taxes and Contributions	3	2+0	5
NGB_AK071_1	Fundamental Analyses	3	2+0	5
NGB_AK027_1	Environmental Management	5	4+0	6
NGB_AK021_2	Controlling II.	5	2+2	6
NGB_AK068_1	Corporate Financial and Capital Market Relations	3	2+0	6
NGB_AK069_1	Complex Corporate Projection	3	2+0	6

Specialisation in International Management

NGB_VG022_1	External Trade of Hungary	3	2+0	5
NGB_VG021_1	Hungary and the EU	5	4+0	5
NGB_VG023_1	Transnational Corporations	5	4+0	5
NGB_AK057_1	Principles of Comparative Taxation	3	2+0	3
NGB_AK072_1	Corporate Cultures	4	0+4	6
NGB_LO011_1	Logistics	3	2+0	6
NGB_VG014_1	Technics of External Trade	5	2+2	6

Optional subjects (Social Sciences)

NGB_RT003_1	Economy Geography	3	2+0	Autumn/spring
NGB_VG001_1	History of Economy	3	2+0	autumn
NGB_TT003_1	Politology	3	2+0	Autumn/spring
NGB_TT005_1	Sociology	3	2+0	Autumn/spring
NGB_MA015_1	Mathematics 0	3	0+2	Autumn/spring

Optional subjects

NGB_AK013_1	Economy Politics	3	2+0	Autumn/spring
NGB_AK012_1	Economics of Environment	3	2+0	Autumn/spring
NGB_RT004_1	Regional Economics	3	2+0	Autumn/spring

Free optional subjects

NGB_IT015_1	Style Practice I.	5	4+0	Autumn/spring
NGB_IT015_2	Style Practice II.	5	4+0	Autumn/spring
NGB_IT016_1	Managerial Communication (in a Foreign Language)	5	4+0	Autumn/spring
NGB_IT011_1	Preparation for Business Language Exam I. 1st Language	5	4+0	Autumn/spring
NGB_IT011_2	Preparation for Business Language Exam II. 1st Language	5	4+0	Autumn/spring
NGB_IT017_1	Business Negotiations (in a Foreign Language)	5	4+0	Autumn/spring
NGB_MA016_1	Mathematics III.	5	2+2	Autumn/spring

Compulsory subjects (Physical training)

NGB_TS001	Physical training I.-IV.	0		
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BA in Commerce and Marketing

Type of Programme: Courses: full time and correspondence

Secondary School Final Exam Requirements: two subjects are to be chosen out of the following: Economic Studies, Mathematics, History, a foreign language or a preparatory business subject, such as Basic Studies in Economics, Marketing or Basic Studies in Catering and Tourism.

Course duration: 7 semesters

Number of Credits Required: 180 credits theory plus 30 credits for a continual 12 week internship

Academic Qualification: BA in Trade and Marketing

The course gives special knowledge to students who will be able to purchase and sell different goods as well as to organize and manage small and medium size enterprises.

Special emphasis is put on acquiring the proper knowledge of the characteristics of how business companies operate. Graduates will be able to make decisions and solve problems in certain areas of these businesses.

The course offers two specialisations: in the Marketing Analysis Specialisation students will master the techniques of market analysis, its devices and methods, in the Trade Organizer Specialisation students will master the characteristics of business companies and get basic knowledge in different fields of business activities.

Requirements for the degree: state-accredited intermediate business language certificate type "C" or a state-accredited advanced level language certificate type "C" in English, German, Italian, French, Spanish or Russian.

The duration of the internship is one semester. The aim of the internship is to learn about a company or institution, its operation and business environment. In addition, students have the opportunity to collect material for their theses.

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGB_SZ003_1	Informatics I.	4	2+2	1
NGB_JE002_1	Legal Studies	3	2+0	1
NGB_MA009_1	Mathematics I.	5	2+2	1
NGB_AK005_1	Microeconomics	5	2+2	1
NGB_AK024_1	Proseminar	3	0+2	1
NGB_RT002_1	Statistics I.	5	2+2	1
NGB_SV005_1	Business Economics	5	2+2	1
NGB_SZ003_2	Informatics II.	4	2+2	2
NGB_AK006_1	Macroeconomics	5	2+2	2
NGB_MA009_2	Mathematics II.	5	2+2	2
NGB_RT002_2	Statistics II.	5	2+2	2
NGB_SV006_1	Accountancy I.	5	2+2	2
NGB_SV008_1	Marketing	5	2+2	3
NGB_SV009_1	Management	5	2+2	3
NGB_AK008_1	International Economics	3	2+0	3
NGB_RT005_1	Operationresearch	3	2+2	3
NGB_AK010_1	Finance I.	5	2+2	3
NGB_SV006_2	Accountancy II.	4	2+2	3
NGB_VG008_1	EU Studys	3	2+0	4

NGB_KA007_1	Hungarian Corporate Law	3	3+0	4
NGB_SV012_1	Marketing Research	5	2+2	4
NGB_SV017_1	International Marketing	5	2+2	4
NGB_AK010_2	Finances II.	5	2+2	4
NGB_SV016_1	Product and Price Policies	4	2+2	4
NGB_SV028_1	Economy of Trade Concerns	3	2+0	5
NGB_SV026_1	Marketing Communication I.	5	2+2	5
NGB_SV024_1	Marketing Methods	2	2+0	6
NGB_SV022_1	Consumer Behaviour	5	2+2	6
NGB_LO011_1	Logistics	3	2+0	6
NGB_SV025_1	Thesis	2	0+2	6
NGB_SV023_1	Service Marketing	3	2+0	6

Specialisation in Trade Organizer

NGB_SV035_1	Organization and Analysis of Trade	5	2+2	5
NGB_AK031_1	Risk Management and Insurance	5	2+2	5
NGB_KA008_1	Hungarian and International Commercial Law	3	2+0	5
NGB_LO013_1	Customs and Transportation	4	2+2	5
NGB_AK021_1	Controlling	4	2+2	6
NGB_VG015_1	Technics of External Trade	5	2+2	6

Specialisation in Marketing Analyses

NGB_SV033_1	B2B Marketing	4	2+2	5
NGB_SV036_1	Media Idea and Economy	5	2+2	5
NGB_SV034_1	Non-Profit and SME's Marketing	5	2+2	5
NGB_SV032_1	PR	3	2+0	5
NGB_AK021_1	Controlling	4	2+2	6
NGB_SV026_2	Marketing Communication II.	5	2+2	6

Optional subjects

NGB_AK012_1	Economics of Environment	3	2+0	Autumn/spring
NGB_AK013_1	Economy Politics	3	2+0	Autumn/spring
NGB_RT004_1	Regional Economics	3	2+0	Autumn/spring
NGB_MA015_1	Mathematics 0	3	0+2	Autumn/spring

Free optional subjects

NGB_IT011_1	Preparation for Business Language Exam I. 1st Language	5	4+0	Autumn/spring
NGB_IT011_2	Preparation for Business Language Exam II. 1st Language	5	4+0	Autumn/spring
NGB_IT015_1	Style Practice I.	5	4+0	Autumn/spring
NGB_IT015_2	Style Practice II.	5	4+0	Autumn/spring
NGB_IT016_1	Managerial Communication (in a Foreign Language)	5	4+0	Autumn/spring
NGB_IT017_1	Business Negotiations (in a Foreign Language)	5	4+0	Autumn/spring
NGB_MA016_1	Mathematics III.	5	2+2	Autumn/spring
NGB_VG028_1	European International Conflicts	5	2+0	Autumn/spring

Optional subjects (Social Sciences)

NGB_RT003_1	Economy Geography	3	2+0	Autumn/spring
NGB_VG001_1	History of Economy	3	2+0	autumn
NGB_TT003_1	Politology	3	2+0	Autumn/spring

NGB_TT005_1	Sociology	3	2+0	Autumn/spring
NGB_RT035_1	Non-Profit Economics	3	2+0	spring

Compulsory subjects (Physical training)

NGB_TS001	Physical training I.-IV.	0
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BA in International Relations

Courses: full time and correspondence

Secondary School Requirements of final exam: two subjects are to be chosen out of the followings: Hungarian or Mathematics, Social Studies, History, or a foreign language such as English, French, German, Italian, Russian or Spanish.

Course duration: 6 semesters

Number of credits: 180 credits

Academic Qualification: International Relations Expert

The labour market is expecting a lot of experts with a wide knowledge of the international issues, as well as of the European Union and very good language skills. This course is to offer the students an opportunity to gain these competences. The name of the course adjusts to current international trends.

Special emphasis is put on developing and improving communication skills, as well as the ability to give presentations and especially, to acquire the most appropriate written and oral language accuracy. The course makes it possible for students to attend electives presented in a foreign language and to prepare for a successful business language examination.

Prerequisites for obtaining the degree: two intermediate accredited type”C” in English, German, French, Italian, Spanish or Russian.

The students will attend a four-week internship in order to deepen their knowledge on business issues and collect material for their theses.

Curriculum

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGB_SZ003_1	Informatics I.	4	2+2	1
NGB_IT004_1	Intercultural Communication 1st.Language	2	0+2	1
NGB_JE006_1	Basic Knowledge in Law	3	2+0	1
NGB_IT007_1	Language and Style Practice I. 2nd Language	4	0+4	1
NGB_RT018_1	Politology	6	4+0	1
NGB_AK024_1	Proseminar	3	0+2	1
NGB_TT005_1	Sociology	2	2+0	1
NGB_VG017_1	Modern Contemporary History	6	4+0	1
NGB_VG003_1	History of European Integrations	3	2+0	2
NGB_KJ003_1	Introduction to the Administrative Law	4	3+0	2
NGB_VG002_1	History of 20th.Hungary	5	3+0	2
NGB_VG024_1	History of International Attachs 1945-1990	3	2+0	2
NGB_IT026_1	Business Negotiations I.	4	0+4	2
NGB_IT007_2	Language and Style Practice II. 2nd Language	4	0+4	2
NGB_VG004_1	Comparative Civilization Studys	3	2+0	2
NGB_RT002_1	Statistics I.	5	2+2	2
NGB_VG030_1	The Operation of the EU	3	2+0	3
NGB_RT003_1	Economy Geography	2	2+0	3
NGB_IT005_1	Intercultural Communication 2nd.Language	2	0+2	3
NGB_AK005_1	Microeconomics	5	2+2	3
NGB_NJ008_1	Basics of the International Law	3	2+0	3
NGB_JE010_1	Theory of International Politics	3	2+0	3
NGB_VG007_1	International Protocol and Etiquette	2	2+0	3
NGB_VG006_1	International Organizations and Union Institutes	3	2+0	3

NGB_IT026_2	Business Negotiations II.	4	0+4	3
NGB_VG010_1	EU Common and Community Politics	3	2+0	4
NGB_NJ004_1	Public Law and Policy of the EU	3	2+0	4
NGB_RT038_1	Political Geography	2	2+0	4
NGB_VG009_1	Geo Politics	3	2+0	4
NGB_AK006_1	Macroeconomics	5	2+2	4
NGB_NJ005_1	Law of International Economic Relations	3	2+0	4
NGB_VG011_1	Global Economics	5	2+2	4
NGB_NK004_1	Areas of Communication	2	2+0	5
NGB_AK058_1	Introduction to Financial Affairs	4	4+0	5
NGB_AK013_1	Economy Politics	3	2+0	5
NGB_RT009_1	Regional Politics, Regional Society	3	2+0	5
NGB_SV008_1	Regional Politics, Regional Society	5	2+2	5
NGB_SV005_1	Business Economics	5	2+2	5
NGB_VG012_1	Asia-Studies	3	2+0	6
NGB_AK012_1	Economics of Environment	3	2+0	6
NGB_RT008_1	Modern Hungarian Social Science and the European Trends	5	4+0	6
NGB_VG013_1	Nations and Minorities in Europe	3	2+0	6
NGB_RT007_1	Regional Politics	3	2+0	6
NGB_VG016_1	Thesis	10	0+2	6

Optional subjects (Social Sciences)

NGB_IT010_1	20th Century European Literature and Art	2	2+0	Autumn/spring
NGB_VG018_1	Economic History of Europe	2	2+0	Spring
NGB_VG029_1	Balkan and Eastern European Studies	2	2+0	

Optional subjects

NGB_RT011_1	Economy Sociology	3	2+0	Autumn/spring
NGB_VG019_1	America Studies	3	2+0	autumn
NGB_VG020_1	Foreign Policy (Hungary)	3	2+0	autumn

Free optional subjects

NGB_IT011_1	Preparation for Business Language Exam I. 1st Language	4	4+0	Autumn/spring
NGB_IT011_2	Preparation for Business Language Exam II. 1st Language	4	4+0	Autumn/spring
NGB_IT013_1	Comparative Civilization Studies	2	2+0	Autumn/spring
NGB_RT023_1	Pluralism and Mass Communication	2	2+0	Autumn/spring
NGB_RT024_1	Sociology of Money and the Postmodernity	2	2+0	Autumn/spring
NGB_IT014_1	Translation Practice	2	2+0	Autumn/spring
NGB_JE009_1	History of Modern Political Ideas	2	2+0	autumn
NGB_VG025_1	Afrika Studies	2	2+0	Autumn/spring
NGB_MA009_1	Mathematics I.	5	2+0	Autumn/spring
NGB_MA009_2	Mathematics II.	5	2+0	Autumn/spring
NGB_SV006_1	Accountancy I.	5	2+0	Autumn/spring
NGB_IT016_1	Managerial Communication (in a Foreign Language)	4	2+0	Autumn/spring
NGB_NK005_1	Cultural History of East-Europe	2	2+0	Autumn/spring
NGB_RT039_1	International Crime	2	2+0	Autumn/spring
NGB_VG028_1	European International Conflicts	2	2+0	Autumn/spring

Compulsory subjects (Physical training)

NGB_TS001	Physical training I.-IV.	0		
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BA in Public Services

Type of Programme: full time and correspondence

Secondary School Final Exam Requirements: two subjects are to be chosen out of the following: Economic studies, Mathematics, History, a foreign language or a preparatory business subject, such as Basic Studies in Economics, Marketing or Basic Studies in Catering and Tourism.

Course duration: 6 semesters

Number of credits: 180 credits

Academic Qualification: BA in Public Administration

Since 2006 a new special field has been introduced in BA courses, the specialisation of economists for the public sector. Graduates of this course will be highly qualified and able to work for companies in the public sector such as utilities and public services, in administration, for local governments, for different agencies, as well as for regional development organizations, non-profit organizations, such as foundations and associations.

Requirements for the degree: a state-accredited intermediate business language certificate type C or a state-accredited advanced level language certificate type "C" in English, German, Italian, French, Spanish or Russian.

A specialization called Local Governance has been designed to meet two significant requirements: to focus on spatiality both in economic and social processes on the one hand, and to give a balanced European Union influenced national outlook on the other hand, while providing a global context of the processes.

Curriculum

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGB_SZ003_1	Informatics I.	4	2+2	1
NGB_JE002_1	Legal Studies	3	2+0	1
NGB_MA009_1	Mathematics I.	5	2+2	1
NGB_AK005_1	Microeconomics	5	2+2	1
NGB_AK024_1	Proseminar	3	0+2	1
NGB_RT002_1	Statistics I.	5	2+2	1
NGB_SV005_1	Business Economics	5	2+2	1
NGB_AK006_1	Macroeconomics	5	2+2	2
NGB_MA009_2	Mathematics II.	5	2+2	2
NGB_RT002_2	Statistics II.	5	2+2	2
NGB_SV006_1	Accountancy I.	5	2+2	2
NGB_AK011_1	Public Economics	5	4+0	3
NGB_SV009_1	Management	5	2+2	3
NGB_AK008_1	International Economics	3	2+0	3
NGB_RT005_1	Operationresearch	3	2+2	3
NGB_AK010_1	Finance I.	5	2+2	3
NGB_SV006_2	Accountancy II.	4	2+2	3
NGB_PJ001_1	Constitutional Law	3	2+0	4
NGB_AK014_1	Finances Ideas	5	4+0	4
NGB_VG008_1	EU Studys	3	2+0	4
NGB_SV013_1	Management of Public Organizations	4	4+0	4
NGB_SV014_1	Marketing of Public Contact	5	4+0	4
NGB_KA007_1	Hungarian Corporate Law	3	2+0	4

NGB_RT019_1	Regional Economics	5	2+2	4
NGB_RT009_1	Regional Politics, Regional Society	3	2+0	5
NGB_SV030_1	Budget Accountancy	5	2+2	5
NGB_KJ016_1	Administrativ Law	3	2+0	5
NGB_SV029_1	Control of Public Funds	3	2+0	5
NGB_KJ017_1	Local Governmental Law	3	2+0	6
NGB_RT037_1	Controlling	5	2+2	6
NGB_SV021_1	Project Management	3	2+0	6
NGB_RT010_1	Thesis	2	0+2	6

Specialisation in Regional Development

NGB_RT016_1	Regional and Area Development	5	2+2	5
NGB_RT020_1	Regional Politics	5	2+2	5
NGB_RT013_1	Settlements Economy	5	2+2	5
NGB_RT012_1	Method of Region Analysis	4	4+0	6
NGB_RT015_1	Territory Strategy	5	4+0	6
NGB_RT014_1	Region Improvements	3	2+0	6

Optional subjects (Social Sciences)

NGB_RT003_1	Economy Geography	3	2+0	Autumn/spring
NGB_VG001_1	History of Economy	3	2+0	Autumn
NGB_TT003_1	Politology	3	2+0	Autumn/spring
NGB_TT005_1	Sociology	3	2+0	Autumn/spring
NGB_MA015_1	Mathematics 0	3	0+2	Autumn/spring
NGB_RT035_1	Non-Profit Economics	3	2+0	Spring

Optional subjects (Informatics)

NGB_SZ004_3	Informatics/Office	4	2+2	Autumn/spring
NGB_SZ004_2	Informatics/Webpages	4	2+2	Autumn/spring

Free optional subjects

NGB_IT015_1	Style Practice I.	5	4+0	Autumn/spring
NGB_IT015_2	Style Practice II.	5	4+0	Autumn/spring
NGB_IT016_1	Managerial Communication (in a Foreign Language)	5	4+0	Autumn/spring
NGB_IT011_1	Preparation for Business Language Exam I. 1st Language	5	4+0	Autumn/spring
NGB_IT011_2	Preparation for Business Language Exam II. 1st Language	5	4+0	Autumn/spring

Compulsory subjects (Physical training)

NGB_TS001	Physical training I.-IV.	0		
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MA in Marketing

Type of Programme: full-time and correspondence

Course Duration: 4 semesters

Number of Credits Required: 120

Academic Qualification: Certified Economist with a Major in Marketing (MSc in Marketing)

First of all, the programme aims to give students insight into the Hungarian and international processes of marketing and to make them familiar with real-life business problems and the possible solutions (by organising regular business trips). The programme also helps students understand the institutional and corporate systems (by inviting external experts), and providing practise in analyses (by offering a great deal of experience and participation in research work), as well as, acquire communication skills in both Hungarian and foreign languages (support is provided for conferences, travel fees and the participation in different professional programmes).

The development of skills is to be achieved by linking theoretical and practical teaching, encouraging independent learning, in addition to enhancing cooperation between teachers and students in the form of tutorials.

The two planned specialisations – Marketing Strategy and Tourism and Service Marketing – also enhance the professional suitability of the graduates so that they would be able to find employment in the ever-increasing business sector, and carry out independent analyses, as well as, prepare their decisions thoroughly. It is also important that graduates should be able to handle business and corporate conflicts well, which makes them familiar with the broader dimensions and field of activities in the economy.

In order to acquire a Master's degree, students need to take a state-accredited intermediate level language exam "C" in English, or a state-accredited intermediate level professional language exam "C" either in German, French, Italian, Spanish or Russian; or a state accredited advanced level exam "C" in one of the above-mentioned languages.

During the programme the proportion of subjects in English is expected to increase, therefore meeting the requirements of language exam is necessary.

On the basis of the acquired knowledge graduates may especially be able to manage the marketing activities of small and medium-sized companies, because they will be provided with the necessary comprehensive skills. SMEs currently do not have the required number of economic experts. As their future development is important due to their advanced position in terms of subsidies from the EU, there is an increase in the demand for such experts. Thorough theoretical preparedness enables future economists to adapt to the changing conditions and needs with the help of continuous independent learning activities.

Compulsory basic subjects

Code	Name of the subject	Credits	Semester
NGM_AK007_1	Modern Theories in Economics	5	1
NGM_AK008_1	Price and Market Theory	5	1
NGM_VG001_1	Research Methodology	5	1
NGM_SV010_1	Marketing Research, Environmental and Market Analysis	5	1
NGM_SV006_1	Marketing Management	4	1
NGM_SV007_1	Management of Value-Developing Logistic Processes	3	2
NGM_SV008_1	Management of Economic Systems	3	2

NGM_SV012_1	Planning and Resources of Integrated Marketing Communication	4	2
NGM_SV011_1	Marketing Strategy	5	2
NGM_SV013_1	Distribution and Supply Management	5	3
NGM_SV009_1	Consumption Theory and Consumer Behaviour	3	3
NGM_KJ001_1	Company and Competition Law	2	3
NGM_SV014_1	Marketing Information, Decision-Supporting and Controlling System	5	3
NGM_SV027_1	Thesis I.	5	3
NGM_SV015_1	International and Intercultural Marketing	5	4
NGM_AK009_1	Financial Services and Decision	2	4
NGM_SV027_2	Thesis II.	10	4
NGM_SV016_1	Product and Brand Strategies	3	4

Marketing Strategy Specialization

Code	Name of the subject	Credits	Semester
NGM_NK001_1	Intercultural Manager Communication	5	2
NGM_SV017_1	Planning and Developing Marketing Organizations and Sales Systems	5	2
NGM_SV018_1	Direct Marketing Methods	5	3
NGM_SV019_1	PR Activity Planning	5	3
NGM_SV020_1	Making Complex Marketing Plans	5	4
NGM_SV021_1	Media Knowledge and Planning	5	4

Tourism and Service Marketing Specialization

Code	Name of the subject	Credits	Semester
NGM_NK001_1	Intercultural Manager Communication	5	2
NGM_SV022_1	Tourism System Marketing	5	2
NGM_SV024_1	Programme Organization and Protocol	5	3
NGM_SV023_1	Service Marketing and Management	5	3
NGM_SV026_1	Relationship and Non-profit Marketing and Management	5	4
NGM_SV025_1	Tourism Marketing Projects: Making and Management	5	4

Free optional subjects are listed at the beginning of the given semester.

MA in International Economy and Business

Type of Programme: full-time and correspondence

Course Duration: 4 semesters

Number of Credits Required: 120

Academic Qualification: Certified Economist with a Major in International Economics and Business Management (MA in International Economics and Business)

After completing the programme students will acquire the theoretical and practical abilities and skills in the areas of analysing processes, methodology, organisation and management in terms of micro- and macroeconomics, international politics, European integration, international law, regional, global and business knowledge. This will enable them to understand the professional literature related to the field, the trends in international economic relations, the connections between cause and effect, as well as, the effects of economic political decisions on the economy.

The development of skills is to be achieved by linking theoretical and practical teaching, encouraging independent learning, in addition to enhancing cooperation between teachers and students in the form of tutorials.

The specialisation – Comparative Studies in European Economy and Business - enhances graduates' professional suitability for getting to know, accepting and representing national, European and universal values in corporate, regional, state and international organisations.

In order to obtain a degree a state-accredited intermediate level language exam "C" in English, or a state-accredited intermediate level professional language exam "C", or a state-accredited advanced level exam "C" in another modern language (German, Italian, French, Spanish, or Russian).

During the programme the proportion of subjects in English is expected to increase, therefore meeting the requirements of language exams is necessary.

Graduates will be able to develop, manage and implement the international economic relations of ministries, national bodies, regional and local authorities, and transnational companies effectively.

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGM_AK007_1	The History of Economics	5	2+2	1
NGM_VG001_1	Research Methodology	5	2+2	1
NGM_RT003_1	Econometrics	5	2+2	1
NGM_RT001_1	Regional Economics	5	2+2	1
NGM_RT002_1	Economic Statistics	5	2+2	2
NGM_AK006_1	Advanced International Economics	5	2+2	2
NGM_AK008_1	Theory of Price and Market	5	2+2	3
NGM_AK005_1	Advanced International Finance	5	2+2	3
NGM_VG004_1	Global Economics and Globalization	5	2+2	3
NGM_AK004_1	Environmental Management	5	2+2	4
NGM_VG002_1	International Organizations	6	2+2	4
NGM_VG003_1	Comparative Economics	3	2+0	4

Specialisation in comparative Studies in European Economy and Business

NGM_VG006_1	Institutional and Decision Mechanism of the EU	6	2+2	1
NGM_NK001_1	Intercultural Manager Communication	5	2+2	2
NGM_VG017_1	Foreign Economic Relations of the EU	6	2+2	2
NGM_VG005_1	Integration Theory	6	2+2	2
NGM_RT005_1	Regional Economic Development	5	2+2	3
NGM_RT004_1	EU Regional Politics	5	2+2	4
NGM_VG008_1	Hungary and the EU	3	2+0	4
NGM_VG013_1	Thesis I.	8	8+0	3
NGM_VG013_2	Thesis II.	7	8+0	4

Free optional subjects are listed at the beginning of the given semester.

MA in Regional and Environmental Economic Studies

Type of Programme: full-time and correspondence

Course Duration: 4 semesters

Number of Credits Required: 120

Academic Qualification: Certified Economist with a Major in Regional and Environmental Economic Studies (Masters of Regional and Environmental Economic Studies)

The Programme aims to provide students insight into processes of Hungarian and international regions and settlements, and make them familiar with regional issues and methods that lead to solutions (by organising regular professional trips). The programme also helps students understand the institutional system (by inviting external experts) and providing practise in analyses (by offering a great deal of experience and participation in research work) as well as acquire communication skills both in Hungarian and foreign languages (support is provided for conferences, travel fees and the participation in different professional programmes).

The development of skills is to be achieved by linking theoretical and practical teaching, encouraging independent learning, in addition to enhancing cooperation between teachers and students in the form of tutorials.

The two majors – Regional Development and Town Planning – also enhance the professional suitability of the graduates so that they would be able to find employment both in the widening new public administration sphere and the business world, and carry out independent analyses, as well as, preparing their decisions thoroughly. It is also important that graduates should be able to handle local and regional conflicts, which makes them familiar with the broader dimensions and fields of action of the society.

In order to obtain a Master's degree students need to take a state-accredited intermediate level language exam "C" in English, or a state-accredited intermediate level professional language exam "C" either in German, French, Italian, Spanish or Russian, or a state accredited advanced level exam "C" in one of the above-mentioned languages.

During the programme the proportion of subjects in English is expected to increase, therefore meeting the requirements of language exams is necessary.

In the regions there is a decisive and continuous economic growth. The local authorities have more funds than in the eastern or southern regions of the country. The closeness of Austria and Slovakia offers the possibility to have new types of cooperation and direction of development (e.g., cross-border cooperation, the movement of capital and labour). There is a stable demand for experts who are skilled in regional development and have and adequate theoretical knowledge of it.

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGM_VG001_1	Research Methodology	5	2+2	1
NGM_RT003_1	Econometrics	5	2+2	1
NGM_RT006_1	Methodology of Regional and Environmental Analyses I.	6	2+2	1
NGM_RT001_1	Regional Economics	5	2+2	1
NGM_VG004_1	Global Economics and Globalization	5	2+2	1
NGM_AK004_1	Environmental Management	5	2+2	2
NGM_RT007_1	Municipal Economics	6	2+2	2
NGM_RT006_2	Methodology of Regional and Environmental Analyses II.	6	2+2	2

NGM_VG009_1	Regional Politics	5	2+2	2
NGM_RT008_1	EU Rural Policy	3	2+0	3
NGM_RT009_1	Municipal Society	5	2+2	3
NGM_SV005_1	Economics of Human Resources	3	2+0	3
NGM_RT005_1	Regional Economic Development	5	2+2	3
NGM_RT018_1	Thesis I.	5	2+0	3
NGM_RT018_2	Thesis II.	10	2+0	4

Specialisation in Regional Development and Town Planning

NGM_RT010_1	Regional Management	6	2+2	3
NGM_RT012_1	Integrated Rural Development	5	2+2	4
NGM_RT011_1	Regional Planning	6	2+2	4
NGM_RT013_1	Region and Settlement Marketing	5	2+2	4

Szakirányon választható tantárgyak (9 kredit teljesítendő)

NGM_VG010_1	Industrial Crises Areas	4		
NGM_RT015_1	Regional Innovation Systems	4	2+0	3
NGM_RT016_1	Urban Geography	6	4+0	3
NGM_RT014_1	City Planning and Development	6	2+2	3
NGM_RT017_1	Urban Sociology	5	4+0	3

Free optional subjects are listed at the beginning of the given semester.

MA in Management and Leadership

Course: full time and correspondence

Special field: Economic Sciences

Course duration: 4 semesters

Qualification: certified economist in Management and Leadership

Fully acceptable basic courses: Business and Management Other courses such as: previous college and university courses are considered individually according to the following requirements. List of requirements to join the course 60 credit points from the following subjects: • Basic Studies in Methodology (15 credit points) : mathematics, statistics, informatics; • Basic Studies in Economics (10 credit points): micro- and macro economics, international economy, environmental economy, economic theory, economic statistics, theoretical history of economics, economic models, economic policy, sectional and functional economics, community economics; • Basic Business Studies (15 credit points): corporate economics, corporate law, marketing, finance, accounting, decision-making and methodology, business ethics, business communication, taxation, corporate finance; • Basic Studies in Social Sciences (10 credit points): EU-studies, public political studies, economic history, sociology, philosophy, psychology; • Professional Studies (10 credit points): management of value creation processes, leadership and organization, business planning, entrepreneurial management, strategic planning, controlling, human resources management, leadership skills development, information systems. At least 30 credit points are required in order to gain admission to the course. The remaining credit points can be acquired within two semesters, starting from admission, during the doctoral course. The requirements to be fulfilled are stated in the regulations of the Higher Education Institution and the Academic Code of Conduct.

Objectives:

- The students should gain insight and knowledge in the up-to-date trends of management and organization.
- They will learn about state -of -the -art informatics, know-how management and organizational procedures and their pragmatic applications. • Problem-solving in the operation of organizations, as well as new solutions to new situations are also a key factor in the course.
- In each specialisation basic functional and practical procedures and solutions are taught together with skills, which enable the students to apply them in their future jobs.

In order to obtain the Master's degree, students have to obtain an accredited certificate in English intermediate level Type „C” business exam certificate or in other languages such as: German, French, Italian, Spanish, or Russian, or an Advanced level Type „C” in the above mentioned languages.

As the language requirement is a must, we are going to increase the proportion of English studies.

Our graduates will be able to:

- recognize and make use of domestic and international job opportunities in the Labour Market,
- acquire practical experience to carry out management tasks,
- understand the operations of different organizations,
- define professional opinions and prepare issues for decision-making individually and in team work,
- do special jobs in their field of interest,
- manage and run their own businesses,
- have a critical view in the assessment of the results of research in their field of specialisation,
- improve their knowledge and develop their skills throughout their life.

Compulsory basic subjects

Code	Name of the subject	Credits	Hours/week	Semester
NGM_SV028_1	Theory of Organization and Management	6	2+2	1
NGM_SV006_1	Marketing Management	4	2+2	1
NGM_RT003_1	Econometrics	5	2+2	1
NGM_KJ001_1	Company and Competition Law	2	2+0	1
NGM_VG001_1	Research Methodology	5	2+2	1
NGM_SV029_1	Advanced Strategic Human Resources Management	3	2+0	1
NGM_AK008_1	Theory of Price and Market	5	2+2	1
NGM_SV008_1	Management of Economic Systems	3	2+0	2
NGM_SV030_1	Information Management	2	2+0	2
NGM_RT032_1	Decision Theory and Methodology	5	2+2	2
NGM_SV031_1	Organizational Attitude	5	2+2	2
NGM_SV032	Strategic Project Management	5	2+2	3
NGM_SV033_1	Alteration and Knowledge Management	5	2+2	3
NGM_SV007_1	Management of Value Added Production and Logistic Processing	3	2+0	4
NGM_AK009_1	Financial Services and Decisions	2	2+0	4

Specialisation in Human Resources Management and Organizational Development

NGM_SV034_1	Strategic Human Resources Management	5	2+2	2
NGM_SV035_1	Organizational Culture and Managerial Behavior	5	2+2	2
NGM_NK001_1	Intercultural Manager Communication	5	2+2	2
NGM_SV036_1	HR Projects and Softwares	5	0+4	3
NGM_SV037_1	Organizational Psychology and Managerial Training	5	0+4	3
NGM_SV038_1	Models and Theories of Organizational Development	5	2+2	4
NGM_SV039_1	HR controlling	5	2+2	4
NGM_SV027_1	Thesis I.	5	0+4	3
NGM_SV027_2	Thesis II.	10	0+8	4

MA in Logistics Management

Type of programme: full-time and correspondence

Duration of study: 4 semesters

Number of credits required: 120

Academic qualification: certified logistics manager (Master of Science in Logistics)

The programme aims to train business professionals who are able to understand the relationships in terms of the integrated corporate logistics management and thus capable of the comprehensive management of the corporate logistics system and the supply chains between companies. With the help of the necessary theoretical knowledge and modern practical solutions these experts will be able to plan, analyse, develop, as well as, manage the logistics processes within and among companies. As a result of the training, students may also continue their studies in doctoral programme.

The development of skills is achieved by linking theoretical and practical teaching, encouraging independent learning, as well as, enhancing cooperation between teachers and students in form of tutorials.

In order to acquire a master degree, students need to take a state-accredited at least intermediate level language exam C in English, or a state-accredited at least intermediate level professional language exam C either in German, French, Italian, Spanish or Russian; or a state accredited advanced level exam C in one of the above-mentioned languages.

During the programme the proportion of subjects in English is expected to increase, therefore meeting the requirements of language exams is necessary.

Based on their up-to-date knowledge, logistics managers may successfully apply for positions including some of the areas of logistics, e.g. procurement, distribution, production, assembly, supply service, transportation, maintenance, and quality assurance. They may be responsible for carrying out professional tasks in the whole area of logistics. Information provided by employers reveals that the professional knowledge of logistics managers is needed both by small companies and large corporations in the service sector. They are employed widely either at a regional scale (near their home) or at a national scale if they have the necessary level of language knowledge.

Compulsory basic subjects

Code	Name of the subject	Credits	Semester
NGM_AK007_1	Modern Theories in Economics	5	1
NGM_LO014_1	Logistics	6	1
NGM_VG001_1	Research Methodology	5	1
NGM_LO005_1	Distribution and Supply Management	5	1
NGM_SV006_1	Marketing Management	4	1
NGM_KJ001_1	Company and Competition Law	2	1
NGM_SV029_1	Advanced Strategic Human Resources Management	3	1
NGM_SV007_1	Management of Value-Developing Logistic Processes	3	2
NGM_RT032_1	Decision Theory and Methodology	5	2
NGM_SV008_1	Management of Economic Systems	3	2
NGM_AK006_1	Advanced International Economics	5	2
NGM_LO010_1	The Planning and Operation of Logistics Systems I.	3	2
NGM_LO008_1	The Elements of Delivery and Organisation in Logistics	4	2
NGM_LO004_1	Information and Communication Technologies	2	2
NGM_SV032	Strategic Project Management	5	3

NGM_IN007_1	The Informatics of Logistics	3	3
NGM_LO010_2	The Planning and Operation of Logistics Systems II.	3	3
NGM_LO015_1	Simulation Programs of Logistics	6	3
NGM_KO004_1	Theory of Operations	2	3
NGM_AK017_1	Business planning and contorlling	6	3
NGM_SV027_1	Thesis I.	5	3
NGM_LO006_1	Machines and Equipments in Logistics	3	4
NGM_SV041_1	Aquiring	5	4
NGM_AK004_1	Environmental Management	5	4
NGM_AK009_1	Financial Services and Decision	2	4
NGM_SV027_2	Thesis II.	10	4

Free optional subjects are listed at the beginning of the given semester.

You can see the courses' descriptions below.

First the BA courses, than the MA courses – in order of the code of courses.

Cours descriptions of BA Courses of the Faculty

Subject: Microeconomics	Subject code: NGB_AK005_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Farkas Péter (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>Basic theories of the driving forces of the economy and the most important basic concepts of the economy. Short-, mid- and long-term household decisions. Consumption structure. Household earnings. Economic and technological decisions of enterprises in different terms. Cost of enterprises in short-term: cost concepts and cost functions. Consideration of sales possibilities, maximizing revenue, the relationship between corporate offers and market shares. Markets, market structures, market failures: externalities and public goods.</p>	
<p>Compulsory material:</p> <p>Solt Katalin: Mikroökonómia, Tri-Mester, 2007. [Microeconomics] Eszterhainé Daruka Magdolna – Simanovszky Zoltán: Mikroökonómiai feladatok. Tri-Mester, 2003. [Microeconomic exercises] Koppány Krisztián: Módszertani segédlet és kiegészítő példatár a Mikroökonómia című tárgyhoz. SZE, 2005. [Methodological study-aid and a supplementary collection of examples on the subject of Microeconomics]</p>	

Subject: Macroeconomics	Subject code: NGB_AK006_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Koppány Krisztián, Kovács Norbert, Dr. Farkas Péter (Hungarian) Dr. Koppány Krisztián (English)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>National economic cycle, income flow among sectors, basic theories of product market. Money- and banking systems. Basic coherence of the labour market. Explanation of the macro equilibrium. Aims, implements and effects of governmental intervention. Economic-political possibilities in short, medium and long term.</p>	
<p>Compulsory material:</p> <p>Solt Katalin: Makroökonómia. Tri-Mester 2002. [Macroeconomics]</p>	

Subject: International economics	Subject code: NGB_AK008_1
Credits: 3	Lessons per week: 2
Lecturer (language): Kovács Norbert (Hungarian)	
Semester: autumn	Pre-study requirements: NGB_AK005 and NGB_AK006
<p>Description:</p> <p>Basic theories of international economic relationships, division of labour and comparative advantages. International contracts and foreign trade. International institutions of foreign trade regulation. International feature flow. Exchange rates and economic policy. Small countries and international economic relationships. Budgetary and monetary policies in the open economy. Role of international relationships in Hungary. International economic organizations, and global problems.</p>	

Compulsory material:
 Solt Katalin: A nemzetközi gazdaságtan alapjai. Tri-Mester, 2004. [The fundamentals of international economy]

Subject: Finance I.	Subject code: NGB_AK010_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Limpók Valéria (Hungarian) Dr. Kovács Gábor, Dr. Koltai Judit (English)	
Semester: autumn	Pre-study requirements: -
Description: Basic concepts of money and the financial structure. Role of money flow in the economy. The banking system. Functions, implements of the central bank, and its effect on the economy. Commercial banks. Active-passive bank operations. Characteristics of securities. The bill of exchange. Financial calculations – interest, yield. Basis of exchange rate calculations. Foreign exchange, the theoretical basis of exchange rate. Exchange systems. The international balance of payments. International financial institutions.	
Compulsory material: Solt Katalin: Pénzügytan I. Universitas Kht. 2007. [Finance I.] Sárdi Tibor: Pénzügyi számítások. Universitas Kht. 2006. [Financial calculations]	

Subject: Finance II.	Subject code: NGB_AK010_2
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Limpók Valéria, Dr. Farkas Péter, Dr. Kovács Gábor (Hungarian)	
Semester: spring	Pre-study requirements: NGB_AK010_1
Description: Role of the state in income- and money flow. Functions of state intervention. Public goods and joint assets. Welfare effects of state intervention. Theoretical analyses of the government budget. Hungarian government budget. Central budget in Hungary. Budget deficit and its financing methods. Social security system. Management of self-governments (municipalities). Management of budgetary organisations. Basic concepts of taxation, micro- and macro effects of taxation. General characteristics of the Hungarian tax system. Value-added tax – principles and rules. Personal income tax – principles and rules.	
Compulsory material: Solt Katalin: Pénzügytan I. Universitas Kht. 2007. [Finance] Sárdi Tibor: Pénzügyi számítások. Universitas Kht. 2006. [Financial calculations]	

Subject: Public Economics	Subject code: NGB_AK011_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Szigeti Cecília (Hungarian)	
Semester: autumn	Pre-study requirements: NGB_AK006_1

<p>Description: The course is dealing with the economic function of the governance and the evaluation of the governmental economic effect in different fields.</p>
<p>Compulsory material: Stiglitz J.E. A kormányzati szektor gazdaságtana KJK (első három rész) [Economics of the governmental sector (first three parts)]</p>

Subject: Environmental Economics	Subject code: NGB_AK012_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szigeti Cecília (Hungarian, English)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>Environmental economics and sustainable development Ecological footprint Measurement of development, alternative indicators Methods of environmental assessment Externalities, public goods Social optimum of pollution Optimal pollution with market deal: <i>Coase theorem and its limits</i> Optimal pollution with state intervention: <i>norms and fines, Pigouvian taxes</i> Pollution reduction in the case of perfectly and non-perfectly mixing contaminations Economy of natural resources Exhaustible and renewable sources of energy</p>	
<p>Compulsory material: Kiss Gabriella- Pál Gabriella: Környezetgazdaságtan; [Environmental economics] Tóth Gergely: Vállalatok környezeti érdemrendje, KOVÁSZ 2003. [Corporations' environmental order of merit]</p>	
<p>Recommended material: Coase, Ronald: A vállalat a piac és a jog, Nemzeti Tankönyvkiadó 2004. [The Firm, the Market and the Law] Szlávik János: Fenntartható környezet- és erőforrás gazdálkodás, KJK 2005. [Sustainable environment and resource management] Wackernagel M.-Rees W.: Ökológiai lábnyomunk, Föld Napja Alapítvány 2001. [Our ecological footprint]</p>	

Subject: Economic Policy	Subject code: NGB_AK013_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Somogyi Ferenc (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>Economic policy, in the framework of state and market economy Excerpts from the history of economic policy Information basis of economic policy State budget as a means of economic policy Monetary policy and its institutions Incomes policy, social provision, welfare policy Market regulation and commercial policy Competition policy and regulation of movements of capital Structure-forming professional policies</p>	

Regional policy Economic policy within international frameworks
Compulsory material: Bod Péter Ákos: Bevezetés a gazdaságpolitikába; AULA, 2006. [Introduction to economic policy]
Recommended material Csikós, N.B. :Közgazdaságtan a globalizáció világában, I-II. MTA , Budapest 2002 [Economy in the world of globalisation I-II.] Cullis – Jones: Közpénzügyek és közösségi döntések. Aula, Budapest, 2003. [Public Finance and Public Choice] Stiglitz J.: A kormányzati szektor gazdaságtana. KJK, Budapest, 2000 [Economics of the governmental sector] Peter D.: Gazdaságpolitika. KJK, Budapest, 1988. [Economic policy]

Subject: Financial Theories	Subject code: NGB_AK014_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Kovács Gábor (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: Market possibilities and theoretical “recipes” Assessment of public finance policy Public goods Collective decision making Rent seeking and public service Examination of public expenditures: cost-benefit analysis Taxation: fundamental theories Central government and the (re)distribution of revenues Macroeconomic policy and public decisions Local governments Common economic questions of the European Union Failure of the public sector and increase in public expenditures Theories of optimal taxation	
Compulsory material: Stiglitz J.E.: A kormányzati szektor gazdaságtana, KJK [Economics of the governmental sector] Cullis- Jones: Közpénzügyek és közösségi döntések AULA 2003 [Public Finance and Public Choice]	
Recommended material Herich György: Adózási ismeretek. Penta Unió, 2004 [Knowledge of taxation] Bailey, S. J. 1995. Public Sector Economics. MacMillan Press Ltd., London Hoós János 2002. A közösségi döntési rendszer. AULA Kiadó, Budapest. [The public decision system] Stiglitz, J.E. 2000. A kormányzati szektor gazdaságtana. KJK-Kerszöv, Budapest [Economics of the governmental sector] Musgrave, R. 1959 The theory of public finance. New York, McGraw-Hill.	

Subject: Corporate Finance	Subject code: NGB_AK016_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Kovács Gábor (Hungarian)	
Semester: spring	Pre-study requirements: -

<p>Description:</p> <p>Corporate financial decisions</p> <p>System of corporate financial indicators</p> <p>Time-value of money (calculation of future and present value), special money flows</p> <p>Corporate investments</p> <p>Criterion of investment assessment (investment profitability calculations)</p> <p>Corporate securities</p> <p>Basics of portfolio analysis</p> <p>The model of capital market exchange rate</p> <p>Corporate capital cost</p> <p>Corporate capital structure</p> <p>Dividend policy</p>	
<p>Compulsory material:</p> <p>Farkas Szilveszter: A vállalati pénzügyek alapjai. Universitas-Győr Kht., Győr, 2006 [The fundamentals of corporate finances]</p> <p>Sárdi Tibor: Pénzügyi számítások. Feladatgyűjtemény a „Pénzügytan” és a „Vállalati pénzügyek” tantárgyakhoz. Universitas-Győr Kht., Győr, 2006 [Financial calculations. A collection of exercises to the subjects of “Finance” and “Corporate Finance”]</p>	
<p>Recommended material</p> <p>Bélyácz Iván: A vállalati pénzügyek alapjai. AULA Kiadó, Budapest, 2007 [The fundamentals of corporate finances]</p> <p>Brealey – Myers: Vállalati pénzügyek, Panem, Budapest, 2005 [Principals of Corporate Finance]</p> <p>Jaksity György: A pénz természete. Alinea Kiadó, Budapest, 2004 [The nature of money]</p> <p>Szabó Márta – Pálinkó Éva: Vállalati pénzügyek. Példatár és esettanulmányok. Nemzeti Tankönyvkiadó, Budapest, 2004. [Corporate finances. A collection of examples and case studies]</p>	

Subject: Controlling	Subject code: NGB_AK021_1,2
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Koppány Krisztián (Hungarian)	
Semester: spring;	Pre-study requirements: -
<p>Description:</p> <p>The aim of the course is to make students acquire the handling of operational performance-administration and accounting databases and to acquire the methodology of information service and information management in order to improve the efficiency of management processes.</p>	
<p>Compulsory material:</p> <p>Halmos - Körmendi: Controlling, Bp. PSzF 2000-2002 [Controlling]</p>	

Subject: Pro-seminar	Subject code: NGB_AK024_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Farkas Szilveszter (Hungarian)	
Semester: autumn	Pre-study requirements: -

<p>Description: Study time and space (the conditions of successful learning) Lecture and note-taking Sources of information gathering: <i>the library, the Internet</i> Reading and comprehension, note-taking Forms of reporting: strategies and tactics Written assignment (“short essay”) – collection and arrangement of materials, draft Editing a text Presentations (theory, practical advice)</p>
<p>Compulsory material: Majoros Pál: A kutatómódszertan alapjai. Perfekt, 2006 [The fundamentals of research methodology]</p>
<p>Recommended material Szabó Katalin: Kommunikáció felsőfokon. Kossuth Kiadó, Budapest, 2001 [Communication at an advanced level] Deese, J. – Deese, E. K.: Hogyan tanuljunk? Panem, 1996 [How to study?]</p>

Subject: Environmental Management	Subject code: NGB_AK027_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szigeti Cecília (Hungarian)	
Semester: spring	Pre-study requirements: NGB_AK012_1
<p>Description: Environmental regulation, size of the state and the roles of the state Environmental controlling, accountancy and financing Savings through waste reduction, “money back through the window” Environmental risks and their corporate management Environmental reports, communication of environment protection activities Standardisation of environmental management Environmental market, forming of consumer habits, “Conscious consumer” Green marketing, emblems and labels, ecolabelling CSR (Corporate Social Responsibility) CSR = PR? Environment protection markets Application of emissions markets for the emissions of greenhouse gases causing climate change Emergence, regulation and economic assessment of credit and quota markets Voluntary and mandatory green markets Regulation of renewable energy markets</p>	
<p>Compulsory material: Csutora Mária- Kerekes Sándor: A környezetbarát vállalatirányítás eszközei KJK 2004. [Means to environmentally friendly corporate management] Kósi Kálmán- Valkó László: Környezetmenedzsment Typotex 2006. [Environment management] Tóth Gergely: A valóban felelős vállalat KÖVET 2007. [The really responsible company]</p>	
<p>Recommended material Ziemler: Hulladékgazdálkodás Tertia kiadó [Waste management]</p>	

Subject: Market Analysis	Subject code: NGB_AK029_1
Credits: 3	Lessons per week: 2
Lecturer (language): Kovács Norbert (Hungarian)	
Semester: autumn	Pre-study requirements: NGB_AK005_1

<p>Description: Market analysis is specific field of modern economics, likely the most dynamically developing one. The aim of the subject is provide the basic skills and knowledge to make companies capable to meet the highest demands, Besides implementing this job relationship among regulatory environments, transformation processes will also be analysed and evaluated.</p>	
<p>Compulsory material: Dennis W. Carlton – Jeffrey M. Perloff [2006]: Modern Piacelmélet, Panem, Budapest [Modern Industrial Organization]</p>	
<p>Recommended material Hal R. Varian [1997]: How to Build an Economic Model in Your Spare Time, UC Berkeley Massimo Motta [2004]: Competition Policy – Theory and practice, Cambridge University Press, Cambridge</p>	

Subject: Risk Management and Insurance	Subject code: NGB_AK031_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Farkas Szilveszter (Hungarian, English)	
Semester: autumn	Pre-study requirements: NGB_AK016_1
<p>Description: Risk and the theory of risk management Definition of risks and means of risk management Methodology of risk management: holistic risk management, management techniques Financing of risk management Risk management Concept of insurance, categorization Life insurance, accident insurance, health insurance Property insurance Alternative Risk Transfer = ART</p>	
<p>Compulsory material: Farkas Szilveszter – Szabó József: A vállalati kockázatkezelés kézikönyve. Dialóg Campus, Budapest-Pécs, 2005 13-187. old. [The handbook of corporate risk management; pp. 13-187.], Farkas Szilveszter: Biztosítás. Universitas-Győr Kht., Győr, 2007 [Insurance] és az előadások anyaga [lecture notes]</p>	

Subject: Financial Services	Subject code: NGB_AK032_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Kovács Gábor (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description: Assessment of bank accounts. Interest calculation of bank accounts. Corporate financing with bank credits. Contract of credit and loan. Process of lending. Credit recovery facilities Operational leasing. Financial leasing. Commercial credit. Portfolio management. Decision on asset and capital allocation, decision on security selection. Factoring. Introduction to derivative business transactions. Financial risk covering. Stock and out-of-stock transactions. Forward exchange transactions. International financial management. Commodity futures. Option dealing.</p>	

Compulsory material: Dr. Kovács Gábor (2008): Pénzügyi szolgáltatások, Universitas-Győr Kht., Győr. [Financial services]
Recommended material Bodie - Kane –Marcus (2005): Befektetések. AULA Kiadó, Budapest [Investments] Brealey/Myers(2005): Modern vállalati pénzügyek, Panem-McGraw-Hill, Budapest [Principals of corporate Finance] Bugár Györgyi: Portfólió elemzés (1997). Janus Pannonius Egyetemi Kiadó, Pécs. [Portfolio analysis] Damodaran(2006): A befektetések értékelése, PANEM, Budapest [Investment Valuation]

Subject: Financing of SMEs	Subject code: NGB_AK038_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Farkas Szilveszter (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Financing features of small enterprises Definition of small- and medium enterprises, their significance in the modern economy Capital structure of companies: illustrative theories and influencing factors Financial management of small enterprises and internal financing External financing of small enterprises State role-taking in the financing of the SME sector Bank credit techniques Bank products and services Life cycle of companies and the relationship of financing Financial management of crisis management Questions of buying up in case of small enterprises A multinational insurance-finance company and small- and medium enterprises	
Compulsory material: Béza Dániel – Csapó Krisztián – Filep Judit – Farkas Szilveszter – Szerb László: Kisvállalkozások finanszírozása. Nemzeti Tankönyvkiadó, Budapest, 2007 [Financing of small enterprises]	
Recommended material: Az új kkv meghatározás. Európai Közösségek 2006. [The new definition of SME] Letölthető / Downloadable: http://ec.europa.eu/enterprise/enterprise_policy/sme_definition/sme_user_guide_hu.pdf	

Subject: Principles of Comparative Taxation	Subject code: NGB_AK057_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Limpók Valéria (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: Taxation policy Fundamentals of law of taxation The systematic arrangement of taxation Liabilities to be paid after employees Corporate gains taxation Value Added Tax Simplified Entrepreneurial Tax (EVA) Taxation and local government Other tax-related liabilities to be paid	

State tax office procedures Model conventions Taxation and the European Union Tax planning
Compulsory material Currently effective laws concerning tax and social security Currently relevant literature defined in lectures
Recommended material Solt - Kovács - Limpók (2009): Pénzügytan II. Állami pénzügyek, Universitas-Győr Nonprofit Kft., Győr (Study of finance II. Public finances) Herich György (2009): Adótan, Penta Unió Okt. Centrum, Pécs (Study of tax) Herich György (2006): Nemzetközi adózás, Penta Unió Okt. Centrum, Pécs (International taxation) Tax-related periodicals, journals

Subject: Introduction to Financial Affairs	Subject code: NGB_AK058_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Limpók Valéria (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Development, function of money. Modern money, value of the money, inflation Banks, banking system The role of banks Functions of merchant banks Stock Exchange, bonds, stocks Basics of international finances International financial institutions European Monetary Union	
Compulsory material: Magyar Gábor: Pénzügyi Navigátor, Invent Produceri és Tanácsadó Iroda, Budapest, 2001 (Financial Navigator)	

Subject: Intercultural communication	Subject code: NGB_IT004_1, NGB_IT005_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Tompos, Anikó (English), Dr. Garai, Anna (German), Dr Ablonczy-Mihályka, Lívia (Italian),	
Semester: autumn, spring	Pre-study requirements: -
Description: The aim of the course is to develop reading and writing skills in terms of micro-skills related to <i>reading for information, summarizing, presenting information and arguments</i> . The course includes topics like definitions, aspects and models of culture, cultural relativism, national stereotypes (the bell jar model), culture shock, comparative research: dimension-based models, cultural metaphor, kulturstandard , the most popular dimension-based models: Hall, Hofstede, Trompenaars, present-day research: World Values Survey, European Values Study, Globe , Hungary in international research, application of theories: cross-cultural differences in speaking, listening and writing, international marketing: lessons learned.	
Compulsory material: Hidasi Judit 2004. <i>Interkulturális kommunikáció</i> . Budapest: Scolar [Intercultural communication] Hofstede, Geert – Hofstede, Gert J. (2005) <i>Cultures and Organizations: Software of the Mind</i> . New York: McGraw-Hill	
Recommended material: Polyák Ildikó 2005. <i>Cross-cultural Communication</i> . Budapest: Perfekt.	

Subject: Improving communication	Subject code: NGB_IT015_1, NGB_IT015_2, NGB_IT007_1, NGB_IT007_2
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Nádai, Julianna (English), Freiberg Björn; Dr. Garai, Anna (German), Szöke, Júlia (Italian)	
Semester: autumn, spring	Pre-study requirements: -
Description: The aim of the course is to enable the students to use foreign language for communication purposes in native context and use the appropriate language style in various situations. The course will focus on topics like hobbies and freetime activities, science and technology, culture, entertainment, customs, celebrations, tourism, the world of work, education and the environment. Grammar is also focused on at the course to make students use correct forms and style of language. The participants improve their communication by reading authentic texts in foreign language, role plays, situation solving, writing letters, essays and translation.	
Compulsory material: James Gault (2006) <i>Talking Points</i> . Oxford University Press. Johannes Schumann (2006) <i>Mittelstufe Deutsch</i> . Ismaning: Max Hueber Verlag. T. Marin – S. Magnelli (2006) <i>Progetto Italiano</i> . Firenze: EdiLingua.	
Recommended material: Raymond Murphy (2006) <i>English Grammar in Use</i> . Cambridge: Cambridge University.	

Subject: 20th century literature and art in Europe	Subject code: NGB_IT010_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Ablonczy-Mihályka Livia and Dr. Tompos Anikó (Hungarian)	
Semester: autumn, spring	Pre-study requirements: -
Description: The aim of the course is to make students acquainted with 20th century tendencies in fine art, music, dance, films and mainly literature. The students are provided with basic theories and are pieces of European artistic work. The course introduces plenty of art schools and tendencies, like modernism, futurism, symbolism, neorealism, postmodernism. Literary works with various genres are read at the course to make participants be aware of special characteristics of dramas, novels, short stories and poems.	
Compulsory material: James Joyce: <i>Ulysses</i> Virginia Woolf: <i>To the Lighthouse</i> Alfred Döblin: <i>Berlin, Alexenaderplatz</i> Hans Fallada: <i>Little Man, What Now?</i> Giuseppe Tomasi di Lampedusa: <i>The Leopard</i> Alberto Moravia: <i>Contempt</i> George Orwell: <i>1984</i> Robert Merle: <i>Malevil</i> Thomas Stearns Eliot: <i>Murder in the Cathedral</i> Jean Genet: <i>The Maids</i> John James Osborne: <i>Look Back in Anger</i> Eugène Ionesco: <i>Tha Bald Soprano</i> Samuel Barclay Beckett: <i>Waiting for Godot</i> Tom Stoppard: <i>Rosencrantz and Guildenstern Are Dead</i> Jaroslav Hašek: <i>The Good Soldier Švejk</i> Bohumil Hrabal: <i>Sörgyári capriccio (Postriziny)</i> Milan Kundera: <i>Ignorance</i> Boris Vian: <i>Froth on the Daydream</i>	

Italo Calvino: <i>If on a Winter's Night a Traveler</i> Umberto Eco: <i>The Name of the Rose</i>
Recommended material: XX. századi világirodalom I-II. (tanszéki segédlet) http://tavokt.sze.hu Phaidon editors (1999) <i>The 20th Century Art Book</i> . Phaidon

Subject: Translation for specific purposes (EU language)	Subject code: NGB_IT014_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Nádai Julianna (English), Dr. Garai Anna (German),	
Semester: autumn, spring,	Pre-study requirements: -
Description: The aim of the course is to enable students to translate texts from and to foreign languages, use translation aids effectively and acquire practical skills required to translation processes. Texts are selected with special regard on economics related vocabulary, starting with simple texts and going on to complex ones.	
Compulsory material: Engel, P (2004) <i>Angol üzleti, gazdasági gyakorlókönyv</i> . Budapest: Külkereskedelmi Oktatási és Továbbképző Központ. Dancs, A. – Molnár, J. (szerk.) (1998) <i>Magyar-angol közgazdasági fogalom- és szótár</i> . Budapest: Szaktudás Kiadó. Horváth, É. (2003) <i>Übersetzen aus dem Deutsch ins Ungarische</i> . Budapest: Nemzeti Tankönyvkiadó: Szalai, Gy. (2002) <i>Arbeit und Kommunikation in deutsch-ungarischen Teams</i> . Budapest: Goethe Institut Internationales.	
Recommended material: Bart, I-Klaudy, K. – Szőlóssy, S. (1996) <i>Angol fordítóiskola</i> . Budapest: Corvina.. Klaudy, K. – Salánki, Á. (1997) <i>Német-magyar fordítóiskola</i> . Budapest: Nemzeti tankönyvkiadó.	

Subject: Manager communication in foreign languages	Subject code: NGB_IT016_1
Credits: 4	Lessons per week: 4
Lecturer (language): Szöke Júlia (English), Dr. Garai Anna (German)	
Semester: autumn, spring	Pre-study requirements: -
Description: The aim of the course is to develop students' written communication skills with special emphasis on forming business letters, categories of business letters, rules of good writing, recruitment correspondence: application letter, CV, invitation to an interview, references, offer of employment, job description, letter of acceptance, letter of resignation, testimonials), Fax messages,. electronic mail., memos, reports, circulars and sales letters, publicity material (Newsletter), notices, advertisements and leaflets, forms and questionnaires.	
Compulsory material: Shirley Taylor (2005) <i>Communication for Business – A Practical Approach</i> . Pearson Longman.	
Recommended material: G. Tullis – T. Trappe (2002) <i>New Insights into Business</i> . Longman.	

Subject: Business negotiations	Subject code: NGB_IT017_1
Credits: 4	Lessons per week: 4

Lecturer (language): Dr Tompos Anikó (English), Freiberg Björn (German), Dr Ablonczy-Mihályka, Lívía (Italian)	
Semester: autumn, spring	Pre-study requirements: -
Description: The course is designed to improve course participants' skills in various business areas (presentations, meetings and sales). Oral skills are developed to enable students to work in any management position by providing them with theoretical background and practice. The course offers topics like making business presentation with visual aids, analyzing presentations, types of motivation required to be a sales person, making a selling scenario.	
Compulsory material: Leigh Thompson (ed.) (2006) <i>Negotiation Theory and Research</i> . London: Routledge	
Recommended material: Leigh Thompson (2006) <i>The Heart and Mind of the Negotiator</i> . London: Routledge	

Subject: Arrangement and finance of public services	Subject code: NGB_KJ011_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. András Patyi (Hungarian)	
Semester: spring	Pre-study requirements: Administrative law (NGB_KJ016_1)
Description: Concept, grouping and demarcation of public services. Levels of public responsibility supply in modern societies. Significance of „New Public Management” in public services. Liberalization – Privatization. The role of the municipality system in the public sector. The role of the private sector in public service supply. Public services I: Information, Telecommunication, Energy, Media, Gas, Postal Services, Transport, Education, Public Health, Welfare	
Compulsory material: Tamás M. Horváth (2002) <i>Managing local public services</i> . Dialóg Campus Kiadó, Budapest-Pécs.	

Subject: Basic knowledge in law	Subject code: NGB_JE006_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Ribó Anett (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The course is preparatory in nature. Besides conveying knowledge it aims to make students appreciate legal studies and political science, and arouse interest in these fields. The knowledge gained during the course establishes the legal studies of later semesters.	
Compulsory material: Szigeti Péter: <i>Jogtani és államtani alapvonalak</i> . Rejtjel Kiadó, 2005. (Baselines of the study of law and state)	

Recommended material:
 W. Mössle: A liberális államtól a szociális jogállamig. In: *Joguralom és jogállam. Antológia* (szerk.: Takács Péter). Budapest, 1995 (From the liberal state to the societal Rechtsstaat)

Subject: Theory of international politics	Subject code: NGB_JE010_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Egresi Katalin (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The course deals with the significant theoretical trends, players and processes of international politics. It mainly examines the features of state foreign policy and the role of non-state players in international political life, through the different means of idealism, realism, civilization and globalization theories. It places special emphasis on introducing the principles of the balance of great powers and power vacuums.	
Compulsory material: Kiss J. László: Globalizáció és külpolitika. Bp. 2001 (Globalisation and foreign policy)	
Recommended material: Egresi Katalin: A nemzetközi politika elmélete. Tanszéki segédlet: www.jet.sze.hu . (The theory of international politics)	

Subject: Local Governmental Law	Subject code: NGB_KJ017_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Tóth Tamara (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: Local governments in general. Basic rights of local governments and their protection. The Constitutional Court on the basic rights of local governments. The scope of authority of central bodies relating to local governments. The origin and philosophy of the local government system. The regulation system, types of local governments, and differences. Direct local governance. The basis of organising of areas. Scope of authority and tasks of local governments. Body of representatives, officials. Local government associations. Association of regional local governments. Assets of local governments and their management. The development of the legality control of local governments. Public body local governments.	
Compulsory material: Dr. Patyi András – Dr. Varga Zs. András: Általános közigazgatási jog. Dialóg Campus Kiadó, Budapest-Pécs, 2009. (General administrative law)	

Subject: Logistics	Subject code: NGB_LO011_1
Credits: 3	Lessons per week: 2

Lecturer (language): Dr. Hartványi Tamás (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The course deals with the practical and theoretical issues of the systematic approach, which facilitates efficient production and service organization. It directs attention to the importance of accessory activities based on the principle of total-cost. The main aim of the course is to establish a unified attitude. It would also like to familiarize students with logistics methods and areas, which are not discussed elsewhere, such as warehousing, conveyance of materials, packaging, etc.	
Compulsory material: Dr. Földesi Péter (szerk.): Logisztika I-II. Szerk: Elektronikus jegyzet, SZE, Győr, 2006. http://jegyzet.sze.hu (Logistics I-II) Dr. Prezenszki József (szerk.): Logisztika. BME, Mémöktovábbképző Intézet, Budapest, 1995. (Logistics)	

Subject: Customs and Transportation	Subject code: NGB_LO013_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Tátrai Judit (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Forwarding is a problem and objective oriented activity. Its high level execution demands an integrated knowledge of several different areas (transport law, schedule of charges, customs law, economics etc.) The aim of the course is to bring together the separate knowledge areas for the forwarding businesses, which are introduced in the different courses, and to illustrate opportunities for students who do not specialize in this field.	
Compulsory material: Nyakasné dr. Tátrai Judit Szállítmányozás I. – II. (egyetemi jegyzet, SZE) (Forwarding I-II)	

Subject: Mathematics I.	Subject code: NGB_MA009_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr Molnárka-Miletics Edit (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: During the course students will get to learn the basic mathematical concepts and procedures, which are indispensable for their further business studies. This knowledge will help them better understand their chosen professional field and become more successful in it.	
Compulsory material: Gáspár Csaba, Molnárka Győző Analízis közgazdászoknak, Széchenyi István Egyetem, 2005. (Analysis for economists)	
Recommended material: Dr Marton Lászlóné: A függvénytan elemei, határértékszámítás (The elements of function, calculus of limit) Ács László: Egyváltozós valós függvények differenciálszámítása (Differential calculus of one variable real functions) Molnár Béláné: Egyváltozós valós függvények integrálszámítása, NOVADAT, 1994. (Integral calculus of one variable real functions)	

Subject: Mathematics II.	Subject code: NGB_MA009_2
Credits: 5	Lessons per week: 4
Lecturer (language): Simonné Szabó Klára (Hungarian)	
Semester: spring	Pre-study requirements: NGB_MA009_1
Description: Knowledge of linear algebra. Integration, derivation, multi variable real functions, and matrices.	
Compulsory material: Ács László, Gáspár Csaba: Analízis, Gáspár Csaba, Molnárka Győző: Lineáris algebra és többváltozós függvények Széchenyi István Egyetem, 2006. (Analysis) (Linear algebra and multi variable functions)	
Recommended material: Bárchy Barnabás Integrálszámítás (Integral calculus) Scharnitzky Viktor: Vektorgeometria és lineáris algebra (Vector geometry and linear algebra) Molnár Béláné: Többváltozós függvények (Multi variable functions)	

Subject: Mathematics 0.	Subject code: NGB_MA015_1
Credits: 3	Lessons per week: 2
Lecturer (language): Lukács Antal (Hungarian)	
Semester: spring	Pre-study requirements: NGB_MA009_1
Description: The course helps the students to fill the gaps in their mathematics-knowledge brought from secondary school.	
Compulsory material: -	

Subject: Public Law and Policy of the EU	Subject code: NGB_NJ004_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Horváthy Balázs (Hungarian)	
Semester: spring	Pre-study requirements:-
Description: The aim of the course is to comprehensively introduce the structure of the European Union, its main bases for shaping and operating community policies, and its legal structure. The course firstly deals with legal history, which is followed by the introduction of the institutional-legal framework of the EU. The most important rules of decision-making will also be shown, as well as the sources of EU and community law, and fundamental features of the individual sources. Students will learn the connections between EU law and the national legal systems of the member states, and the problems that arise from this.	
Compulsory material: MILASSIN LÁSZLÓ – HORVÁTHY BALÁZS: Európai Unió Alapismeretek. Széchenyi István Egyetem-HEFOP, Győr, 2006. Elektronikus tananyag, letölthető: http://jegyzet.sze.hu/ (Fundamentals of the EU)	

Subject: Law of International Economic Relations	Subject code: NGB_NJ005_1
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Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Horváthy Balázs (Hungarian)	
Semester: spring	Pre-study requirements:-
Description: Students will be provided with an overview of private international law in a wider sense, and the regulation framework of international economic relations. The individual topics are mainly discussed from a practical point of view, therefore those legal issues are emphasized, which are of everyday importance in foreign trade activities. The course examines the international regulation background together with the EU and Hungarian framework. Special emphasis is also given to the case-law background of topics.	
Compulsory material: VÖRÖS IMRE: A nemzetközi gazdasági kapcsolatok joga. Krim Bt. 2006. (The law of international economic relations)	

Subject: Basics of International Law	Subject code: NGB_NJ008_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Sulyok Gábor (Hungarian)	
Semester: autumn	Pre-study requirements:-
Description: Taking into consideration the expanding and intensifying relations between states, and the integration processes taking place on the European continent, acquiring the basic knowledge of international law is essential for students who study international studies and international administration. The course will closely examine the following areas: the history of international law and international relations, the subjects and sources of international law, the drawing up of international treaties, the rights of the state and different regions, diplomatic and consulate relations, international organizations of significant importance for the international community and Europe.	
Compulsory material: Bruhács János: Nemzetközi jog I-III. Dialóg - Campus, Budapest - Pécs, 2001. (International law I-III)	

Subject: Settings of Communication	Subject code: NGB_NK004_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Ablonczy-Mihályka, Livia and Dr Tompos Anikó (Hungarian)	
Semester: autumn, spring	Pre-study requirements: -
Description: The course objectives are to develop students' skills to analyze communication processes and to give a deep insight into various communication settings. The course gives a detailed description of various settings of communication with their specific functions. Major topics include communication theories, specialties of political communication, business communication, verbal and non-verbal communication, effective communication techniques, culture and intercultural communication.	
Compulsory material: Borgulya Agnes-Somogyvári Márta (2007) <i>Kommunikáció az üzleti világban</i> . Budapest: Akadémiai Kiadó [Business communication] Buda Béla – Sárközi Erika (szerk.) (2001) <i>Közéleti kommunikáció</i> . Budapest: Akadémiai Kiadó [Public communication]	

Schmidt, W.V. at al. (2007) *Communicating globally*. Sage Publications, Inc.

Recommended material:

Béres István – Horányi Özséb (szerk.) (2001) *Társadalmi kommunikáció*. Budapest: Osiris [Social communication]

Subject: Constitutional law	Subject code: NGB_PJ001_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Karácsony Gergely (Hungarian)	
Semester: autumn	Pre-study requirements:-
Description: The course introduces the fundamentals of Hungarian public law from the concepts of constitutional law (constitutionality, legal sources, governmental system, suffrage, direct democracy, citizenship) through the state organization (legal status and authority of certain state organs), to the system of basic rights (their regulation and protection system). The course also examines the legal background of the Hungarian constitutional system and the practices of the Constitutional Court.	
Compulsory material: Kukorelli István (szerk.): Alkotmánytan I. Bp. 2007, Osiris (Principles of constitutional law I)	

Subject: Statistics I., II.	Subject code: NGB_RT002_1,2
Credits: 5-5	Lessons per week: 4-4
Lecturer (language): Dr. Szalka Éva, Dr. Reisinger Adrienn (Hungarian) Dr. Dusek Tamás (Hungarian, English)	
Semester: I. - autumn, II. - spring	Pre-study requirements: I. is required for II.
Course description: Fundamentals of statistics: statistical unit, multitude, and criteria. Data survey and data source. The measurable features of criteria. Statistic tables and graphical representation. Series, frequency and distribution. Relative numbers, index calculation, standardization. Stochastic relations between criteria. Independent and dependent criteria. Types of relations between criteria: association, mixed relation, and correlation.	
Compulsory material: Dr. Szalka Éva (2007) <i>Statisztika I.</i> . Universitas Kht, Győr (Statistics I) Dr. Szalka Éva- Dr. Dusek Tamás (2007): <i>Statisztika képletek és táblázatok</i> . Universitas Kht, Győr (Statistical formula and tables) Dr. Szalka Éva- Dr. Dusek Tamás (2008): <i>Statisztika példatár I</i> , Universitas Kht, Győr (Compilation of examples for Statistics I)	
Recommended material: Hunyadi-Vita: <i>Statisztika közgazdászoknak</i> (KSH, Budapest, 2003) (Statistics for economists)	

Subject: Spatiality of economy and society - Economic Geography)	Subject code: NGB_RT003_1
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Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Tamás Hardi (Hungarian)	
Semester: autumn/spring	Pre-study requirements:
<p>Description:</p> <p>Evolution, regional processes, developmental focuses and the most well-known models of the global economy.</p> <p>Economic integration, regional differences, demographic cycles of the EU population, demographic changes.</p> <p>Migration, global labour market, social and economic impact.</p> <p>The process of regional development, area divisions, levels of areas hierarchy, public administration, spatiality planning: European and domestic examples.</p> <p>Public administration system in Hungary.</p> <p>Concept, factors and measuring of sustainable development. Sustainable strategy of the EU.</p> <p>Existence of the information economy: the inherence of social and economic spatiality, the correlation of distance and locality, and appearance of cyberspace</p>	
<p>Compulsory material:</p> <p>Tamás Hardi – Irén Szörényi -Kukorelli (2006) <i>Geography of society and economy</i>. Electronic Lecture Notes Széchenyi István Egyetem, Győr.</p> <p>Zoltán Hajdú (2001) <i>Administrative Geography of Hungary</i>. Dialóg Campus Kiadó, Budapest–Pécs.</p>	

Subject: Regional Economics	Subject code: NGB_RT004_1
Credits: 3	Lessons per week:2
Lecturer (language): Dr. Rechnitzer János (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description:</p> <p>Regional economics is a discipline, which introduces the improvement, the development and economic processes of different regions and areas. It serves as a theoretical basis of the economic regional processes and the whole system of economic space.</p> <p>Main fields of the subject are regional science, the impact of globalization and localization processes on space as well as the discussion of regional micro-economical issues (for example location theories, spatial market structures, delivery charges, theoretical division of labour, rhombus model, regional concentration, and clustering processes).</p>	
<p>Compulsory material:</p> <p>Lengyel I.–Rechnitzer J.2004: <i>Regionális gazdaságtan</i>. Dialóg Campus Kiadó, Budapest-Pécs. (Regional Economics)</p>	
<p>Recommended material:</p> <ul style="list-style-type: none"> ▪ Rechnitzer J. 1994: <i>Fejezetek a regionális gazdaságtan tanulmányozásához</i>. MTA Regionális Kutatások Központja, Győr-Pécs. ▪ (Chapters For Studying Regional Economics) ▪ Kozma G. 2003: <i>Regionális gazdaságtan</i>. Kossuth Egyetemi kiadó, Debrecen. ▪ (Regional Economics) ▪ Benko G. 2002: <i>A regionális tudomány</i>. Dialóg Campus, Pécs. ▪ (Regional Science) 	

Subject: Operations research	Subject code: NGB_RT005_1
Credits: 3	Lessons per week:4
Lecturer (language): Dr. Smahó Melinda (Hungarian)	
Semester: autumn	Pre-study requirements:

<p>Description: The course has been designed to give help in decision-making and economic optimization. The basis, types and graphic solution of linear programming. Duality. Sensitivity analysis. Solving transportation assignments. Integer/ Linear programming. Game theory. The balance of inter-sectoral relations. Operations research in practice.</p>
<p>Compulsory material: Ferenczi Zoltán: Operációkutatás. Novadat, Győr, 2000. (Operations research)</p>
<p>Recommended material: Raffai Mária (szerk.): Döntéselőkészítés. Operációkutatási módszerek. Novadat, Győr, 2000. (Decision-making, Methods in Operationsresearch) Wayne L. Winston (2003): Operációkutatás. Módszerek és alkalmazások. Aula, 2003. (Operations research. Methods and Applications)</p>

Subject: Regional Politics	Subject code: NGB_RT007_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Filep Bálint (Hungarian)	
Semester: autumn, spring	Pre-study requirements:
<p>Description: The basics and aims of regional development. Characteristics of (modern) and post-modern regional policy. Central regulation of the regional policy. Development, reforms, basic principals, operations and practice of the EU common regional policy. European regional strategies and multiregional cooperation. History of the Hungarian regional policy. Regional planning, programming and monitoring. Institutions and finance of regional development. Regional management. Factors affecting regional policy in the future.</p>	
<p>Compulsory material:</p> <ul style="list-style-type: none"> - Rechnitzer J.–Smahó M. 2006: Regionális politika. Egyetemi jegyzet. Győr, Széchenyi István Egyetem. (Regional Policy) - 1996. évi XXI. törvény a területfejlesztésről és területrendezésről. Act 1996. XXXI. on Regional Development and Resettlement) - Országos Területfejlesztési Konceptió. Budapest, Országos Területfejlesztési Hivatal. 2005. (National Conception of Regional Development) 	
<p>Recommended material:</p> <ul style="list-style-type: none"> ▪ Rechnitzer J.–Lados M. 2004: A területi stratégiáktól a monitoringig. Budapest-Pécs, Dialóg Campus Kiadó. (From Regional Strategies to Monitoring) ▪ Sarudi Cs. 2003: Térség és vidékfejlesztés. Kaposvár, Agroinform Kiadó. (Regional and Rural Development) ▪ Horváth Gy. 2003: Regionális támogatások az Európai Unióban. Budapest, Osiris Kiadó. (Regional Subsidies in the European Union) ▪ Rechnitzer J. 1998: Területi stratégiák. Budapest-Pécs, Dialóg Campus Kiadó. (Regional Strategies) 	

Subject: Regional Politics, Regional Society	Subject code: NGB_RT009_1
Credits: 3	Lessons per week: 2
Lecturer (language): Tóth Péter (Hungarian, English)	
Semester: autumn	Pre-study requirements:
<p>Description:</p> <p>Globalization (levels of social organizations). The relationship between the 'big society' and 'local society'. The concept, dimensions and fragmentation of local society. Town and village, the local power and its coordination (big politics and locality). Local publicity, public opinion and media (local social margins). The local elite. Successful local societies (social capital). Local social conflicts. Rural connection networks. Local society in the light of political transformation. Self-government, self-governance (local elections) public works, public services. Virtual communities, characteristics of the virtual local society. The role of publicity in the local societies' life (Change in publicity).</p>	
<p>Compulsory material:</p> <p>Bóhm Antal (1996) <i>A helyi társadalom</i>. Csokonai Vitéz Mihály Tanítóképző Főiskola Társadalomtudományi és Közművelődési Tanszéke. (The Local Society)</p>	

Subject: Economic Sociology	Subject code: NGB_RT011_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr.Szakál Gyula (Hungarian)	
Semester: autumn, spring	Pre-study requirements:
<p>Description:</p> <p>The relation and effect of different social subsystems on the economy. The relations between social value systems and the economy. Motivations, economic motivations, and personality theories. The entrepreneur and its social environment as a socio-economic problems. Development of entrepreneurial models and prototypes from ancient times until now. The citizen and the entrepreneur's identity map. The entrepreneurial models and relationships in the 19th and 20th century. Success ideology, rhetoric of success, and the narrative of success. The socialization of success patterns and forms of economic behaviour. The social capital and its relationship with the economy. Characteristics of the Hungarian social capital.</p>	
<p>Compulsory material:</p> <p>Szakál Gyula: <i>Vállalkozó győri polgárok L'Harmattan, 2003. (Fejezetek)</i> (Entrepreneurial Citizens of Győr) Szakál Gyula: <i>Karrierék és életstratégiák KönyvPont, 2004.</i> (Careers and Life Strategies) 3. Robert D.Putnam: <i>Making Democracy Work. Princeton University Press, 1994.</i></p>	

Subject: Settlement Economy	Subject code: NGB_RT013_1
Credits: 5	Lessons per week: 4

Lecturer (language): Dr.Mihály Lados (Hungarian)	
Semester: autumn	Pre-study requirements:
Description: The role of state – administration of public revenue. Construction of public administration Centralization –Decentralization. Local community finances. Relations of central and local budgetary issues. Local taxation. Financing municipality developments. The role of loans in municipality finances. Municipality assets value and its value assets management.	
Compulsory material: Mihály Lados (1998) Possible ways of municipality financing. <i>Tér és Társadalom</i> , 1. 59– 86. o.	

Subject: Local economic development (Regional and area development)	Subject code: NGB_RT016_1
Credits: 5	Lessons per week: 4
Lecturer (language): Somlyódy Dr. Pfeil Edit (Hungarian)	
Semester: spring	Pre-study requirements:
Description: The objective of the course is to support the undergraduates to find their ways in the training of local economic development. That way they will be able to develop an attitude of local public affairs awareness. The course has been designed to highlight the theoretical background of economic development while introducing some particular practical methods and tools. The institutional background and the actors of the local economic development are also articulated.	
Compulsory material: Zoltán Bajmóczy (2011): <i>Introduction into the local economic development</i> . Szeged, JATEPress.	

Subject: Political Science	Subject code: NGB_RT018_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr.Szakál Gyula (Hungarian)	
Semester: autumn	Pre-study requirements:
Description: Structure and components of the political system. Vested interests. Domination and power relations. Societies' legitimization mechanism. The Hungarian legitimacy mechanisms until now. The development of political parties and their efficiency. The development of political institutions' function and structure. Political ideas of the modern era. Liberalism, conservatism and small political ideas (anarchism, populism) and their changes in form. National ideas and its changes. Communication practice of each political system. The relationship between political systems and the past.	

Compulsory material:
 Szakál Gyula: Politológia. Távoktatási kézirat, 2005.
 (Politicalology)
 Putnam, Robert: The Prosperous Community Social Capital and Public Life. In:
www.prospect.org/print/V4/13/putnam.r.-html.
 Rose, Richards – Weller, Craig: What does Social Capital Add to Democratic Values?
 Centre for the Study of Public Policy, University of Strathclyde Glasgow G1 1XH
 Scotland 2001. (Studies in Public Policy, Number 346)
 Szakál Gyula: Hatalmi manipuláció, túlélési technikák a szlovákiai Hungarianság körében.
 MTA PTI – Budapest – Nemzetiségi Dokumentációs Központ Pozsony 1997.
 (Manipulation of power, Survival Techniques in Slovakia among Hungarians)

Subject: Regional Economics	Subject code: NGB_RT019_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Grosz András (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description:</p> <p>Regional economics is the course, which teaches the students about the economic factors affecting spatial processes and characteristics of their main trends. It also teaches the place of regional economics in the science taxonomy and the most important basic concepts will be introduced.</p> <p>The most important key issues of regional economics are: spatial distribution of economic activities, premises theories, the characteristics of the regional economic structure and the interpretation of its competitiveness, development of regional economy and its growth, its models, its theories and factors as well as analytical methods of regional macro economics.</p>	
<p>Compulsory material:</p> <ul style="list-style-type: none"> ▪ Lengyel I.–Rechnitzer J. 2004: Regionális gazdaságtan. Dialóg Campus Kiadó, Budapest-Pécs. (Regional Economics) 	
<p>Recommended material:</p> <ul style="list-style-type: none"> ▪ Grosz A.–Rechnitzer J. (szerk.) 2005: Régiók és nagyvárosok innovációs potenciálja Magyarországon. Pécs-Győr, MTA Regionális Kutatások Központja. (Innovation Potential of Regions and Large Cities in Hungary) ▪ Lengyel I. 2003. Verseny és területi fejlődés: térségek versenyképessége Magyarországon. Szeged, JATEPress.. (Competition and Regional Development: Regions' Competitiveness in Hungary) 	

Subject: Regional Politics	Subject code: NGB_RT020_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Reisinger Adrienn (Hungarian)	
Semester: autumn, spring	Pre-study requirements:
<p>Description:</p> <p>The regional policy plays an important role among policies at the same time its communal command has increased not only at the national but also at the regional level. The aim of the curriculum is to teach the students about the most important theories, introduce them to the most significant nodes of the regional development, interpret the relationship between sectoral and territorial policy and how they are built upon one another, get an insight into instruments and institutions, find their way through sources, and to get to know how to obtain and use sources.</p>	

<p>Compulsory material: Sarudi Cs. 2003. Térség és vidékfejlesztés. Agroinform Kiadó. Budapest. (Area and Rural Development) Rechnitzer J. 1998. Területi stratégiák. Dialóg Campus Kiadó, Budapest-Pécs, 2003. (Spatial Strategies)</p>
<p>Recommended material: A regionális politika közigazgatási feltételei. Szerk. Horváth M. Tamás. Magyar Közigazgatási Intézet, Budapest. 2004. (Administrative Conditions of Regional Policy) A terület-és településfejlesztés alapjai. Szerk. Süli-Zakar István. Dialóg Campus Kiadó, Budapest-Pécs, 2003. (Basics of Area and Settlement Development)</p>

Subject: Pluralism and Mass Communication	Subject code: NGB_RT023_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Bugovics Zoltán (Hungarian)	
Semester: autumn	Pre-study requirements:
<p>Description: The overall presentation and interpretation of the media world as well as an overview of sociological characteristics, interpretation, and representation of problems of the information society. Acquisition of the course material will enable the undergraduates to interpret the placement of their own profession in a multidisciplinary way in a postmodern, media-soaked, knowledge-based information society where the traditional and traditional values and systems have been transformed due to the flow of information and networking. Additional objectives of the course are to show the students how the information and knowledge based economy and networking phenomenon contributes to the existence and development of the postmodern, global society. Also it allows them to get to know the Hungarian media market and to be able to interpret it in an overall structure.</p>	
<p>Compulsory material: 1. Manuel Castells: A hálózati társadalom kialakulása (Az információs korszak I. Bp., Gondolat, 2005. (The Emergence of the Network Society) 2. Bugovics Zoltán: A torz(itó)szülött Gondolat kiadó, 2004, Bp. (The misbirth) 3. Gálik Mihály: Média-gazdaságtan (Media Economics)</p>	

Subject: Sociology of Money and the Postmodernity	Subject code: NGB_RT024_1
Credits: 2	Lessons per week: 2
Lecturer (language): Tóth Péter (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description: Analysis of social cultural changes brought about by the electronic money and banking systems: based on the book by Aldo Haesler. The money and sociology of the post modernity. Droz Publishin House Geneve (1995) -The historical sections of the evolution of the money / from shell over sacred money until electronic bank account -The new clothes of money and its new postmodern nature. Types and functions of electronic card money -The money as an intercultural medium and electronic sign -Modernization of social relations and the model of the virtual society. The control, the identity and the</p>	

legitimacy as social constructions -The future of work, exchange and intersubjectivity in the postmodern era
Compulsory material: A. J. Haesler (1995): <i>La sociologie de l argent et la postmodernité</i> Libraire Droz Geneve Paris műve alapján. A pénz filozófiája 1-3. kötet. Szöveggyűjtemény Szerk.: Bodai Zsuzsa AULA Kiadó Budapest (2001) <i>The Philosophy of Money</i>

Subject: Local Development Project	Subject code: NGB_RT042_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. János Rechnitzer (Hungarian)	
Semester: autumn	Pre-study requirements:
Description: Completion of the course represents practical training. It means that the undergraduates are required to spend a two week internship working for an institution of public services or working for a municipality. The main objective is to provide certain practical skills to the graduates of the public services degree course. The undergraduates are requested to complete the internship and they are also required to complete a report on their work when they successfully complete their training.	
Compulsory material: -	

Subject: Local policy	Subject code: NGB_RT043_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. János Rechnitzer (Hungarian)	
Semester: spring	Pre-study requirements:
Description: Settlement as a system and its components. Regional politics in the public political system. Trends of settlement networks in Europe and Hungary. Fundamentals and some significant strategic directions of regional politics. Actors of regional policy making. Objectives, contents, components and methodology of local settlement politics. Tools and institutions of local settlement policy. Challenges of regional politics in the 21 century	
Compulsory material: János Rechnitzer– Melinda Smahó (2010) <i>Regional Politics</i> . Akadémiai Kiadó, Budapest. Ilona Pál (2008) <i>Local Governance in Hungary</i> . Dialóg-Campus Kiadó, Budapest–Pécs. 2008.	

Subject: Community development and its methods	Subject code: NGB_RT044_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Adrienn Reisinger (Hungarian)	
Semester: spring	Pre-study requirements:
Description: The concept of community development. The essence and actors of community development.	

<p>Community governance. Citizen's role in community planning. The role of civil/non-profit organizations in community planning: advantages, disadvantages and conditions of community planning. Domestic and international initiatives to represent community participation. Community participation techniques.</p>
<p>Compulsory material: Reisinger Adrienn (2009) Participative democracy and social participation – theoretical approach. Civil Szemle, 4. 5–23. o. Adrienne Reisinger (2010) The significance of the activity of non -profit organizations in local development. – Péter Benkő (Editor.) Political region – Regional politics. Deák, Budapest. 225–241.o.</p>

Subject: Cooperation forms of the local actors	Subject code: NGB_RT045_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Adrienn Reisinger (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description: Cooperation and partnership at local, regional, national and international levels. Social capital. Role of networks in social and economic processes. Cooperation forms of companies. Cooperation of companies and municipalities. Cooperation of companies and higher education. Cooperation of companies in the civil/non-profit sphere. Corporate Social Responsibility (CSR). Cross border economic and social relations.</p>	
<p>Compulsory material: Zoltán Csizmadia (2009) Collaboration and ability of being innovative. Napvilág Kiadó, Budapest. Tamás Hardi – Károly Tóth (Editor.) (2009) By the sides of our borders. Fórum. Minority Research Institute, Slovak Republic.</p>	

Subject: Non-profit Economics	Subject code: NGB_RT035_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Reisinger Adrienn (Hungarian)	
Semester: autumn	Pre-study requirements:
<p>Description: The course deals with fundamental parameters of non-profit organizations' operation, the Hungarian non-profit sector's criteria, the role of these organizations in the local development, the main parameters of the EU non-profit sectors, the present problems of this sector and the trend of potential solutions.</p>	
<p>Compulsory material: Bartal Anna Maria 2005. Nonprofit elméletek, modellek, trendek. Szazadveg, Budapest. [Non-profit Theories, Models, Trends]</p>	

Subject: Business Economics	Subject code: NGB_SV005_1
Credits: 5	Lessons per week: 4

Lecturer (language): Dr. Szabó József, Dr. Stüle Edit, Dr. Polyák Zoltánné (Hungarian) Dr. Élő Gábor (English)	
Semester: autumn	Pre-study requirements: -
Description: Economic role of the corporation and the corporate life cycle. Sorts of business, types of corporations, and forms of enterprises. Corporate atmosphere Corporate property and possessions. Internal structure and management. Business groups and superstructures. Strategy, business and operative plans. Purchasing, marketing, production, logistics, economical and financial processes. Human resources, innovation and information management. Modern corporate functions.	
Compulsory material: Szabó József (2003): Vállalatok, vállalkozások gazdaságtana. Universitas-Győr KHT, Győr [Corporates', Enterprises' Economy] Chikán Attila (1992): Vállalatgazdaságtan. Aula Kiadó, Budapest [Business Economy] Old, J.-Shafto, T. (1990): Introduction to Business Economics, Stanley Thorns Ltd., Cheltenham, England	

Subject: Accountancy I.	Subject code: NGB_SV006_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Kiss Árpád (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The information, the place of accountancy in the information system. Fields of accountancy, its method and subject. Assets and resources. Inventory. Balance. Principle of documents. Order of documents. Tasks and types of book-keeping Accumulative and revision statements -VAT in accountancy. Budgets, costs and expenditures. Accounting Act. Structure of invoice and Invoice systems. Balance, profit and loss statements.	
Compulsory material: Sziva Miklós: Számvitel I. Könyvviteltan Tri-Mester Kiadó (Accountancy, Book-keeping) Sziva Miklós- Tóth Árpád: Számvitel I. példatár Tri-Mester Kiadó (Accountancy I. Collection of Tasks)	

Subject: Accountancy II.	Subject code: NGB_SV006_2
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Kiss Árpád (Hungarian)	
Semester: autumn	Pre-study requirements: NGB_SV006_1

Description: Acquiring accountancy basics related to the balance sheet items and building on the knowledge of bookkeeping.	
Compulsory material: Sziva Miklós, Simanovszky Zoltán, Boda László, Tóth Árpád, Csányi Márta, Csaplárné Zsidai Valéria: Számvitel II. Mérlegtan Tri-Mester Kiadó (Accountancy II)	

Subject: Accountancy III.	Subject code: NGB_SV006_3
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Kiss Árpád (Hungarian)	
Semester: spring	Pre-study requirements: NGB_SV006_2
Description: During the course the students will learn the different result categories, how to ascertain results, how to compile the profit and loss statements, and how to compile the internal context of the annual reports.	
Compulsory material: Boda László – Zsidai Valéria: Számvitel III.. Tri-Mester bt – 2009. (Accountancy III)	

Subject: Marketing	Subject code: NGB_SV008_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Huszka Péter, Eisingerné Balassa Boglárka (Hungarian) Dr. Makkos-Káldi Judit (English)	
Semester: autumn	Pre-study requirements: -
Description: Concept, development and history of marketing. Individual and organizational customer behaviour. Marketing and marketing research. Market segmentation, target market choice and positioning Product policy, brand, packaging, quality and the life cycle. Product development, design and services. Price policy and pricing. Marketing communication – advertising, PR, direct marketing, and promotion. Processes and factors of marketing. Retail and distribution. International marketing. Marketing organizations and the ethics of marketing.	
Compulsory material: Józsa László: Marketing. Veszprémi Egyetemi Kiadó, Veszprém, 2000. (Marketing) Kotler, P.: Marketingmanagement. Műszaki Könyvkiadó, Budapest, 1999 (Marketing management)	

Subject: Management	Subject code: NGB_SV009_1
Credits: 5	Lessons per week: 4

Lecturer (language): Dr. Bencsik Andrea, Konczosné Dr. Szombathelyi Márta (Hungarian), Konczosné Dr. Szombathelyi Márta (English)	
Semester: autumn	Pre-study requirements: -
Description: Management ideas. The organization and its atmosphere. Structure, manager functions, missions, and vision. History of management and leadership schools, and the establishment of small enterprises. Business plans, types, process and techniques of management, leadership styles, and motivation. Corporate culture and knowledge management.	
Compulsory material: Bencsik Andrea (2008): Menedzsment alapjai Universitas Győr [Basics of management] Stewart Clegg, Marint Kornberger, Tyrone Pitsis (2005): Managing and Organizations Sage London	

Subject: Marketing research	Subject code: NGB_SV012_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: Basic elements of market research. Secondary market research. Interviews and questionnaires. The technical implementation of interviews, observations, and experiments. Quantitative techniques, forecasts, and sample size. Attitude, preference- and quality assessment, research, and descriptive statistics. Analysis of procurement options alternatives in the marketing mix. Brand image research. Segmentation techniques. Panel research and market research in an international environment. Qualitative research methods and the individual in-depth-interview. Technical questions of qualitative research. Focus group techniques. Group techniques and brand research techniques. Agency selection and contacts.	
Compulsory material: Veres – Hoffmann – Kozák (2006): Bevezetés a piackutatásba, Akadémiai Kiadó [Introduction into marketing research]	
Recommended material: Malhotra, N.K. (2008): Marketingkutatás, Akadémiai Kiadó [Marketing research]	

Subject: Management of Public Organizations	Subject code: NGB_SV013_1
Credits: 4	Lessons per week: 4
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian)	
Semester: spring	Pre-study requirements: -

<p>Description:</p> <p>Terminological issues of the non-business sector, its role in the satisfaction of social needs. Place, role, peculiarities of the non-business sphere in the network economy. Non-profit organization management – Public service management. Human resource management in public service. Accountability in the public sector. Location and role of performance orientation in the renewal of the public service system. The interpretation of public service in the world of media. Rhetoric in public service. Qualities, skills, abilities, values, and proper attitude in public service.</p>
<p>Compulsory material:</p> <p>Dinya László - Farkas Ferenc - Hetesi Erzsébet - Veres Zoltán 2004. Nonbusiness marketing és menedzsment. KJK KERSZÖV Jogi és Üzleti Kiadó Kft: Budapest (Non-business Marketing and Management)</p>
<p>Recommended material:</p> <p>Bartal Anna Mária 1999. Nonprofit alapismeretek kézikönyve. Ligatura Kiadó: Budapest (Nonprofit Basics Guide)</p> <p>Karoliny Mártonné – Lévai Zoltán – Poór József (szerk.) 2005. Emberi erőforrás menedzsment a közszolgálatban. Szókratész Külgazdasági Akadémia Kft: Budapest (Human Resource Management in Public Service)</p> <p>Kiss Balázs (szerk.) 2000. Politikai kommunikáció. Rejtjel Kiadó: Budapest (Political Communication)</p> <p>Vass György 2001. Kommunikáció – Retorika a közszolgálatban. Unió Kft: Budapest (Communication – Rhetoric in Public Service)</p>

Subject: Marketing of Public Contact	Subject code: NGB_SV014_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>Concept and development of marketing. Marketing parameters and the definition of target market. Public organizations in society and in economy. Marketing of public organizations. Concept, fields, process and methods of marketing research. Consumer behaviour. Product policy, product life cycle, and brand. Services specialities. Price policy, marketing policy, and public service marketing. Marketing communication. Public organizational PR and its target groups.</p>	
<p>Compulsory material:</p> <p>Dinya L.-Farkas F.-Hetsi E.-Veres Z.: Nonbusiness marketing és menedzsment, KJK-KERSZÖV, 2004 [Non-business Marketing and Management]</p> <p>Philip Kotler-Nancy Lee (2006) Marketing in the Public Sector, Wharton School Publishing</p>	
<p>Recommended material:</p> <p>Hetsi Erzsébet: A közszolgáltatások marketingje és menedzsmentje, JATEPress, Szeged 2002. [Marketing and Management of Public Services]</p> <p>Józsa László: Marketing, reklám, piackutatás I. II., Göttinger Kiadó, 2003 [Marketing, Advertising, Market Research I. II.]</p> <p>Bauer András–Berács József: Marketing. Negyedik, átdolgozott kiadás. Aula Kiadó, Budapest, 2001 (Marketing)</p>	

Subject: Human Resources Management	Subject code: NGB_SV015_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Bencsik Andrea (Hungarian, English)	
Semester: autumn, spring	Pre-study requirements: -
<p>Description:</p> <p>The importance of human resources management and its relations with other management fields. Main elements of the social, economic and cultural environment, physical characteristics, and organizational internal features.</p> <p>The appearance of the human capital, with more emphasis on human knowledge. The human resource as a strategic factor, the characteristics of international companies from the point of human resources. Making an application. The phases of planning human resources.</p> <p>Job descriptions, the methods of its analysis and alternative working time systems. Labour force supply and recruitment. International tendencies. Steps, methods and tools of the selection process. Performance-enhancing trainings and other teaching forms. Career planning. Assessment of performance, and promotional management. Teamwork, and role-plays in groups. Information systems.</p>	
<p>Compulsory material:</p> <p>Elbert - Farkas- Karoliny – Poór: Személyzeti/ emberi erőforrás menedzsment KJK – Kerszöv 2002. Budapest (Personnel/Human Resources Management)</p> <p>Armstrong, Michael: A handbook of personal management practice, Kogan page, London and Sterling VA, 2003, ISBN: 0 7494 2028 6</p>	
<p>Recommended material:</p> <p>Bakacsi Gyula: Szervezeti magatartás és vezetés, KJK-KERSZÖV Jogi és Üzleti Kiadó Kft., Budapest, 2002 (Organizational Management and Behaviour)</p> <p>Koncz Katalin: Karriermenedzsment, Aula Kiadó, Budapest, 2004 (Career Management)</p>	

Subject: Product and Price Policies	Subject code: NGB_SV016_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Huszka Péter (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The product bulb, classification of products, the interpretation of the product from the aspect of marketing. The product as an accepted value for the customer.</p> <p>Product management and corporate supply.</p> <p>Methodological tools of product policy, the new product policy.</p> <p>Designing, developing and launching a new product.</p> <p>Cooperation between product launch, research and development and marketing.</p> <p>Price and consumer behaviour.</p> <p>Prices, expenses, profits and price differentiation.</p> <p>Pricing of product lines.</p> <p>Price management and price policy in trade.</p> <p>Objectives and process of price negotiation.</p> <p>Prices in international marketing.</p> <p>Price formation in practice: case study.</p>	
<p>Compulsory material:</p> <p>Rekettye Gábor: Értékkeremtés a marketingben, KJK – Kerszöv, Budapest, 1997. (Value Creation in Marketing)</p> <p>Rekettye Gábor: Az ár a marketingben, KJK – Kerszöv, Budapest, 2002. (The Prices in Marketing)</p> <p>Kotler, P.: Marketingmanagement. Műszaki Könyvkiadó, Budapest, 1999. (Marketing Management)</p>	
<p>Recommended material:</p> <p>Töröcsik Mária – Varsányi Judit: Termékstratégia emocionális és racionális közelítésben, Nemzeti Tankönyvkiadó, Bp. 2001 (Product Strategy in an Emotional and Rational Approach)</p>	

Józsa László: Marketingstratégia KJK - Kerszöv, Budapest, 2003. (Marketing Strategy)
 Kotler, P.: Marketingmenedzsment. KJK - Kerszöv, Budapest, 2006 (Marketing Management)

Subject: International marketing	Subject code: NGB_SV017_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Dernóczy-Polyák Adrienn (Hungarian) Gombos Szandra (English)	
Semester: spring	Pre-study requirements: -
Description: Meaning, significance, concept and types of international marketing. Motivation and barriers in entering foreign markets. International marketing research. Macro- and micro-ambiance of organizations. International marketing segmentations and target market determination. Forms of entering international markets. International product policy strategy. International organizational frameworks. International promotion, price and distribution policy. Questions of international product policy.	
Compulsory material: Deli Zsuzsa: Nemzetközi marketing, Műegyetemi Kiadó, Budapest, 2005 [International Marketing] Philip R. Cateora and John Graham: International Marketing, McGraw Hill/Irwin Series in Marketing	
Recommended material: Veres Z.: Globális marketing, Műszaki, 1999 [Global Marketing]	

Subject: Production Management	Subject code: NGB_SV018_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida, Dr. Szabó József (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The basics of production management. Production strategy. Demand management. Selecting the production procedure. The tools of the production procedure analysis. Planning of establishments/institutions. Forms and methods of establishments/institutions. Basic forms of furnishings and fittings. Production planning. Strategies in aggregated production planning. Planning methods. Systems of planning demand. The creation, operation and limits of the MRP system. The company as a logistic system. The role, task and strategies of purchasing. Inventory management. Inventory management systems. Inventory costs. The philosophy of the JIT system. The elements of the JIT system. The role of JIT in organizing production. Timing and scheduling. Strategic issues of distribution. Delivery and storage management. Quality management. The role of measuring performance. Traditional and strategic methods for measuring performance.	
Compulsory material: Szente Béla: Termelés- és szolgáltatásmenedzsment, Universitas – Győr KHT, 2003. [Production and service management] Wild, R.: Production and Operations Management, UK, 1993.	

Recommended material:
 Chikán A.-Demeter K.: Az értékteremtő folyamatok menedzsmentje, AULA, 1999. (Management of Value Creating Processes)
 Kovács Z.: Termelésmenedzsment, Veszprémi Egyetemi Kiadó, 2001. (Production Management)

Subject: Organizational Behaviour	Subject code: NGB_SV019_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Papp Ilona (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The probability of modelling organizations. The world of firms in the XXI century. Structures and attitudes of personality. The content theory of motivation. The procedure theory of motivation. Structures of groups. Decision making attitude. Corporate leadership. Basic leadership theories. Current leadership models Organizational culture. Conflict management in organizations.	
Compulsory material: Bakacsi Gyula: Szervezeti magatartás és vezetés. Aula Kiadó 2006. (Organizational Attitude and Leadership)	
Recommended material: Zoltayné Paprika Zita: Döntéelmélet Alinea Kiadó 2005. (Decision making theory) Tomas L. Friedman: És mégis lapos a föld HVG könyvek 2007. (The Earth is Flat, though) Angyal Ádám: Vállalati kormányzás Aula 2002 (Corporate Leadership)	

Subject: Strategic Management	Subject code: NGB_SV020_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Papp Ilona (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The three elements of the management mix. The nature of strategy management. Priority of highly creative elements. The four development phases of strategic leadership. Togetherness of new, preserved, and modified old elements. Strategies in action. Introduction of 16 basic strategy types, the appearance of their basic trends in the life of the companies. Main points in leadership. The process of future orientated strategy creation. The role of vision and mission in the life of a company. Examination of value creating skills. Macro-environment analyses. Classification of strategic resources. The formation of a strategic business unity, their connections with basic skills, and with business focus training. Organic nets and strategic associations. Unity of cooperation-competition. Integration into corporate cooperation forms. Configuration of strategic associations between rivals. New answers to environmental challenges in management. Strategic technology management.	
Compulsory material: Mészáros Tamás et al.: Sokszínűség a cégstratégiában. Szerk.: Varsányi Judit. Aula Kiadó, Budapest, 1998. (Diversity in Corporate Strategy)	
Recommended material: Csath Magdolna: Stratégiai tervezés és vezetés. Leadership, Budapest, 1996. (Strategic planning and	

leadership)
 Porter, M.: Versenystratégia. Akadémiai Kiadó, Budapest, 1983. (Competition strategy)
 Varsányi Judit: Üzleti stratégia – üzleti tervezés. Nemzetközi Tankönyvkiadó, Budapest, 1997. (Business Strategy-Business Planning)

Subject: Project Management	Subject code: NGB_SV021_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Bencsik Andrea (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The students will get a thorough picture of project management, which shows similar situations as the daily challenges in the life of economic organizations, as well as their role in production and in providing services. Students will learn the basic concepts, the logic of the project, and the possibilities of practical and structural implementation. In addition students will learn the most important support systems and techniques, which later on students can use in their future jobs. An important aim is that students should understand and accept the kind of thinking that the project management teaches them. That is why it is this kind of thinking that is important in most businesses, how to explore the opportunities and make further improvements.</p>	
<p>Compulsory material:</p> <p>Görög Mihály: Bevezetés a projektmenedzsmentbe 1993. Aula Kiadó Budapest (Introduction into Project Management.) Aggteleky – Bajna: Projekttervezés projektmenedzsment 1994. Közlekedési Dokumentációs Rt. Budapest (Project Planning and Project Management) Corsten, Hans: Projektmanagement 2000. Oldenbourg Verlag, München</p>	
<p>Recommended material:</p> <p>Bencsik: Menedzsment alapjai Egyetemi jegyzet Universitas Kht. Győr 2008. (The Basics of Management) Papp Ottó: Projektmenedzsment 1994. BME MTKI Budapest (Project management) K. Lockyer – J. Gordon: Projektmenedzsment és hálós tervezési technikák 2000. Kossuth Kiadó Budapest (Project Management and Network Planning Techniques)</p>	

Subject: Consumer Behaviour	Subject code: NGB_SV022_1
Credits: 5	Lessons per week: 4
Lecturer (language): Eisingerné Balassa Boglárka (Hungarian, English)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>Consumer behaviour theories. Relationship of consumer and material things, and its perception. Study and memory. Motivation base of behaviour, personality of consumer, physical symptoms, and attitude. Culture and cultural values. Consumer behaviour and its influential factors. Processes and types of purchasing decisions. Consumer protection. Characteristics of organizational consumer behaviour. Practical consumer behaviour research.</p>	
<p>Compulsory material:</p> <p>Hoffmeister Tóth Ágnes: Fogyasztói magatartás, AULA Kiadó, 2003 [Consumer Behaviour] Leon G. Schiffman, Leslie Lazar Kanuk: Consumer Behavior, Pearson Prentice Hall, 2006</p>	
<p>Recommended material:</p> <p>Töröcsik Mária: Fogyasztói magatartás trendek, KJK-Kerszöv, 2003 [Consumer Behaviour Trends]</p>	

Subject: Service Marketing	Subject code: NGB_SV023_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Makkos-Káldi Judit (Hungarian, English)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The services market, its international trade, and strategies in the services market.</p> <p>Service marketing concepts.</p> <p>Aspects of services, marketing specifications, hierarch and risk-taking.</p> <p>The practice of service marketing, the 7 Ps.</p> <p>Quality management in services.</p> <p>Capacity and yield management.</p> <p>Brand management and network marketing.</p> <p>Frontline and complaint-situation management.</p> <p>Process management, and intercultural marketing in the field of services.</p> <p>Marketing research in the service sector.</p> <p>Tourism marketing, and catering marketing.</p> <p>Banking, postal and insurance marketing.</p> <p>Non – profit marketing.</p>	
<p>Compulsory material:</p> <p>Veres Zoltán: Szolgáltatásmarketing, KJK – Kerszöv, Budapest, 2002 [Service Marketing]</p> <p>Christopher H. Lovelock, Lauren Wright: Principles of Service Marketing and Management, Prentice Hall, 2001</p>	
<p>Recommended material:</p> <p>Kotler, P.: Marketingmenedzsment. KJK - Kerszöv, Budapest, 2003 [Marketing management]</p>	

Subject: Marketing methods	Subject code: NGB_SV024_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Süle Edit (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>Selling as an important area of trade and marketing. The forms of personal selling, its strategies and tactics.</p> <p>The details of management that will help students to organize and sell products successfully.</p> <p>The students will learn about the processes of managing selling, planning, selecting, and assessing the results.</p> <p>In addition the legal and ethical forms of selling.</p>	
<p>Compulsory material:</p> <p>Bauer András-Mitev Ariel Zoltán: Eladásmenedzsment, a személyes értékesítés folyamata és irányítása Akadémiai Kiadó, Budapest, 2008. (The Management of Selling, Personal Selling)</p>	
<p>Recommended material:</p> <p>Constantinovits Milán-Sipos Zoltán: Külkereskedelmi technika – külpiaci kockázat Aula Kiadó, Budapest, 1999. 7. fejezet A személyes tárgyalás pp.107-115. (Foreign Trade Technics-Foreign Market Risks)</p>	

Subject: Marketing Communication I.	Subject code: NGB_SV026_1
Credits: 5	Lessons per week: 4

Lecturer (language): Dr. Makkos-Káldi Judit (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
Description: The most important stages of marketing communication development. Assortment of marketing communication tools. Direct marketing, PR, design, and advertising – its rules, language, and types. Development of marketing communication strategy. Relationships between the corporations and the agencies. Budget of marketing communications, and media planning. Measuring efficiency.	
Compulsory material: Brochand, B. – Lendrevie, J.: A reklám alapkönyve – Publicitor, KJK - Kerszöv, Budapest, 2004 (kijelölt fejezetek-earmarked units) (The Basics of Advertising)	
Recommended material: Józsa L. et al.: Döntésorientált marketing. KJK-Kerszöv, Budapest, 2005 (Decision- oriented marketing) Fazekas Ildikó – Harsányi Dávid: Marketingkommunikáció, Szókratész, Budapest, 2001(Marketing Communication) Kotler, P.: Marketingmenedzsment. KJK - Kerszöv, Budapest, 2003 (Marketing management) Ogilvy: A reklámról, Park, Budapest, 2000 (About Advertising)	

Subject: Marketing Communication II.	Subject code: NGB_SV026_2
Credits: 5	Lessons per week: 4
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian)	
Semester: spring	Pre-study requirements: NGB_SV026_1
Description: Basic questions of creative planning. Principles of good brand promotion. Planning of promotional messages. Rules of Direct Marketing letters. Ideas for editing press releases. Principles of writing advertisement texts. Guidelines for creating efficient commercials. Steps and specialities of throwaway designing. Psychology of words. Measuring promotional efficiency.	
Compulsory material: Daniel L. Yadin: Hatékony marketingkommunikáció, Geomédia Szakkönyvek. Budapest, 2000 [Efficient Marketing Communication] Basskaran Nair: Marketing Communication, Intl Specialized Book Service Inc, 2004	
Recommended material: Ogilvy: A reklámról, Park Kiadó, Budapest, 2000 [About Advertising]	

Subject: Economy of Trade Concerns	Subject code: NGB_SV028_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó József (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Introduction of trade enterprises' economic processes. Role of trade. Trade strategy. The product, purchasing, resources management, stock taking, marketing, retail trade, resources, assets, prices, incomes, budget, and regulations.	

Compulsory material:
Sókiné Nagy Erzsébet – Szabó József: Kereskedelmi vállalkozások gazdálkodása. Universitas, Győr, 2008
[Management of Trade Enterprises]

Subject: Control of Public Funds	Subject code: NGB_SV029_1
Credits: 3	Lessons per week: 2
Lecturer (language): Tóth Béla (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: To give an outline on the development of controlling, interpreting its notion and content, its classification and role in leadership. Determining the controlling system, introduction of the Hungarian controlling system and outlining its tasks. To get the students familiar with the methods of controlling, planning, organizing its implementation, accomplishing supervision, its tools and practical methods.	
Compulsory material: Az ellenőrzés rendszere és módszerei - Perfekt 306/2007. – szerkesztette: Kovács Árpád (The System and Methods of Controlling)	

Subject: Budget Accountancy	Subject code: NGB_SV030_1
Credits: 5	Lessons per week: 4
Lecturer (language): Nemes Jánosné (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The subject provides general knowledge of the tasks of the budget authority, regarding the Accountancy Law (2000 Act C), on special clearings, and reporting requirements, which are regulated in a separate decree (249/2000. XII. 24.).	
Compulsory material: Szabó Mária - Szamkó Józsefné: Költségvetési szervek számvitele (Perfekt) (Accountancy of Budget Authorities)	

Subject: PR	Subject code: NGB_SV032_1
Credits: 3	Lessons per week: 2
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Introduction of content, tools and fields of PR activities particularly in methodology. Students can get a picture of organizational- and societal-oriented topics.	
Compulsory material: Szeles Péter – Nyárádi Gáborné 2004. Public Relations I-II. Perfekt Kiadó, 2004	
Recommended material: Mónus Ágnes 2003. Public relations. Edge 2000 Kft: Budapest	

Subject: B2B marketing	Subject code: NGB_SV033_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Huszka Péter (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>The concept of business marketing, and the basis of purchasing. The features of business markets, the characteristics of sellers and buyers in organizational markets, and their relationships.</p> <p>The existence of networks in business marketing, their content, typology and position.</p> <p>The influence of technology on business marketing</p> <p>The importance of purchasing and its participants. Strategic decisions during the purchase.</p> <p>The tasks of business marketing management and the audit of business relations</p> <p>The role of offers in business relations and strategic decisions.</p> <p>The principles and problems of price calculations.</p> <p>Changes in business marketing. The consequences of a widespread Internet.</p> <p>The issues of business markets strategy development.</p>	
<p>Compulsory material:</p> <p>Józsa László - Piskóti István - Rekettye Gábor – Veres Zoltán: Döntésorientált marketing (107-121 p.), KJK – Kerszöv Jogi és Üzleti Kiadó Kft., Budapest, 2005. [Decision oriented marketing]</p> <p>Peter Baily - David Farmer: Beszerzés Stratégia és menedzsment, Műszaki Könyvkiadó, Budapest, 1994. [Purchasing: Strategy and Management]</p> <p>David Ford: Business Marketing KJK – Kerszöv Jogi és Üzleti Kiadó Kft., Budapest, 2003</p> <p>Peter Baily - David Farmer-Barry Crocker: Procurement, Principles and Management, Pearson Education Limited 2008</p>	
<p>Recommended material:</p> <p>Philip Kotler- Kevin Lane Keller: Marketing – menedzsment (289-320 p.), Akadémiai Kiadó Zrt., Budapest, 2006. [Marketing Management]</p>	

Subject: Nonprofit and SME's marketing	Subject code: NGB_SV034_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>Development and parameters of non-profit sector, development of non-profit marketing.</p> <p>Marketing in the culture.</p> <p>Settlement marketing. Marketing in the policy and societal marketing. Medical marketing.</p> <p>Marketing concept, distribution, on-line marketing, product and price policy and marketing communication of small enterprises.</p> <p>Successful small enterprises.</p>	
<p>Compulsory material:</p> <p>Dinya L.– Farkas F.– Hetesi E.– Veres Z.: Nonbusiness marketing és menedzsment, KJK-KERSZÖV, Budapest, 2004. [Non-business marketing and management]</p> <p>Rekettye Gábor: Kisvállalati marketing, Akadémiai Kiadó, Budapest, 2007. [Small enterprises marketing]</p> <p>Wymer, Walter: Nonprofit marketing, Sage, 2006</p>	
<p>Recommended material:</p> <p>Hetesi Erzsébet: A közszolgáltatások marketingje és menedzsmentje, JATEPress, Szeged 2002. [Marketing and management of public services]</p>	

Subject: Organization and Analysis of Trade	Subject code: NGB_SV035_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Szabó József (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The students will learn about commercial functional processes, such as distributional processes, merchandizing forms. They should be able to use and analyse the tasks of people involved in the process of distribution of goods, the parts of the process, purchasing goods, building inventory and selling. In addition, students get a deeper insight into warehousing, building inventory, and into the processes of modern technologies of logistics. In the practical classes, students will have the opportunity to put into practice what they have learnt, such as solving problems related to organizing trade.	
Compulsory material: Kiss János, Szucsákné dr Ónodi Ágnes szerkesztésében: Kereskedelem-szervezés és technológia 1-2; Budapesti Gazdasági Főiskola KVIK kara, Bp. 2006(Organizing trade and technology)	
Recommended material: Bencsik Andrea Dr.: Változások menedzselése, szervezetfejlesztés, Veszprémi Egyetemi Kiadó, Veszprém, 2000. (Managing changes, developing organizations) Demeter Krisztina-Chikán Attila: Értékteremtő folyamatok menedzsmenete, Aula Kiadó, Budapest, 1999 Takács László: Projektmenedzsment, SZIF-Universitas, Győr, 2000 (Management of Value creating processes)	

Subject: Media Ideas and the Economy	Subject code: NGB_SV036_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Huszka Péter (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Communication ideas. Media-markets –journals, radio, TV. Digital and mobile media. Development of the Hungarian media economy.	
Compulsory material: Gálik Mihály: Médiagazdaságtan, Aula Kiadó, 2004 [Media Economics]	
Recommended material: Gálik Mihály: Médiagazdaságtan, médiaszabályozás, Aula Kiadó, 2002 [Media Economics, Media Regulation] Frederic-Barbier: A média története, Osiris, 2004 [The History of Media]	

Subject: Informatics I.	Subject code: NGB_SZ003_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Kallós Gábor (Hungarian)	
Semester: autumn	Pre-study requirements: -

<p>Description:</p> <p>The first part of the course aims to review the general hardware and software features of computers and bring in line some of the previously acquired knowledge about operational systems and networks.</p> <p>The second part tackles text processing and editing at a higher level, and related to this it also deals with editing pictures, desktop publishing and making presentations. The completion of this part enables students to prepare their coursework and presentations at a high standard.</p>	
<p>Compulsory material:</p> <p>Fehérvári-Kallós-Kuti: Informatika II. Irodai modul, HEFOP-os jegyzet, SZE. [Informatics II. Office Module]</p>	

Subject: Informatics II. -	Subject code: NGB_SZ003_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Kallós Gábor (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>The first part of the course deals with advanced word processing and desktop publishing and also related to this picture editing. The completion of this part enables students to prepare their coursework at a high standard. The second part tackles spreadsheets, from the basics - through the typical applications of functions - to the use of databases. The completion of this part enables students to do office spreadsheet tasks.</p>	
<p>Compulsory material:</p> <p>Fehérvári-Kallós-Kuti: Informatika II. Irodai modul, HEFOP-os jegyzet, SZE [Informatics II. Office Module]</p>	

Subject: Political Science	Subject code: NGB_TT003_1
Credits:2	Lessons per week: 2
Lecturer (language): Dr. Szakál Gyula (Hungarian)	
Semester: autumn, spring	Pre-study requirements:
<p>Description:</p> <p>The course deals with the most significant theoretical ideas in terms of politics, the categories and techniques of modern political democracies. Students will be able to evaluate the social, economic and political processes on their own.</p>	
<p>Compulsory material:</p> <p>Szakál Gyula: Politológia SZE 2000. [Politology]</p>	

Subject: Sociology	Subject code: NGB_TT005_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Szakál Gyula, Dr. Bugovics Zoltán, Tóth Péter (Hungarian)	
Semester: autumn, spring	Pre-study requirements:
<p>Description:</p> <p>The course instructs students on the history, schools and methodology of sociology as a science. It also enables students to acquire the basic concepts of the society's operation and stratification and allows them to get to know its auxiliary sciences including demography and social psychology. The subject also involves the analysis of social institutions such as family, organisations and parties.</p>	

Compulsory material: Andorka Rudolf: Szociológia OSIRIS 2000. [Sociology]
Recommended material: Ulrich Beck: Kockázati társadalom [Society at Risk]

Subject: History of Economy	Subject code: NGB_VG001_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Honvári János (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The aim of the course is to provide information about the history of the Hungarian economy in the 20th century, to give a basis to the economic and theoretical professional courses, to enhance general research, as well as, to explore the historical roots of the present economic problems.	
Compulsory material: Honvári János: XX. századi magyar gazdaságtörténet. Budapest, Aula Kiadó 2006. [20th Century History of the Hungarian Economy] <i>Aldcroft, Derek H.</i> : The European Economy 1914-2000. 4th Edition. London-New York, 2000.	
Recommended material: Europäische Wirtschaft- und Sozialgeschichte vom 1. Weltkrieg bis Zur Gegenwart. Hrsg.: Fischer, W 1986. [The Economic and Social History of Europe from World War I to Present Day]	

Subject: History of 20th Century Hungary	Subject code: NGB_VG002_1
Credits: 5	Lessons per week: 3
Lecturer (language): Dr. Honvári János (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: Students get learn about the most important events of the 20 th century Hungarian history. The course begins with the era of the monarchy; it is followed by its breakdown, the revolutions, the history of Horthy-, Rákosi- and Kádár-era and then finishes with the crisis and breakdown of the socialist society.	
Compulsory material: Honvári János: XX. századi magyar gazdaságtörténet. Budapest, Aula Kiadó 2006. [20th Century History of the Hungarian Economy] <i>Hoensch, J. K.</i> : Geschichte Ungarns 1867-1983. Stuttgart-Berlin-Köln-Mainz, 1984. [The History of Hungary]	
Recommended material: <i>Hefty, G. P.</i> : Schwerpunkte der Aussenpolitik Ungarns 1945-1973. München, 1980. [The Main Features of Hungarian Foreign Affairs 1945-1973]	

Subject: History of European Integration	Subject code: NGB_VG003_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: spring	Pre-study requirements: -

<p>Description: The course aims to teach students about the historical conditions and players of the European integration process. The course deals with the emergence and development of the European idea, the accelerating European integration process as a result of the formation of international relations after World War II. In addition to this, the course also tackles the outcome of the French-German rapprochement, the enlargement steps of the Community, its important treaties, as well as, its economic, political and social characteristics.</p>
<p>Compulsory material: Sey István (2006): Fejezetek az európai integráció 20. századi történetéből. Univesitas-Győr Kht. Győr Széchenyi István Egyetem jegyzet. [Chapters from the 20th Century History of the European Integration] Derek W. Urwin (1991): The Community of Europe: A History of European Integration Since 1945 Longman ISBN 0582045312, 9780582045316</p>
<p>Recommended material: Derek W. Urwin (2003): A közös Európa – az európai integráció története 1945-től. (szerk. Palánkai Tibor – Egyetemi Könyvtár sorozat) Budapest, Corvina [The Common Europe – The History of European Integration since 1945] Mezei Géza (2001): Helyreállított Európa – Európa-építés és egységstratégiák a Marshall-tervtől a Nizzai Szerződésig. Budapest, Osiris Kiadó [Europe Reconstructed – The Building-Up Europe and Integration Strategies from the Marshall-Plan to the Treaty of Nice] Szele Bálint (2004): Jean Monnet, Európa atyja. Debrecen, Csokonai Kiadó Európa. Rubicon 1997/5-6. sz. [Jean Monnet, the Father of Europe] A jaltai rendszer – Európa a világháborútól az unióig. Rubicon 2002/9-10. sz. [The System of Yalta – Europe from the World War to the Union]</p>

Subject: Comparative Civilization Studies	Subject code: NGB_VG004_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description: The aim is to demonstrate the historical, political, economic and social specialities of the most important culture and civilization outside of Europe. The course deals with Russian, Japan, China, India, the Middle East, Latin America and Africa.</p>	
<p>Compulsory material: Huntington, Samuel P.: The Clash of Civilizations. Touchstone Books 1998 Braudel, Fernand: A History of Civilizations. New York ; London : Penguin Books Ltd, 1995</p>	
<p>Recommended material: Almond – Powell: Összehasonlító politológia. Osiris, 1996 [Comparative Politics] Glasenapp, Helmuth: Az öt világvallás. Akkord, 2005 [The Five World Religions] Rostoványi Zsolt: Az iszlám világ és a Nyugat. Corvina, 2004 [The Islamic World and the West]</p>	

Subject: International Organizations and EU Institutions	Subject code: NGB_VG006_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: autumn	Pre-study requirements:

<p>Description: In the globalised and diversified world there is an increasing number of players participating in events and processes. The course tackles international organisations, first of all, the UN and the EU. Analysing the role and operation of the organisations and presenting the complicated system of the national and international relationships enable students to form a more realistic view of the world, which helps them find their place and opportunities, as well as, form their career.</p>
<p>Compulsory material: Blahó András - Prandler Árpád (szerk.): Nemzetközi szervezetek és intézmények, Aula Kiadó, 2005 [International Organisations and Institutions] Blahó András (szerk.): Európai integrációs alapismeretek, Aula Kiadó, 2004 [The Basics of European Integration] John Peterson and Michael Shacleton: The Institutions of the European Union, Oxford University Press 2002</p>
<p>Recommended material: Alapvető tények az ENSZ-ről, Hungarian ENSZ Társaság, 2000, [Basic Facts on the UN] Dunai Pál – Gazdag Ferenc: Az Észak atlanti Szerződés Szervezete, Budapest, 1997, [The North Atlantic Treaty Organisation] Horváth Zoltán: Kézikönyv az Európai Unióról, Budapest, 2003. [A Handbook of the European Union]</p>

Subject: International Protocol and Etiquette	Subject code: NGB_VG007_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Garai Anna (Hungarian)	
Semester: autumn, spring	Pre-study requirements: -
<p>Description: Manners, etiquette, protocol, basic concepts; the etiquette of social relationships; behaviour and manners in everyday life; the culture of appearance and dress code; the etiquette of social events; the etiquette of catering and gift-giving; the etiquette at work and in business life; protocol in public life, public persons, the protocol situations of civil servants; protocol in the life of the state and diplomacy; foreign guests and delegations; the specialities of countries (within and outside Europe)</p>	
<p>Compulsory material: Ottlik Károly: Protokoll: Viselkedéskultúra, Panoráma, Budapest, 2004 (25-190., 239-335., 359-422., 467-534. oldalak [The Culture of Manners] Morgan, J.: Debrett's New Guide to Etiquette and Modern Manners. Medline Book Publishing London, 1998.</p>	
<p>Recommended material: Kepes Ágnes – Dr. Sille István: Protokoll és Etikett a Gyakorlatban, Akadémiai Kiadó, Budapest, 2006 [Protocol and Etiquette in Practice] Lőcsi Judit: Etikett és protokoll alapjai, Szókratész Külgazdasági Akadémia, Budapest, 2001 [The Basics of Protocol and Etiquette] Görög Ibolya: Protokoll az életem, Athenaeum, Budapest, 2000 [My Life is Protocol]</p>	

Subject: EU Studies	Subject code: NGB_VG008_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Losoncz Miklós (Hungarian)	
Semester: autumn, spring	Pre-study requirements: -

<p>Description: The course aims to teach students about the historical conditions and players of the European integration process. The course deals with the emergence and development of the European idea, the accelerating European integration process as a result of the formation of international relations after World War II. In addition to this, the course also tackles the outcome of the French-German rapprochement, the enlargement steps of the Community, its important treaties, as well as, its economic, political and social characteristics, as well as, the features of the main communal policies.</p>
<p>Compulsory material: Sey István: Fejezetek az európai integráció 20. századi történetéből. Univesitas-Győr Kht. Győr Széchenyi István, 2006. Egyetem jegyzet, egyes fejezetei [Chapters from the 20th Century History of the European Integration] Losoncz Miklós: Az Európai Unió - Rómától Budapestig. Trimester Kiadó, 2002. egyes fejezetei [The European Union from Rome to Budapest] Derek W. Urwin (1991): The Community of Europe: A History of European Integration Since 1945 Longman</p>
<p>Recommended material: Derek W. Urwin (2003): A közös Európa – az európai integráció története 1945-től. (szerk. Palánkai Tibor – Egyetemi Könyvtár sorozat) Budapest, Corvina [The Common Europe –A History of the European Integration since 1945] A jaltai rendszer – Európa a világháborútól az unióig. Rubicon 2002/9-10. sz. [The System of Yalta – Europe from the World War to the Union] Új világrend – Európa egység előtt USA szeptember 11. után. Rubicon 2003/3-4 sz. [The New World Order – Europe before Unity, USA after September 11th]</p>

Subject: Comparative Economics of EU States	Subject code: NGB_VG010_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Losoncz Miklós (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description: The course aims to instruct students on the EU member states' economic systems and related to this the main features of Europe's politics. Despite the emergence and development of the common and communal policies national interests haven't been abolished. The history of integration cannot be understood without the specialities of the individual member states' economic systems and the European politics based on them. The course highlights the economic system and the European-politics of the EU member states in line with the development of the integration.</p>	
<p>Compulsory material: Zoltán Horváth: Handbook on the European Union, HVG ORAC Lap- és Könyvkiadó Kft Budapest, 2008 Tibor Palánkai: The Economics of European Integration. Akadémia Publishing House , Budapest, 2005.</p>	
<p>Recommended material: Kiss J. László (szerk.): Közösségi politikák – nemzeti politikák. A Tizenötök EU-rópai. BKE Nemzetközi Kapcsolatok Tanszék, Bp., 1997[Communal Policies – National Policies. The Europe of the Fifteen]</p>	

Subject: Global Economics	Subject code: NGB_VG011_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Lukács Eszter (Hungarian)	
Semester: autumn	Pre-study requirements: -

<p>Description: The course defines the share markets and actors of the global economy; the global economic structure at the beginning of the 21st century; the development stages of the global economy; the system of international economic relations; global dependencies and competition; the main theories of the global economy; the institutional system of global economic cooperation; the regional and multilateral cooperation systems; the international mobility of production factors and the questions of sustainable development and the future of global economy and society.</p>	
<p>Compulsory material: Peter Dicken (2007): Global Shift: Mapping the Changing Contours of the World Economy. London: Sage Publications; New York: Guilford Press. Fifth Edition Cypher J. M.-Dietz J.L.(2002): The Process of Economic Development, Routledge, New York</p>	
<p>Recommended material: Tibor Palánkai (2006): Economics of Enlarging European Union, Akadémiai Kiadó, Budapest Baldwin R. et al. (1999): Market Integration, Regionalism and Global Economy, Cambridge University Press, Cambridge Holtfreich C.-L. (1989): Interactions in the World Economy, New York University Press, New York</p>	

Subject: Asian Studies	Subject code: NGB_VG012_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Lukács Eszter (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description: The course is about the political and economic processes of the most important regions in Asia, it deals with the wars and civil war conflicts in the past six decades since World War II (e.g., wars in Korea, Vietnam, Afghanistan, Iraq, India-Pakistan etc.)</p>	
<p>Compulsory material: N. Rózsa Erzsébet (szerk.) Nemzeti identitás és külpolitika a Közel-Keleten és Kelet-Ázsiában. TLA, Budapest, 2005 [National Identity and Foreign Affairs in the Middle East and South-Asia] Mahan, Alfred Thayer: The Problem of Asia. Its Effect upon International Politics. Boston. Transaction Books. 2003.</p>	
<p>Recommended material: Alagappa, Muthiah (edit.): Asian Security Order. Instrumental and Normative Features. Stanford University Press 2003. Inoguchi, Takashi – Carlson, Matthew (ed.): Governance and Democracy in Asia. Melbourne. Trans Pacific Press. 2006. Rostoványi Zsolt: Az iszlám a 21. század küszöbén. Aula Kiadó, Budapest 1998 [Islam at the Turn of the 21st Century] Smith, David: The Dragon and the Elephant. China, India and the New World Order. London. Profile. 2007.</p>	

Subject: Nations and Minorities in Europe	Subject code: NGB_VG013_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: autumn	Pre-study requirements:

<p>Description: The course deals with the issue nationalities, it analyses the situations of ethnic minorities in the different Western, as well as, Central and Eastern European states with a special focus on the autonomies of ethnic minorities. The course deals with the following topics: national development, nationalism (basic concept), the protection of minorities by international law, the European norm of law, the protection of minorities in practice, ethnoregionalism in Western Europe, the EU, the importance of ethnical questions in Central and Eastern Europe, the functional autonomies in the region, ethnic minorities in Hungary, Hungarians across the borders.</p>	
<p>Compulsory material: Győri Szabó Róbert: Kisebbség, autonómia, regionalizmus. Osiris, Budapest, 2006 [Minorities, Autonomy and Regionalism] Alcock, Anthony: A History of the Protection of Regional Cultural Minorities in Europe. London, 2000, MacMillan</p>	
<p>Recommended material: Brunner, Georg: Nemzetiségi kérdés és kisebbségi konfliktusok Kelet-Európában. Bp. 1995 [Nationality Problem and Conflicts with Minorities in Eastern Europe] Győri Szabó Róbert: Kisebbségpolitikai rendszerváltás Magyarországon. Osiris, 1998 [A Change of Regime in Minority Politics in Hungary] Hannum, Hurts: Autonomy, Sovereignty and Self-Determination. Philadelphia, 1990, UPP Joó Rudolf: Etnikumok és regionalizmus Nyugat-Európában. Gondolat, Bp. 1988 [Ethnic Groups and Regionalism in Western Europe] Lapidoth, Ruth: Autonomy. Flexible Solutions To Ethnic Conflicts. Washington, 1996, USIPP Pierré-Caps, Stéphane: Soknemzetiségű világunk. Kossuth, Bp. 1997 [Our Multinational World] Tilkovszky Lóránt: Nemzetiségi politika Magyarországon a 20. században. Csokonai, Debrecen, 1998 [20th Century Nationality Politics in Hungary]</p>	

Subject: Techniques of External Trade	Subject code: NGB_VG014_1
Credits: 5	Lessons per week: 4
Lecturer (language): Major Károly (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description: The course gives information on international trade and its coordination. Students can get information, which can be used directly when working in this field. They study about factors of optimal operation between trade theories and practice, they are able to analyse and perform practical tasks.</p>	
<p>Compulsory material: Mikolay Lászlóné: Gyakorlati külkereskedelem. Szókratész Külgazdasági Akadémia, 2004. [Practice of Foreign Trade] Edward G. Hinkelman - Sibylla Putzi: Dictionary of International Trade: Handbook Of The Global Trade Community: Includes 21 Key Appendices, World Trade Press, 2005</p>	

Subject: Modern Contemporary History (1789-1945)	Subject code: NGB_VG017_1
Credits: 6	Lessons per week: 4
Lecturer (language): Bándy Katalin (Hungarian)	
Semester: autumn	Pre-study requirements: -

<p>Description: The course aims to make students acquire the main impacts of universal history from the British Industrial Revolution to the end of World War II. These include the mainstream English and French social and political changes, the operational theory of Europe during the Holy Alliance, the formation of the German and Italian unity, the development of the USA, Germany and Russia into a great powers, the 19th century independence movements in Latin America, the theoretical sources and social effects of European socio-political ideas, the rearrangement of international relations before World War I and the main events of the war, the measures by the Peace Treaties near Paris, the activity of the League of Nations, the changes in the economic and social structure between the two World Wars, the shifts of power, the historical reasons for the emergence of fascism, certain phases of antifascist fights including the main events of World War II, as well as, the negotiations by the great powers at the end of the war.</p>
<p>Compulsory material: 19. századi egyetemes történet. 1789-1890. Szerk. Vadász Sándor. Korona Kiadó. Bp.1998. [19th Century Universal History] 20. századi egyetemes történet. (szerk.: Diószegi - Harsányi - Krausz - Németh) Korona Kiadó Bp. 1995. II. kötet. [20th Century Universal History] Kennedy, P.: The Rise and Fall of the Great Powers. Random House, New York 1987.</p>
<p>Recommended material: Majoros István – Ormos Mária: Európa a nemzetközi küzdőtéren. Osiris Kiadó Bp. 1998. [Europe in the International Battle-field]</p>

Subject: Economic History of Europe	Subject code: NGB_VG018_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description: The aim of the course is to demonstrate the economic, social processes and structures, which determined the development of the European society in the 19th and 20th century.</p>	
<p>Compulsory material: Győri Szabó Róbert: A modern Európa gazdaságtörténete. Budapest, 2007 [An Economic History of Modern Europe] Berend T. Iván: An Economic History of Twentieth-Century Europe. Cambridge University Press, 2006</p>	
<p>Recommended material: Berend T. Iván – Ránki György: Európa gazdasága a 19. században. Akadémiai, Budapest, 1987 [The Economy of Europe in the 19th Century] Cameron, Rondo: A világgazdaság rövid története. Maecenas, Budapest, 1994 [A Brief History of the World Economy] Janos, Andrew C.: Haladás, hanyatlás, hegemonia Kelet-Közép-Európában. Helikon, Budapest, 2003 [Progress, Decline and Hegemony in Central-Eastern Europe] Kaposi Zoltán: A 20. század gazdaságtörténete. Dialóg Campus, Budapest-Pécs, 2004 [20th Century Economic History] Nyugat-európai gazdaság és társadalomtörténet. (Szerk.: H. A. Diederiks) Osiris, Budapest, 1995 [An Economic and Social History of Western Europe] Szűcs Jenő: Vázlat Európa három történelmi régiójáról. Magvető, Budapest, 1983 [An Outline on Three Historic Regions of Europe]</p>	

Subject: Foreign Policy of Hungary	Subject code: NGB_VG020_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	

Semester: autumn	Pre-study requirements: -
Description: The course gives a schematic picture of the Hungarian foreign trade in the first part of the 20th century and the details of the foreign policy events since 1945.	
Compulsory material: Gazdag Ferenc – Kiss J. László (szerk.): Magyar külpolitika a 20. században. Zrínyi, Budapest, 2004 [20th Century Hungarian Foreign Policy] Romsics Ignác (edit.): 20th Century Hungary and the Great Powers. Boulder, Colo.: Social Sciences Monographs, Highland Lakes, N.J.: Atlantic Research and Publications, 1995, 391 p.	
Recommended material: Balogh Sándor: Magyarország külpolitikája 1945-1950. Kossuth, 1988 [Hungarian Foreign Affairs 1945-1950] Békés Csaba: Európából Európába. Magyarország külpolitikája 1945-1990. Gondolat, 2004 [From Europe to Europe. Hungarian Foreign Policy 1945-1990] Diószegi István: Ferenc József -i kor nagyhatalmi politikája. Gondolat [Great Power Politics in the Era of Franz Joseph] Fülöp Mihály- Sipos Péter: Magyarország külpolitikája a XX. században. Aula, 1998, 283-456.o. [20th Century Hungarian Foreign Policy] Herczegh Géza: Magyarország külpolitikája 896-1919. Kossuth, 1987 [Hungarian Foreign Policy 896-1919] Johancsik János: A magyar külpolitika története 1945-1998 (kézirat), 1-89.o. [A History of Hungarian Foreign Policy] Juhász Gyula: Magyarország külpolitikája 1918-1945. Kossuth, 1988 [Hungarian Foreign Policy 1918-1945] Magyar történeti szöveggyűjtemény 1914-1999 I-II. Osiris, 2000 [A Collection of Texts on Hungarian History] Pritz Pál (szerk.): Magyarország helye a 20. századi Európában. MTT, Budapest, 2002 [Hungary's Place in the 20th Century Europe] Romsics Ignác: Helyünk és sorsunk a Duna-medencében. Osiris, 1996 [Our Place and Fate in the Danube Basin]	

Subject: Business in the EU	Subject code: NGB_VG021_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Losoncz Miklós (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The course aims to teach student about the features of the EU's economic and business environment, the macro- and microeconomic effects and results of Hungary's EU accession and membership, as well as the requirements for adapting to the economic environment of the EU. Students will be able to analyse the effects of the EU's economic environment at micro- and macroeconomic levels, as well as in the public sector. The guiding principle of the course is competitiveness. The course is based on preparatory theoretical and special subjects. Students are supposed to have acquired the basic concepts and knowledge related to the structure and operation of the European Union.	
Compulsory material: Losoncz Miklós: A magyar EU-tagság gazdaságpolitikai kihívásai. Tri-Mester, Tatabánya, 2007, 245 oldal. [The Economic Political Challenges of Hungary's EU Membership] Losoncz Miklós: Az Európai Unió Rómától Budapestig. Tri-Mester, Tatabánya, 2008 [The EU from Rome to Budapest] PJG Kapteyn and P. Verloren van Themaat: Introduction to the Law of the European Communities, Kluwer Law International 2003 Nicholas Moussis: Guide to European Policies, XI. kiadás 2005 European Study Service	

<p>Recommended material:</p> <p>Losoncz Miklós: Európai uniós kihívások és magyar válaszok. Az EU-csatlakozás várható hatásai Magyarország nemzetközi versenyképességére. Osiris Kiadó, Budapest, 2004. [EU Challenges and Hungarian Responses. The Expected Effects of the EU Accession on the International Competitiveness of Hungary]</p> <p>Zoltán Horváth: Handbook on the European Union, HVG ORAC Lap- és Könyvkiadó Kft Budapest, 2008</p> <p>Tibor Palánkai: The Economics of European Integration. Akadémia Publishing House , Budapest, 2005.</p>

Subject: Foreign Trade of Hungary	Subject code: NGB_VG022_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Honvári János , Dr. Lukács Eszter (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>Hungary, which has had an open structure since the 20th century and has been driven by export, is inclined to indebtedness. Since the regional changes of Trianon a series of problems (the proportion of exchange, the offset of exports, the state regulation of foreign trade, foreign exchange restrictions balance of trade deficit, balance of payments deficit, weak competitiveness, indebtedness) have arisen, and have accompanied the 20th century history of the Hungarian economy. When analysing foreign trade relations after the change of regime the course deals with the adjustments of the foreign trade strategy and highlights trade relations, foreign direct investments and Hungarian positions in regional integration and supranational organisations.</p>	
<p>Compulsory material:</p> <p>Buzás József - Nagy András: Magyarország külkereskedelme 1919-1945. Budapest, Közgazdasági és Jogi Könyvkiadó 1961. [Hungarian Foreign Trade 1919-1945]</p> <p>Magyarország külkereskedelmi forgalma a demokratikus országokkal 1945-1959. Külkereskedelmi Minisztérium, Budapest [The Turnover of Hungary's Foreign Trade with the Democratic States 1945-1959]</p> <p>Kennen, B. Peter (2000): The International Economy, Cambridge University Press, Cambridge</p> <p>Kozma Ferenc (2001): Külgazdasági stratégia, Aula, 2. rész: 221-387. oldalak [Foreign Trade Strategy]</p>	
<p>Recommended material:</p> <p>Blahó András és Munkaközössége (2007): Világgazdaságtan, Akadémiai Kiadó, Budapest (V. fejezet 123-144. oldalak, VII. fejezet 171-200. oldalak, X. fejezet 251-280. oldalak, XI. fejezet 281-298. oldalak, XII. fejezet 462-484. oldalak) [World Economics]</p>	

Subject: Multinational Enterprises and the Global Economy	Subject code: NGB_VG023_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Lukács Eszter (Hungarian, English)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The aim of the course is to explain the development of the role of the multinational enterprises/transnational corporations in the late 20th and the early 21st century, focusing mainly on their contribution to the integration of the national markets and on their much debated relation with nation states and supranational institutions.</p>	
<p>Compulsory material:</p> <p>Dunning, J. - Lundan, M.S. (2008): Multinational Enterprises And The Global Economy, Second Edition, Edward Elgar, Cheltenham, UK</p>	
<p>Recommended material:</p> <p>World Investment Report, UNCTAD, Geneva (2008, 2007, 2006, 2005, 2004. ...)</p> <p>Mucchelli J.-L. – Mayer T. (2004): Multinational Firms' Location and the New Economic Geography, Cheltenham, Edward, Elgar cop., UK</p> <p>Dobson W.- Yue C.S. (1997): Multinationals and the East Asian Integration, International Development</p>	

Research Centre, Ottawa, Canada

Subject: History of International Attachs 1945-1990.	Subject code: NGB_VG024_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Honvári János (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The course aims to teach students about the great powers in international relations, the formation of their diplomatic relations from 1945 to 1990. The course deals with the history of international relations after World War II, the most important events of international life, special features of the international order after the war and the operational theories of the bipolar world order. The course also tackles the nature of conflicts between the East and the West, as well as the North and the South.	
Compulsory material: Fischer Ferenc: A megosztott világ. A Kelet - Nyugat, Észak - Dél nemzetközi kapcsolatok fő vonásai (1945-1991) Dialóg Campus Kiadó, Pécs 2001. [The Divided World. International Relation East and West, North and South] Fischer Ferenc: A kétpólusú világ 1945-1989. Dialóg Campus Kiadó, Budapest-Pécs, 2005 [The Bipolar World 1945-1989] Henry Kissinger (1994): Diplomacy: The History of Diplomacy and the Balance of Power. Simon & Schuster ISBN 067165991X, 9780671659912	
Recommended material: Géza Mezei, Anna Dehelán: Európa kettészakítása és a kétpólusú nemzetközi rend születése (1945-1949). Új Mandátum, 2001 [The Division of Europe and the Birth of the Bipolar International Order] Berend T. Iván: Terelőúton. Közép- és Kelet-Európa 1944-1990. Bp. 1999. Vince. [Diverted. Central and Eastern Europe 1944-1990] Andor László: Amerika évszázada. Bp. 2002. Aula [American Century] Kleinschmidt, Harald: A nemzetközi kapcsolatok története. Athenaeum 2000 Kiadó, 2001. [A History of International Relations]	

Course descriptions of the MA courses of the Faculty

Subject: Environmental Management	Subject code: NGM_AK004_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Szigeti Cecília (Hungarian)	
Semester: spring	Pre-study requirements:-
Description: The course has been designed to give knowledge of what helps students to handle the coherent questions of real economic processes and environment protection: sustainable development and the socially responsible corporation, standardization of environmental management, environment focused governance systems, handling environmental conflicts, positioned and interest based bargaining.	
Compulsory material: North, K. (1992) Environmental Business Management. International Labour Organization, Geneva	
Recommended material: Hussen, A. (2004) Principles of environmental economics. Routledge, London. Kósi K.–Valkó L. (2006) Környezet-menedzsmnt. Typotex, Budapest. Environment management Szolnoki Gyözőné Karkus M. (1999) A zöld marketing és gazdasági környezete. Mezőgazda Kiadó. Tisztább termelés kézikönyvek I-VIII. kötet TTMK I-IV. The history of green marketing and economy	

Subject: Advanced International Finance	Subject code: NGM_AK005_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Kovács Gábor, Dr. Koltai Judit (Hungarian) Dr. Koltai Judit (English)	
Semester: autumn	Pre-study requirements:-
Description: The subject covers the most important issues of international finance. Exchange-policy models of the state and operation and characteristics of international capital markets are being discussed. The students should be familiar with knowledge required for the operation of enterprises in an international financial environment, focusing on international financial risks and financial assets used in international trade.	
Compulsory material: Crum – Bigham – Houston (2005): Fundamentals of international finance, Thomson/South Western, Mason	
Recommended material: Melvin (2004): International Money and Finance, Pearson Addison-Wesley, Boston	

Subject: Advanced International Economics	Subject code: NGM_AK006_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Somogyi Ferenc (Hungarian)	
Semester: spring	Pre-study requirements:-

<p>Description: A critical display of the chief international economic paradigms on the basis of BSC studies. Confrontation of the outcomes of the individual models and the real economic processes with special respect to international corporations in the Hungarian economy.</p>
<p>Compulsory material: Krugman, P. R. – Obstfeld (2000): Nemzetközi gazdaságtan. Panem Könyvkiadó Kft., Budapest, 2003. (International Economics) Korten, D. C. (1995): Tőkés társaságok világuralma. Kapu, Budapest, 1996. (World Hegemony of Capitalist Corporations)</p>
<p>Recommended material: George, S. (2003): Lugánói tanulmány. Kairosz Kiadó, Budapest, 2009. (Lugano Study) Somogyi Ferenc (1999): A nemzetközi integrálódás fonáságai. Magyar Marketing Műhelyek Ötödik Kerekasztal Konferenciája, Keszthely, 1999. 199 – 206. o. (Absurdity of international integration)</p>

Subject: The History of Economics	Subject code: NGM_AK007_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Somogyi Ferenc (Hungarian) Szőke Júlia (English)	
Semester: autumn	Pre-study requirements:-
<p>Description: History of economics and historiography Characteristics of classical economics Pioneering activity of Smith and Ricardo Outstanding philosophers in the second part of the 19th century The marginal revolution The development of the neo-classic microeconomics The general equilibrium theory German and Austrian economists in the 19th century The early part of modern macroeconomics The neoclassic synthesis Monetary theories Theories of economic growth Evolutionary economics Institutional economics</p>	
<p>Compulsory material: Közgazdasági Nobel-díjasok 1969-2004. szerk. Bekker Zsuzsa. KJK-Kerszöv 2005. (Nobel Price Winning Economists) Phyllis Deane: A közgazdasági gondolkodás fejlődése KJK 1984 vagy Aula 1999 (Development of economic thinking) Alapművek, alapirányzatok. szerkesztő: Bekker Zsuzsa Aula, 2002 (Standard works, standard trends)</p>	

Subject: Price and Market Theory	Subject code: NGM_AK008_1
Credits: 5	Lessons per week: 4
Lecturer (language): Kovács Norbert (Hungarian, English)	
Semester: autumn	Pre-study requirements:-
Description: The Theory of Price and Market is one of the most dynamically developing fields of modern economic sciences. The course has been designed to lay a foundation of the analytical way of thinking, to manage the challenges of the phenomena of real business life, while creating a connection between the theoretical microeconomics and business sciences.	
Compulsory material: Lynne Pepall – Daniel J. Richards – George Norman [2008]: Piacelmélet – Modern megközelítés gyakorlati alkalmazásokkal, HVG Kiadó, Budapest (Market Theory – Modern approach to utilizing practical applications Dennis W. Carlton – Jeffrey M. Perloff [2006]: Modern Piacelmélet, Panem, Budapest (Modern Market Theory)	
Recommended material: Drew Fudenberg – Jean Tirole [1991]: Game Theory, The MIT Press, Cambridge Giorgio Monti [2007]: EC Competition Law, Cambridge University Press, Cambridge Hal R. Varian [1997]: How to Build an Economic Model in Your Spare Time, UC Berkeley Jan Boone [2004]: A New Way to Measure Competition, Tilburg University, ENCORE Jean Tirole [1988]: The Theory of Industrial Organization, The MIT Press, Cambridge Kapás Judit [2003]: A piac, mint intézmény – szélesebb perspektívában Közgazdasági Szemle, L. évf., 1076–1094. o. (Market as an Establishment – focusing on wider perspectives)	

Subject: Financial services and decisions	Subject code: NGM_AK009_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Kovács Gábor, Dr. Koltai Judit (Hungarian) Dr. Kovács Gábor (English)	
Semester: spring	Pre-study requirements:-
Description: The most important types of financial services for both retail and corporate consumers are being discussed. The students can familiarize themselves on how financial services can be evaluated and used in relevant business situations.	
Compulsory material: Burton (1994): Financial Services and the Consumer, Routledge	
Recommended material: Donelly-Berry-Thomson (1985): Marketing Financial Services, Irwin, Homewood	

Subject: Informatics of Logistics	Subject code: NGM_IN007_1
Credits: 3	Lessons per week: 3
Lecturer (language): Dr. János Kovács (Hungarian)	
Semester: spring	Pre-study requirements:

<p>Description: Fields and processes of logistics. Information in logistics processes. Relationship between information and processes. Cycle of data processing. General and specific information tools and applicable methods. Informatics of the special fields of logistics – procurement and distribution; storage and stockpiling; production; transport– Logistics services of the ERP systems. Electronic customer – service Security of information technology systems.</p>
<p>Compulsory material: Dimitris N. Chorafas: Integrating ERP, CRM, Supply Chain Management and Smart Materials Auerbach Publisher, 2001.</p>

Subject: Corporate and competition law	Subject code: NGM_KJ001_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Szegedi András (Hungarian)	
Semester: autumn	Pre-study requirements:-
<p>Description: The aim of the course is to provide a proper overview in two fields of law, which fundamentally affect the economy, corporations and competition. Examination of these two fields cannot be avoided in the instruction of students of economics.</p>	
<p>Compulsory material: MacIntyre, Ewan: Essentials of Business Law, Pearson, 2007 Sárközy Tamás (szerk.) Társasági törvény, cégtörvény 2006. (2006, Budapest) [Corporate law]</p>	

Subject: Theory of Operations	Subject code: NGM_KO004_1
Credits: 2	Lessons per week: 3
Lecturer (language): Dr. Sándor Zvikli (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description: The most important objective of the course is to teach the undergraduates the basics of operation and maintenance, while giving a balanced picture of the scientific theories, and issuing the tools and theories of system specific development procedures.</p>	
<p>Compulsory material: Dr. Zoltán Gaál - Dr.Zoltán Kovács.: Reliability, maintenance (Veszprémi Egyetem Kiadó - 1994)</p>	

Subject: Information and communication technologies	Subject code: NGM_LO004_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. János Kovács (Hungarian)	
Semester: spring	Pre-study requirements:

<p>Description: The course of "information and communication technologies" – ITC – has been designed to meet the demands of a new independent industry. This, in particular, is not the same as computer science or telecommunication. It is a joint and complex system of both disciplines. It is comprised of tools, software and methods. Undergraduates are provided with the basics, components and systems of this scientific field focusing on a specific transport and service oriented approach.</p>	
<p>Compulsory material: Stallings, W.: <i>Data and Computer Communications. 6th Edition.</i> Prentice-Hall International, Inc., 2000.</p>	

Subject: Machines and Equipment in Logistics	Subject code: NGM_LO006_1
Credits: 3	Lessons per week: 3
Lecturer (language): Dr. Zoltán Pánczél (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description: Review of running and periodical moving and loading machinery as applied in logistics processes. Connecting to work, capacity and reliability calculation.</p>	
<p>Compulsory material: Dr. Zoltán Pánczél: Loading - Technique II. Dr. József Prezenszki - Dr. Zoltán Pánczél: Conveyance – Warehousing III.</p>	

Subject: The Elements of Delivery and Organization In Logistics	Subject code: NGM_LO008_1
Credits: 5	Lessons per week: 3
Lecturer (language): Judit Nyakas – Tátrai PhD (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description: The course has been designed to develop logistics engineering skills in the field of complex logistics networks and service development that is integrated into a dynamic system. The discipline summarizes the basics of the professional fields of managing the flow of goods.</p>	
<p>Compulsory material: Judit Nyakas-Tátrai PhD: Forwarding I. -II.</p>	

Subject: The Planning and Operation of Logistics Systems I., II.	Subject code: NGM_LO010_1,2
Credits: 3 - 4	Lessons per week: 3 - 3
Lecturer (language): Dr. Tamás Hartványi (Hungarian)	
Semester: I. - spring , II. - autumn	Pre-study requirements:
<p>Description: Undergraduates learn about the construction of logistics systems of production. The main components of the systems are highlighted so are the most important theoretical basics of planning. The objective of the course is to gain necessary theoretical and practical knowledge in the field of economic planning of logistics systems of production.</p>	

Compulsory material:
 Logistics I. Editor: Dr.József Prezenszki, BME University of Technology Institute for Further Engineering, Bp. 2004.
 Logistics II. Editor: Dr.József Prezenszki, BME University of Technology Institute for Further Engineering, Bp. 2004.
 Szegedi – Prezenszki: Logistics-management, Kossuth Kiadó, Bp. 2003.

Subject: Logistics	Subject code: NGM_LO014_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Péter Földesi (Hungarian)	
Semester: spring	Pre-study requirements:
Description: An effective configuration system of distribution is inevitable in marketing and supply to meet the increasingly harsh consumer demands. Building upon the basics of marketing this particular discipline highlights the increasingly dominant role of the logistics service and supply chain in marketing.	
Compulsory material: Nándor Komáromi: Marketinglogistics. Akadémia Kiadó, Budapest, 2006	

Subject: Logistics Simulation Programmes	Subject code: NGM_LO015_1
Credits: 6	Lessons per week: 4
Lecturer (language):	
Semester: autumn	Pre-study requirements:
Description: Fundamental concepts of the theory and practice of logistics simulation. Classification of some of the theoretical models of the logistics process. Identification of the model parameters. On the basis of these particular findings an effective and professional application of the logistics software is performed. Being familiar with the theoretical fundamentals the course has been designed to introduce the relevant analogies, which are applicable in solving new tasks. Analogies should help in tracing specific models that have been applied earlier. New possibilities of development and adequate modifications of the present processes are also highlighted.	
Compulsory material: Logistics II. (Editor: József Prezenszki) Logistics development centre, Budapest 2005	

Subject: Intercultural manager communication	Subject code: NGM_NK001_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Tompos Anikó (English)	
Semester: spring	Pre-study requirements: -

<p>Description: This is a course about managing across cultures: the threats and opportunities, the problems and possibilities. This is a course that looks at the unique relationship between communication and culture. More specifically, it is about what happens when people with different cultures come together to share ideas, feelings, and information. Because communication and culture work in tandem, we have tried to incorporate the basic principles from both topics throughout this material. Objectives are to develop international managers to navigate better in global waters, to provide intercultural knowledge and to apply it to specific problems, to develop skills in terms of understanding that different cultures have differing values, perceptions and philosophies, to provide examples of how cultural values and practices impact business communication, to provide skills in terms of where to look, what question to ask (how and of whom) and how to interpret the pattern of responses and observations in a multicultural workplace.</p>
<p>Compulsory material: Samovar, L. A., Porter, R. E. and McDaniel, E.R. 2007. <i>Communication between Cultures</i>. Thomson. Schneider, S. C. and Barsoux, J. L. 2003. <i>Managing Across Cultures</i>. Pearson Education Ltd.</p>
<p>Recommended material: Adler, N.J. 1997. <i>International Dimensions of Organizational Behaviour</i>. Belmont, California: PWS-KENT Beamer, L. and Varner, I. 2008. <i>Intercultural Communication in the Global Workplace</i>. McGraw-Hill. Chaney, L. H. and Martin, J. S. 2007. <i>Intercultural Business Communication</i>. Pearson-Prentice Hall.</p>

Subject: Regional Economics	Subject code: NGM_RT001_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Rechnitzer János (Hungarian)	
Semester: autumn	Pre-study requirements:
<p>Description: The course has been designed to introduce students to the relationships, main theoretical systems and specific methodological, analytical aspects of spatial economic processes. The course is systematically built on the basic subjects of economics, and describes their spatial-economic relationships. The seminars focus on the practical issues and main research types of regional economics.</p>	
<p>Compulsory material: - Lengyel I.–Rechnitzer J. 2004: Regionális gazdaságtan. Dialóg Campus Kiadó, Budapest-Pécs. [Regional Economics]</p>	

Subject: ECONOMIC STATISTICS	Subject code: NGM_RT002_1
Credits:5	Lessons per week: 4
Lecturer (language): Dr. Dusek Tamás (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description:</p> <p>The goal of the subject is to observe, to classify and compare in time and regional framework the sources of the economic statistics data, to discuss some branch features, to enable correct interpretation and professional usage of macroeconomic data. The subject deals with questions related to concepts of economic theory.</p>	
<p>Compulsory material:</p> <p>Hüttl Antónia-Vita László: Gazdaságstatisztika. BCE Statisztika Tanszék, 2005[Economy statistics] Lind- Marchal- Wathen: Statistical Techniques for Business & Economics, 12ed., McGraw- Hill, 2005.</p>	
<p>Recommended material:</p> <p>European System of Accounts. ESA 1995. Eurostat, Luxemburg, 1996 Gazdaság- és társadalomstatisztika egyetemi jegyzet, szerk: Dr. Kupcsik József-Dr. Szilágyi György, 1997 [Economy and society statistics] Kiegészítő jegyzet Gazdaság- és népességstatisztikából (egyetemi jegyzet, tanszéki kiadvány, 1999) Additional lecture notes on the economy and population statistics] A nemzeti számlák európai rendszere (ESA 1995). KSH, 2002 [European system of national accounts]</p>	

Subject: Econometrics	Subject code: NGM_RT003_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Dusek Tamás (Hungarian)	
Semester: autumn	Pre-study requirements:
<p>Description:</p> <p>The course has been designed to provide quantitative knowledge for the analysis of economic and social phenomena with the help of economic theory, mathematics and statistical conclusion theories. The course helps to strengthen the concepts of macroeconomics by applying regression calculation, classification methods and the analysis of time series. The course makes students familiar with a wide range of economic applications of quantitative analyses, thus they will be capable of interpreting the outputs of Gretl and SPSS 14 software.</p>	
<p>Compulsory material:</p> <p>Ramu Ramanathan: Bevezetés az ökonometriába. Panem Könyvkiadó, Budapest, 2003 [Introduction into Econometrics]</p>	
<p>Recommended material:</p> <p>Field, Andy: Discovering Statistics Using SPSS. SAGE, 2005 Gujarati, Damodar N.: Basic Econometrics. McGraw-Hill, 2002 Hackl, Peter: Einführung in die Ökonometrie. Pearson Studium, 2005 Wooldridge, Jeffrey M.: Introductory Econometrics. Thomson, 2003</p>	

Subject: EU REGIONAL POLITICS	Subject code: NGM_RT004_1
Credits:5	Lessons per week: 4
Lecturer (language): Dr. Smahó Melinda (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description:</p> <p>The course has been designed to give students a deeper insight into the regional policy of the European Union. The students will learn about the development, theoretical background and trends of European regional policy. We will focus on the objectives, devices, planning and evaluation. We will deal with the application of systems in the European Union, and Hungary's connection to the EU's regional policy.</p>	
<p>Compulsory material:</p> <p>Horváth Gy. 2001. Regionális támogatások az Európai Unióban. Osiris Kiadó, Budapest. [Regional subsidies in the EU]</p> <p>Lados M. Rechnitzer J. 2004. A területi stratégiáktól a monitoringig. Dialóg Campus Kiadó, Budapest-Pécs. [From regional strategies to monitoring]</p> <p>Storper, M. 1997. The Regional World. The Guilford Press, New York, London.</p> <p>Hall, R., Smith ,A., Tsoukalis, L. 2001. Competitiveness and Cohesion in EU Policies. Oxford University Press,</p>	
<p>Recommended material:</p> <p>Forman B. 2003. Az Európai Unió Strukturális és Előcsatlakozási Alapjai. INTERPRESS Kft, Budapest. (The Structural and Pre-Joining Funds of the European Union)</p> <p>Nagle, G., Spencer, K. 1999. Az Európai Unió földrajza. Regionális és Gazdasági megközelítésben. Holnap Kiadó, Budapest.</p> <p>(The Geography of the European Union. – A Regional and Economic Approach)</p> <p>Illés I. 2002. Közép- és Délkelet-Európa az ezredfordulón. Dialóg Campus Kiadó, Budapest-Pécs. (Middle East and South-East Asia in the Millennium)</p>	

Subject: Regional Economic Development	Subject code: NGM_RT005_1
Credits:5	Lessons per week: 4
Lecturer (language): Somlyódy Dr. Pfeil Edit (Hungarian)	
Semester: autumn	Pre-study requirements:
<p>Description:</p> <p>The course has been designed to introduce students to the theoretical bases and international practice of regional economic development. The course deals with the fundamentals of subsidiarity, programming and partnership related to the EU's regional policy. It also considers the issues of bottom-up economic development, which may respond to the challenges of global competitions.</p>	
<p>Compulsory material</p> <p>Lengyel I. (szerk.) (2003) <i>Knowledge Transfer, Small and Medium-Sized Enterprises, and Regional Development in Hungary</i>. JATEPress, Szeged.</p> <p>Varga A.–Szerb L. (2002) <i>Innovation, Entrepreneurship, Regions and Economic Development: International Experiences and Hungarian Challenges</i>. University of Pécs, Pécs.</p>	
<p>Recommended material:</p> <p>Buzás N. (szerk.) (é. n.) <i>Tudásmenedzsment és tudásalapú gazdaságfejlesztés</i>. JATEPress, Szeged.</p> <p>Lengyel I. (2003) <i>Verseny és területi fejlődés: térségek versenyképessége Magyarországon</i>. JATEPress, Szeged.</p>	

Subject: Methodology of Regional and Environmental Analysis I, II.	Subject code: NGM_RT006_1, 2
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Credits:6-6	Lessons per week: 4-4
Lecturer (language): Szörényiné Dr. Kukorelli Irén (Hungarian)	
Semester: I. – autumn, II. - spring	Pre-study requirements:
Description: Regional analysis methodologies are a fast developing area of statistics, acquiring a more and more wide adaptation and significance. The aim of the course is to train students to understand the special kind of spatial phenomena and analysis problems, having developed a spatial view, recognising and keeping away from typical mistakes, making regional analysis, defining and presenting data and results. Statistics is a requirement for this course.	
Compulsory material: Barber, G. M. (1988) <i>Elementary statistics for geographers</i> . Guilford Press, New York. Dusek T. (2004) <i>A területi elemzések alapjai</i> . ELTE Regionális Földrajzi Tanszék–MTA-ELTE Regionális Tudományi Kutatócsoport, Budapest. (Basics of regional analysis) Nemes Nagy J. (szerk.) (2005) <i>Regionális elemzési módszerek</i> . ELTE Regionális Földrajzi Tanszék–MTA-ELTE Regionális Tudományi Kutatócsoport, Budapest. (Methods of regional analysis)	
Recommended material: Haining, R. (1990) <i>Spatial data analysis in the social and environmental sciences</i> . Cambridge University Press, Cambridge.	

Subject: Local governmental economics	Subject code: NGM_RT007_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr. Mihály Lados (Hungarian)	
Semester: spring	Pre-study requirements:
Description: This course is prepares students to understand how communities' economies function. It presents the central and local government relations theoretical systems and allows students to learn analytical methods. The course is based on micro-and macroeconomics and on community economics courses. The first part of the course is defining the concept and function of state, defining the vertical governmental levels and the possible division of tasks between them, and presenting and characterizing the model of decentralization. The second part of the course is presenting the general framework of local governmental economies, presenting the different budgeting techniques, and providing knowledge on budget analysis techniques. The third part of the course is dealing with those local governmental economies, where there is the possibility of it having its own decision making in regards to local taxation, local governmental management, and local governmental credit. The course is a basic one for those who are aim to analyse and understand local government's economical functions.	
Compulsory material: Kopányi–Wetzel–Daher (eds.) (2004) <i>Intergovernmental Finance in Hungary. A decade of Experience 1990–2000</i> . World Bank, OSI, Budapest. Vígvári A. (2005) <i>Közpénzügyeink</i> . (Our public finances.) KJK-KERSZÖV Üzleti Kiadó Kft., Budapest.	
Recommended material: Varga S. (2004) Fél évszázad a helyi tanácsi és önkormányzati szabályozásban I–II. – <i>Pénzügyi Szemle</i> . 5. 480–501. o. és <i>Pénzügyi Szemle</i> . 6. 631–648. o. (50 years in local council and local governmental) Vígvári A. (szerk.) (2005) <i>Félúton. Tanulmányok a helyi önkormányzatok finanszírozási rendszerének továbbfejlesztési lehetőségeiről</i> . (Half way. Studies on the developmental possibilities of local government's financial systems.) IDEA, MKI, TÖOSZ, Budapest.	

Subject: EU Rural Policy	Subject code: NGM_RT008_1
Credits:3	Lessons per week:2

Lecturer (language): Szörényiné Dr. Kukorelli Irén (Hungarian)	
Semester: autumn	Pre-study requirements:
Description: Concept of rural policy issues, aim and main elements of rural development, development of agricultural policy and rural policy, it's relation to EU regional policy, CAP reforms and orders in EU agricultural economy, results of CAP: changes and differences of rural space, local development policy and examples in different countries of the European Union, results of rural development's sustainability. Change of Hungary's rural places, their types and handling. Tools and organisations of rural policy, their workings, development documents and their realizations. Rural policies of EU countries, and examples of local development in rural places.	
Compulsory material Buday-Sántha A. (2001) <i>Agrárpolitika – vidékfejlesztés. A Hungarian agrárgazdaság és az Európai Unió</i> . Dialog Campus, Budapest–Pécs. Rural Politics – rural development Dr. Halmai P. (szerk.) (1995) <i>Az Európai Unió agrárszerkezete</i> . Mezőgazda Kiadó, Budapest. The agrarian structure of the EU Moseley, J. M. (2003) <i>Rural Development Principle and Practices</i> . Sage Publication, London.	
Recommended material: Westholm, E.–Moseley, M.–Stenlas N. (eds.) (1999) <i>Local Partnerships and Rural Development in Europe</i> . Cheltenham, United Kingdom. 79–102 o. Murdoch, J.–Lowe, Ph.–Ward, N.–Marsden, T. (2003) <i>The Differentiated Countryside</i> . Human Geography Routledge , London and New York. Ilbery, B. (ed.) (1998) <i>The Geography of rural change</i> . Longman UK. 13–31. o	

Subject: Municipal Society	Subject code: NGM_RT009_1
Credits:5	Lessons per week:4
Lecturer (language): Dr. Róbert Péter (Hungarian)	
Semester: autumn	Pre-study requirements:
Description: The course is presenting – leaning on settlement sociology traditions – the characteristics of the mesosphere – concentrated in one space, in some ways homogeneous – between people and society that can be the most correctly identified within a settlement. The role of the subject is – besides reviewing the basic concepts of the subject – to show how a local scale modifies social, economic and political mechanisms. This course gives a more complex and more correct picture that can be set to the development and work of a community.	
Compulsory material Böhm A.–Pál L. (1983) <i>Helyi társadalom I–VI. Hipotézisek-kutatási módszerek (I. kötet)</i> . MSZMP KB. Társadalomtudományi Intézete. 11–53. o. Local society. Hypothesis – research methodologies Böhm A.–Pál L. (1985) <i>Helyi társadalom I–VI. Strukturális viszonyok a helyi társadalomban (III. kötet)</i> . 5–27., 119–135. o. (Továbbiakban HT3) Local society. Structural relations in local society Wood, Andrew – Valley, David (ed.) (2004) <i>Governing Local and Regional Economies</i> Ashgate	
Recommended material: Báán L.–Horváth M. T. (1999) A helyi önkormányzatok. – Gyurgyák J. (szerk.): <i>Mi a politika? Bevezetés a politika világába</i> . Osiris Kiadó, Budapest. 164–183. o. What is politics? Introduction to the world of politics Bódi F.–Böhm A. (szerk.) (2000) <i>Sikeress helyi társadalmak</i> . Agroinform Kiadó, Budapest. Successful local societies Csizmadia Z. (2003) Az önkormányzati társulások hálózati struktúrái. – Szretykó Gy. (szerk.) <i>A helyi társadalom szociológiai dimenziói</i> . Comenius Kiadó, Pécs. Social dimensions of local society	

Subject: Regional Management	Subject code: NGM_RT010_1
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Credits:6	Lessons per week:4
Lecturer (language): Dr. Dóry Tibor (Hungarian)	
Semester: autumn	Pre-study requirements:
Description: In forming spatial and settlement processes, there is a need for experts with special knowledge. These experts must know organisational and management actions of economic organisations, but also must be opened to community initiations and their realization, as well as they have to get knowledge on support and source funding, and their use. Handling communications between different projects and/or handling conflicts are also important. Analyzing international and national case studies allows students to deepen their knowledge.	
Compulsory material Rechnitzer J. (1998) <i>A területi stratégiák</i> . Dialóg-Campus, Budapest–Pécs. Regional strategies Rechnitzer J. <i>Területi menedzsment</i> . 2008. Regional management Heintel, M. (2005) <i>Regionalmanagement in Österreich</i> . Professionalisierung und Lernorientierung. Universität Wien.	
Recommended material: Gáspár M.–Horváth M. T.–Péteri G. (1995) <i>Az önkormányzati menedzsment és gazdálkodás gyakorlata</i> . KÖZIGPRINT-KÖZIGKONZULT, Budapest. Issues of practices of local governmental management and economy	

Subject: Regional Planning	Subject code: NGM_RT011_1
Credits:6	Lessons per week:4
Lecturer (language): Dr. Lados Mihály, Dr. Filep Bálint (Hungarian)	
Semester: spring	Pre-study requirements:
Description: The course has been designed to teach the undergraduates the basic knowledge and skills of the methodology and application of public planning. The first part of the course highlights the theoretical basics and categories of the procedure of public planning and focuses on the correlation between the regional planning and public planning in close connection with the domestic and EU regulations. The second part of the course discusses the methodology of strategic planning, long-term regional development planning, developing long-term planning concepts, regional development monitoring, regional development programming and regional planning. The course provides basics for those undergraduates who would like to be involved in having significant skills of theoretical models of planning and its further applications.	
Compulsory material Houghton, G.–Counsell, D. (2003) <i>Regions, spatial strategies and sustainable development</i> . Routledge, London. Rechnitzer J.–Lados M. (2004) <i>A területi stratégiáktól a monitoringig</i> . Dialóg Campus Kiadó, Budapest–Pécs. From regional strategies to monitoring	
Recommended material: Blachin, P.–Sykora, L.–Bull, G. (1999) <i>Regional Policy and planning in Europe</i> . Routledge, London. Farágó L. (2005) <i>A jövőalkotás társadalomtechnikája</i> . Dialóg Campus Kiadó, Budapest–Pécs. Social techniques of making the future Lados M. (2001) A területi tervezés kihívásai a kilencvenes években Magyarországon: a területfejlesztési stratégiák kialakításától a programozásig és az értékelésig. – <i>Tér és Társadalom</i> . 2. 25–69. o. Challenges of regional planning in the nineties in Hungary, regional development strategies from programming to evaluation	

Subject: Region and Settlement Marketing	Subject code: NGM_RT013_1
Credits: 3	Lessons per week: 2

Lecturer (language): Tóth Péter (Hungarian)	
Semester: autumn, <u>spring</u> , autumn/spring	Pre-study requirements:
Description: The course has been designed to give students a deeper insight into marketing activities. An area or settlement should be able to sell itself to its residents, tourists and investors. Marketing issues are approached both theoretically and practically. The students will become familiar with the features and preparation of area marketing plans.	
Compulsory material: Piskóti I. - Dankó L. - Schupler H.: <i>Régió- és településmarketing</i> . KJK-Kerszöv, Budapest 2002. [Regional and settlement-marketing] Enyedi György: <i>A sikeres város</i> . Tér és Társadalom 1997/4. 1-7. o. The successful town Fojtik János: <i>Városmarketing az Interneten – lehetőségek és eredmények</i> . Tér és Társadalom 1999/1-2. 75-88. o. Town- Marketing on the Web – potential and results Kozma Gábor: <i>Terület- és településmarketing</i> . Debrecen. 2002. Area and Settlement Marketing	

Subject: Regional Innovation Systems	Subject code: NGM_RT015_1
Credits:4	Lessons per week:2
Lecturer (language): Dr. Dóry Tibor (Hungarian)	
Semester: spring	Pre-study requirements:
Description: Nowadays innovation cannot be considered as activity of lonely innovators but an interactive process with more parties involved and its success substantially influenced by the environment that it takes place, in addition to the specialities presented by the innovation milieu. Starting from the innovation system approach the aim is to study about the innovation spatial specialities, the effects caused by the regional environment to the innovation achievement and the methods of growth of the regional innovation potential, with the instruments of the regional innovation policy. The theoretical literature basis was written mainly in 1999. The actuality and the importance of this course is significant because both the EU and Hungary put significant efforts in building the region – but even more for the regional innovation systems, and to them stronger. But to realise it is necessary to know the theoretical basis and practical experience for the experts involved.	
Compulsory material Braczyk H. J.–Cooke P.–Heidenreich M. (eds.) (1998) <i>Regional Innovation Systems. The Role of Governances in a Globalized World</i> . UCL Press, London. Dóry T. (2005) <i>Regionális innovációs politika. Kihívások az Európai Unióban és Magyarországon</i> . Dialóg Campus, Budapest–Pécs. {Regional innovation policy. Challenges in the EU and in Hungary.} Grosz A.–Rechnitzer J. (szerk.) (2005) <i>Régiók és nagyvárosok innovációs potenciálja Magyarországon</i> . MTA Regionális Kutatások Központja, Pécs–Győr. {The Innovation Potential of Regions and Cities in Hungary}	
Recommended material: Csizmadia Z.–Grosz A. (2006) <i>Innováció a Nyugat-Dunántúlon, 2006</i> . MTA Regionális Kutatások Központja, Pécs–Győr. {Innovation in Western-Transdanubia} Dóry T.–Rechnitzer J. (2000) <i>Regionális innovációs stratégiák</i> . Oktatási Minisztérium, Budapest. {Regional innovation strategies} Gál Z. (2005) <i>Az egyetemek szerepe a regionális innovációs hálózatokban</i> . – Buzás N. (szerk.) <i>Tudásmenedzsment és tudásalapú gazdaságfejlesztés</i> . JATEPress, Szeged. 269–292. o. {The role of the universities in regional innovation systems; Knowledge management and knowledge-based economic development} A Guide to Regional Innovation Strategies. (1999) European Union, DG Regional, DG Enterprise, Brussel. Pakucs J.–Papanek G. (2006)	

Subject: Urban Geography	Subject code: NGM_RT016_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr. Hardi Tamás (Hungarian)	
Semester: autumn, spring	Pre-study requirements:
<p>Description:</p> <p>The course presents the process of urban development, the changing role of the towns in the economy, society and history. It is very important to understand urban function and its contact with the various urban types. It is also important to study the urban hierarchy and the territory impoundment methods, the theory of urban networks' development and types, the methods of the networks' analyses and development. The students will be able to analyse the urban network of a region or country, the process of development, the interaction with the economic and social process of the region or country. Another part of the course content is the social and functional analyses of the internal urban area. The aim is that the students can read urban maps, to estimate the position and changes of the internal urban structure.</p>	
<p>Compulsory material</p> <p>Hardi T.–Szörényiné K. I. (2007) <i>A társadalom és gazdaság földrajz</i>. Elektronikus jegyzet, Széchenyi Egyetem, Győr. The Geography of Society and Economy</p> <p>Pacione, M. (2005) <i>Urban Geography – A Global Perspective</i>. Routledge, New York, London.</p>	
<p>Recommended material:</p> <p>Enyedi Gy. (1988) <i>A városnövekedés szakaszai</i>. Akadémiai Kiadó, Budapest. Periods of Urban Development</p> <p>Haggett, P. (2001) <i>Geography – A Global Synthesis</i>. Pearson Education Limited, Harlow.</p> <p>Kovács Z. (2002) <i>Népesség-és településföldrajz</i>. ELTE Eötvös Kiadó, Budapest. Population and Urban Geography</p> <p>Lengyel I.–Rechnitzer J. (2004) <i>Regionális gazdaságtan</i>. Dialóg Campus Kiadó, Budapest–Pécs. Regional Economics</p>	

Subject: Urban Sociology	Subject code: NGM_RT017_1
Credits: 5	Lessons per week: 4
Lecturer (language): Páthy Ádám (Hungarian)	
Semester: autumn, spring	Pre-study requirements:-
<p>Description:</p> <p>The course deals with the specific characteristics of urban sociology and familiarizes students with a particular point of view regarding the aspect of settlement and urban sociology.</p> <p>Both the domestic and global systems of sociological development urban lifestyle seem to have an increasing and significant role, where an urban like type of living standards generate a more urban like lifestyle. The course provides the students with a balanced picture of the history of urban sociology- both classical and modern theories – representing models, which can also be adopted as particular categories of urban development. The course helps us to understand the roots of the current situation, the mechanism of the transition, in addition to detecting possible future directions. All in all different findings of the analyses highlight individual phenomenon, which are closely connected to each other displaying a unified structure of a spatial and social urban organization representing an individual structure, reflecting its distinctive characteristics, while displaying advantages and disadvantages as well.</p>	
<p>Compulsory material:</p> <p>Csizmady A.–Husz I. (2004) <i>Település- és városszociológia szöveggyűjtemény</i>. Gondolat Kiadó, Budapest. Settlement and urban sociology</p> <p>Szelényi I. (szerk.) (1973) <i>Városszociológia</i>. Közgazdasági és Jogi Könyvkiadó, Budapest. Urban sociology</p> <p>Paddison, R. (szerk.) (2001) <i>Handbook of urban studies</i>. Sage Publications Ltd., London.</p>	

Recommended material:
 Csizmadia Z.–Rechnitzer J. (2005) A magyar városhálózat innovációs potenciálja. – Grosz A.–Rechnitzer J. (szerk.) Régiók és nagyvárosok innovációs potenciálja Magyarországon. MTA Regionális Kutatások Központja, Pécs–Győr. 147–181. o. Innovation Potential of the Regions and Cities in Hungary
 Enyedi Gy. (1988) A városnövekedés szakaszai. Akadémiai Kiadó, Budapest. The Periods of Urban Development
 Rechnitzer J.–Grosz A.–Csizmadia Z. (2003) A magyar városhálózat tagozódása az infokommunikációs infrastruktúra alapján az ezredfordulón. – Tér és Társadalom. 3. 145–164. o. The urban network articulation on the basis of the info-communication at the time of the millennium
 Szirmai V. (2004) Globalizáció és a nagyvárosi tér társadalmi szerkezete. – Szociológiai Szemle. 4. 3–24. o. Social structure of globalization and city space

Subject: REGIONAL POLITICS	Subject code: NGM_RT019_1
Credits: 3	Lessons per week: 3
Lecturer (language): Dr. Rechnitzer János, Dr. Smahó Melinda (Hungarian)	
Semester: spring	Pre-study requirements:
Description: The course is to prepare students on the system of actors forming the spatial and regional processes, and to learn the basic theories of them. They will learn the tools of spatial process, institutions and techniques and the methods of usage. During the lessons students will partake in the analysis of regional policy's most important documents, the presentation of institutional system, tools and management.	
Compulsory material: Rechnitzer J.–Smahó M. (2006) <i>Regionális politika</i> . Egyetemi jegyzet, Széchenyi István Egyetem. Győr Regional politics	
Recommended material: Rechnitzer J. (1998) <i>Területi stratégiák</i> . Dialóg Campus Kiadó, Budapest–Pécs. Regional strategies Rechnitzer J.–Lados M. (2004) <i>A területi stratégiáktól a monitoringig</i> . Dialóg Campus Kiadó, Budapest–Pécs. From spatial strategies to monitoring. Sarudi Cs. (2003) <i>Térség és vidékfejlesztés</i> . Agroinform Kiadó, Kaposvár. Spatial and rural development	

Subject: SOCIAL THEORIES	Subject code: NGM_RT026_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Bugovics Zoltán (Hungarian, English)	
Semester: spring	Pre-study requirements:
Description: The course on social theories provides students with knowledge of the different types of social, society theory approaches (paradigms) and the differences dealing with the structure and functioning of the society. After presenting the classical theory, one extensive social theoretical paradigm is presented, one that considers social actions, order, regulations, persons and communities' relations really important. Those theoretical models that are discussed, give different answers to the relation of people and society, examining the different aspects of the same question. During the semester students can get extensive knowledge that will support them in future subjects as well. Theories defining and explaining the logic of society's structure are able to help students understand and define sub-systems, special mechanisms in the field of economics, spatial development and urbanization.	

<p>Compulsory material: Felkai G.–Némedi D.–Somlai P. (szerk.) (2005) <i>Olvasókönyv a szociológia történetéhez – I. és II. kötet.</i> (Readings for the history of sociology.) Új Mandátum Kiadó, Budapest. (a tematikában megadott szerzőkre vonatkozó részek a gyakorlati órákhoz) Morel, J. et al (2000) <i>Szociológiaelmélet.</i> (Sociology theory.) Osiris Kiadó, Budapest. Ritzer, G. (2003) <i>Contemporary Sociological Theory and Its Classical Roots: The Basics.</i> McGraw–Hill Higher Education.</p>
<p>Recommended material: Castells, M. (2005) <i>A hálózati társadalom kialakulása.</i> (Development of network society.) Gondolat–Infonia, Budapest.</p>

Subject: DECISION THEORY AND METHODOLOGY	Subject code: NGM_RT032_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Szalka Éva (Hungarian)	
Semester: spring	Pre-study requirements:
<p>Description: The fundamentals of decision theory, the theoretical basis of problem-solving, the stages of decision-making. Schools of and trends in decision theory, the classification and application of decision theory models. Systematic approach to decisions, individual decision-making, rational decisions within, self-interest and altruism, the role of personality, the role of risk avoidance and risk-taking, stress and chaos, ethical considerations of decision-making. The theoretical background for group decision-making, applicable technical solutions, conflicts in the decision process and their management, social decision-making, dilemmas, pitfalls. The methodological models of decision support systems, the applicability of game theory, computerized decision support systems.</p>	
<p>Compulsory material: Zoltayné Paprika Zita: <i>Döntésmélet</i>, Alinea Kiadó, Budapest, 2002 [Decision theory] March, James G.: <i>A Primer on Decision Making</i>, Prentice Hall, 1994</p>	
<p>Recommended material: Kindler József: <i>Fejezetek a döntésméletből</i> BKE Jegyzet [Chapters from decision theory] March, James G.: <i>Bevezetés a döntéshozatalba</i>, Panem Kiadó, Budapest, 2000 [Introduction to decision-making]</p>	

Subject: Marketing Management	Subject code: NGM_SV006_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Makkos-Káldi Judit (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
<p>Description: To give a comprehensive overview of the concept and content of marketing. To develop a unified, primary knowledge required for university studies. During the course of the semester students will familiarize themselves with complex marketing tools, their potential application and limitations.</p>	
<p>Compulsory material: Józsa L.- Piskóti I.- Rekettye G.- Veres Z.: <i>Decision-oriented Marketing - Döntésorientált marketing</i>, KJK – Kerszöv, 2005</p>	

Recommended material:
 Bauer A.- Berács J.: Marketing. Aula Kiadó, Budapest 2005
 Kotler, P.: Marketingmenedzsment. Akadémiai Kiadó, Budapest 2006 [Marketing management]
 Vágási Mária: A marketing-menedzsment alapjai. Műegyetemi Kiadó, Budapest 2001 [The fundamentals of marketing management]
 Varsányi Judit: Üzleti stratégia – üzleti tervezés. Nemzeti Tankönyvkiadó, Budapest 2001 [Corporate strategy – corporate planning]
 Zyman, S.: Csak a profit számít. Perfekt Kiadó, Budapest 2001 [Only profit counts]

Subject: Management of Value Added Production and Logistic Processing	Subject code: NGM_SV007_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Süle Edit (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: The aim of the course is to show the significance of production and service process planning, its realization and verification, its tasks and strategic issues. Students will be able to examine the traditional and most modern philosophy of production and service processes, and observe the most up-to-date planning concepts.	
Compulsory material: Chikán Attila: Az értékteremtő folyamatok menedzsmentje, Aula Kiadó, Budapest, 2004 [Management of value-added processes] Coyle, J. – Bardi, E. – Langley: The Management of Business Logistics, West Publishing, Minneapolis, 1996	
Recommended material: Rushton, A. – Oxley, J.: Handbook of Logistics and Distribution Management, Kogan Page, London, 1993 Szegedi Zoltán - Prezenszky József: Logisztika-menedzsment, Kossuth Kiadó, Budapest, 2005 [Management of logistics] Szegedi Zoltán: Logisztika menedzsereknek, Kossuth Kiadó, Budapest, 1998 [Logistics for managers]	

Subject: Management of Economic Systems	Subject code: NGM_SV008_1
Credits: 3	Lessons per week: 2
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: The aim of the course is to introduce the operation of organizations from an economic and managerial viewpoint and to systematically review organizations and management. Processing theoretical knowledge in a practical, problem-oriented way. In the course students will recognize how different parts of an efficiently running organization constitute a coherent whole. How economic principles can help understand corporate decisions and managerial procedures. Based on this knowledge students will be able to identify organizational and management problems in practice, analyze them, and draw up possible solutions.	
Compulsory material: Milgrom, P. – Roberts. J.: Közgazdaságtan, szervezetelmélet és vállalatirányítás, Nemzeti Tankönyvkiadó, Budapest, 2005 [Economics, organizational theory and corporate management] Clegg, S.: Managing and Organizations, Sage, London, 2005	
Recommended material: Bencsik A.: Menedzsment és projekttechnikák. Veszprémi Egyetemi Kiadó Veszprém, 2005 [Management and project techniques] Bencsik A.: Változások menedzselése, szervezetfejlesztés. Veszprémi Egyetemi Kiadó Veszprém, 1999 [Managing change, developing organizations]	

Dobák Miklós: Szervezeti formák és vezetés, Akadémia Kiadó, Budapest, 2006 [Organizational models and management]
 Kaplan, R.S.: Vezetői üzleti gazdaságtan, Panem, Budapest, 2003 [Managerial corporate economics]

Subject: Consumption Theory and Consumer Behaviour	Subject code: NGM_SV009_1
Credits: 3	Lessons per week: 2
Lecturer (language): Eisingerné Balassa Boglárka (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
Description: Consumption theory. Coherence between consumer and customer behaviour. Role of cognition. Motivation and life style – as determinatives of consumer behaviour. Concept, components, parameters of attitude. Consumption determinative role of culture and values. Macro- and micro ambient parameters, which influence purchases. Sociological and psychological parameters of the consumer. Decision making of purchases. Aspects of choosing retailers. New consumer trends Marketing from an emotional point of view.	
Compulsory material: Hofmeister Tóth Ágnes: Fogyasztói magatartás, AULA Kiadó, Budapest 2003. [Consumer behaviour] Solomon, M.: Consumer Behaviour, Prentice Hall, 2004	
Recommended material: Töröcsik Mária: Fogyasztói magatartás trendek, KJK-Kerszöv, Budapest 2003 [Consumer behaviour trends] Trommsdorff, Volker: Konsumentenverhalten. Kohlhammer, Stuttgart 2004 Woodside, A. G.: Market-driven thinking: Achieving contextual intelligence. Butterworth-Heinemann, Amsterdam, 2005	

Subject: Marketing Research, Environment and Market Analysis	Subject code: NGM_SV010_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
Description: Identifying and developing the approach to the marketing research question: drawing up the plan of research. The information base of secondary market research at the domestic and international level; the advantages and disadvantages of secondary data collection. Arranging primary studies, sampling and selection. The methods of research of opinion: inquiry, observation and experiment in marketing research. Questionnaire design, measuring and scale formation, comparative and non-comparative scale formation techniques. The technical realization of inquiry. Quantitative techniques, forecasts. Mean value, ratio appraisal, and hypothesis study. Attitude and preference research. Descriptive statistics, turnover research, statistical tests. Decision alternatives in the marketing mix, variant analysis, analysis of supply alternatives. Multiple variable models: Factor analysis, conjoint-analysis, and cluster analysis. Brand image research, market research software. The methodology of exposing the corporate environment. Qualitative research methods: focus group questioning and the interview. Evaluation of results from data processing, drawing conclusions, and presentation. The research report.	
Compulsory material: Malhotra, N. K.: Marketing Research, Prentice Hall, 1999	

Recommended material:
 Hoffmann, M. – Kozák, Á. – Veres, Z.: Bevezetés a piackutatásba, Akadémiai, Budapest, 2005 [Introduction to market research]
 Kerékgyártó, Gy.-né – Mundruczó, Gy. – Sugár, A.: Statisztikai módszerek és alkalmazásuk a gazdasági, üzleti elemzésekben, Aula, 2001 [Statistical methods and their application in economic analyses]
 Tomcsányi P.: Általános kutatómódszertan. Sz. I. E. Gödöllő, Országos Mezőgazdasági Minősítő Intézet, Budapest, 2000 [General methodology of research]
 Gordon, W. – Langmaid, R.: Kvalitatív piackutatás. Gyakorlati kézikönyv. HVG Kiadó Rt., Budapest, 1997 [Qualitative market research]
 Scipione, P. A.: Piackutatás elmélete és gyakorlata, Springer Kiadó, 1994 [Theory and practice of market research]

Subject: Marketing Strategy	Subject code: NGM_SV011_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Józsa László (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: Strategic planning and marketing. Time space in corporate planning. The role of situation analysis in marketing plans. Mission, strategy, tactics, action plan. The methodology of analyzing the external environment (STEEP). Analyzing the competitive setting and competitive environment. Market size, market growth, market structure, costs. The Porter-type competition structure. Analyzing the internal environment of enterprises. Portfolio models (Ansoff, BCG, Shell, GE, ADL), application of matrices in marketing plans. The methodology of recognizing consumer demands, market segmentation, selection of target market, positioning. Enterprise-level strategies. Market goal and commitment, timing, and competition-based strategies, market reduction, geographical type strategies. Segment strategies: product, price, and sales policy, and influencing the market. Product development, brand strategy, PLC. Features of pricing, offensive pricing. Assessment of sales channels. Creative and media strategy. Implementation and supervision of marketing strategy. Financial control, marketing audit.	
Compulsory material: Józsa L.: Marketingstratégia- Marketing Strategy, Akadémiai, 2005	
Recommended material: Kotler, P.: Marketingmenedzsment, KJK - Kerszöv, Budapest, 2003 [Marketing management] Hoffmann I.-né: Stratégiai marketing, Aula, Budapest, 2003 [Strategic marketing] Bösze Irving, Suzanne: A marketingtervezés gyakorlati útmutatója, Geomédia, Budapest, 2001 [Guide to practical marketing planning]	

Subject: Designing Integrated Marketing Communication and its Tools Used in the Process	Subject code: NGM_SV012_1
Credits: 4	Lessons per week: 4
Lecturer (language): Dr. Élő Gábor (Hungarian, English)	
Semester: spring	Pre-study requirements: -

<p>Description: The concept of marketing communications, its resources and place within marketing. Communication above the line: advertising. Marketing communications' process models, the impact of advertising. Direct and indirect models, their criticism. The steps of preparing advertising: determining the aim of advertising, deciding on an advertising budget, formulating a message, assembling the media mix, selecting efficiency measuring methods. Means of communication below the line: sales and purchasing incentives, PR, direct marketing, personal sales. Special features of applying certain marketing communications resources, advantages and disadvantages. Limitations of application. Company-controlled communication types and communication types not controlled by the company. Definition and application of integrated communications. Steps of integration. The two dimensions of integration: communicational field and market space. The three levels of integration: tactical, strategic and total integration. The methods of integration, difficulties of application.</p>
<p>Compulsory material: Brochand, B. – Lendrevie, J.: A reklám alapkönyve. KJK-Kerszöv, Budapest, 2004 [The essential advertising book] Pickton, D. – Broderick, A.: Integrated marketing communications. Harlow, Prentice Hall, 2005</p>
<p>Recommended material: Clow, K. E. – Baack, D.: Integrated advertising, promotion & marketing communications. Upper Saddle River, N. J., Pearson/Prentice Hall, 2004 Fazekas I. – Harsányi D.: Marketingkommunikáció. Szókratész Külgazdasági Akadémia, Budapest 2003. [Marketing communications] Sándor Imre: A marketingkommunikáció kézikönyve. Aula Kiadó, Budapest 2006. [Handbook of marketing communications]</p>

<p>Subject: Distribution and Supply Management</p>	<p>Subject code: NGM_LO005_1</p>
<p>Credits: 5</p>	<p>Lessons per week: 4</p>
<p>Lecturer (language): Dr. Földesi Péter (Hungarian)</p>	
<p>Semester: autumn</p>	<p>Pre-study requirements: -</p>
<p>Description: Building up an efficient distributional system is of key importance in sales and supply, in order to satisfy the continuous increase in customer expectations. The course builds on marketing knowledge; it provides insight into the logistics service and supply chain, which is playing an increasingly important role in sales.</p>	
<p>Compulsory material: Martin, C.: Logistics and supply chain management, Prentice Hall, Harlow, 2005 Komáromi Nándor: Marketinglogisztika, Akadémia Kiadó, Budapest, 2006 [Marketing logistics]</p>	
<p>Recommended material: Brewer, A. M.: Handbook of logistics and supply chain management, Pergamon, Amsterdam, 2001 Hirkó Bálint: Elosztási logisztika, Universitas-Győr Kht., Győr, 2006 [Distributional logistics] Némon Zoltán: Logisztika. Folyamatok az ellátási láncban, KIT, Budapest, 2005 [Logistics. Processes in the supply chain] Töröcsik Mária: Kereskedelmi marketing, KJK, Budapest, 1998 [Commercial marketing]</p>	

<p>Subject: Marketing Information, Decision Support and Control Systems</p>	<p>Subject code: NGM_SV014_1</p>
<p>Credits: 5</p>	<p>Lessons per week: 4</p>

Lecturer (language): Dr. Józsa László, Dr. Dernóczy-Polyák Adrienn (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
Description: During the course of the semester students will become acquainted with the different fields and applicable models of marketing-information, decision-support and controlling systems. They will get an inside view into the world of obtaining and interpreting information in practice, putting information as value into the framework. The decision-founding and supporting aspect of information will be discussed. Evaluation and analysis of corporate activities will be examined, also measuring their efficiency.	
Compulsory material: Kaplan, R. S. – Atkinson, A. A.: Vezetői üzleti gazdaságtan, Panem Business Kft, Budapest, 2003 [Managerial economics] Kaplan, R. S. – Atkinson, A. A.: Advanced Management Accounting Pearson, 4 th ed. 2006	
Recommended material: Bógel Gy. – Forgács T.: Informatikai beruházás, üzleti megtérülés. Műszaki Kiadó, 2000 [IT investment, business returns] Chadwick, L.: Vezetői számvitel, Panem, Budapest, 1999 [Managerial accountancy] Dobai P.: Tudásvállalati kontrolling, Nemzeti Tankönyvkiadó, 1998 Horvath P.: Kontrolling, út egy hatékony kontrolling rendszerhez, KJK Kerszöv, Budapest, 2003	

Subject: International and Intercultural Marketing	Subject code: NGM_SV015_1
Credits: 5	Lessons per week: 4
Lecturer (language): Gombos Szandra (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: The course has been designed to present the conditions and changes with the help of national marketing tools that may be applied in a country with a partly or essentially different culture than ours. The course focuses on the dimensions of cultural differences, impact mechanisms related to marketing tasks, as well as, the international restructuring and methods of the marketing activities.	
Compulsory material: Stone, M.A.–McCall, J.B.: International Strategic Marketing: A European Perspective. Routledge, London 2004. Deli Zsuzsa: Nemzetközi marketing. Műegyetemi Kiadó, Budapest, 2005 [International Marketing]	
Recommended material: Eszes István (szerk.): Globális marketing. Műszaki könyvkiadó, Budapest, 2001. [Global Marketing] Rekettye G. – Fojtik J.: Nemzetközi marketing. Dialóg Campus Kiadó, Pécs, 2005. [International Marketing] Tóth Tamás: Szolgáltatások és termékek nemzetközi marketingje. BKÁE, Budapest, 2003. [International Marketing of Goods and Services] Usunier, J-C.: Marketing Across Cultures. Prentice Hall (Europe). 3 rd Edition. 2000	

Subject: Product and Brand Strategies	Subject code: NGM_SV016_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Makkos-Káldi Judit (Hungarian, English)	
Semester: spring	Pre-study requirements: -

<p>Description: Emotional approach to product strategy: the product's actuality and its symbolic content. Types of consumption. Motives of buying products: task and experience-based. Product change during the market life cycle. The importance of consumer satisfaction. Rational approach: means of product decisions, procedures for enriching information, idea generators, product-market techniques, other information developing procedures, structural analysis devices. Value analysis, conjoint analysis, analysing the rivals, rival profile map. Comparing techniques, expert qualifying procedures. The multi-product PROGISTRA model. New consumers, new features of product strategy. The concept of brand and its components. Relation between brand and consumers, influence of brand on consumer behaviour. Associations, brand identity, brand image. Manufacturing and commercial brands. Brand strategies in practice.</p>
<p>Compulsory material: Töröcsik Mária – Varsányi Judit: Termékstratégia emocionális és racionális közelítésben. Nemzeti Tankönyvkiadó, Budapest, 1998 [Emotional and rational approach to product strategy] Aaker, D.: Building Strong Brands, The Free Press, New York, 1996</p>
<p>Recommended material: Aaker, D.: Building Strong Brands, The Free Press, New York, 1996 Gerken, G.: A 2000. év trendjei. Akadémiai Kiadó, Budapest, 1995 [Trends in 2000] Kotler, P.: Kotler a marketingről. Jönni, látni, győzni – a piacon. Park Kiadó, Budapest, 2000 [Coming, seeing, winning in the market] Kunsági Andrea: Hogyan láttassuk termékünket a fogyasztóval? Vezetéstudomány, 1995/6. [How to make consumers see our product] Reketye Gábor: Értékteremtés a marketingben. KJK, Budapest, 1997 [Creating value in marketing]</p>

<p>Subject: Marketing Organizations, Design and Development of Sales Systems</p>	<p>Subject code: NGM_SV017_1</p>
<p>Credits: 5</p>	<p>Lessons per week: 4</p>
<p>Lecturer (language): Dr. Szabó József (Hungarian) Gombos Szandra (English)</p>	
<p>Semester: spring</p>	<p>Pre-study requirements: -</p>
<p>Description: The aim of the course is to introduce the main corporate and marketing organization forms, their build-up and goals, as well as the role of the human management within the organization, the process of labour recruitment and selection. Students get acquainted with the history and development of network marketing, the condition of successful trans, the configuration of the salesman system.</p>	
<p>Compulsory material: Elbert F. N. – Karoliny Mártonné – Farkas Ferenc – Poór József: Személyzeti/emberi erőforrás menedzsment kézikönyv, KJK-KERSZÖV, 2002 [Human Resource Management Course Book] Jobber, D. – Lancaster: Selling and Sales Management, Pearson Education, 2006 p. 379-450 Józsa, L. – Piskóti, I. – Reketye, G. – Veres Z.: Döntésorientált marketing, KJK-KERSZÖV, Budapest, 2005 p. 387-395 [Decision-oriented Marketing]</p>	
<p>Recommended material: Failla, D.: Gyakran feltett kérdések és válaszok a Network Marketingről, Bagolyvár Könyvkiadó, Budapest, 2006 [Frequent questions and answers on Network Marketing] Kalench, J.: MLM sikerkalauz, Bagolyvár Könyvkiadó, Budapest, 1997 [MLM Success Book] Olach Zoltán: A marketing szemlélete és gyakorlata, LSI Oktatóközpont, Budapest, 1996 p. 373-394 [Aspects and Practice of Marketing] Könyvkiadó, Budapest [Entertaining and useful methods for training MLM leaders] Strachowitz, M.: A network marketing alapjai, Sebesvíz 4, Budapest, 2005 [The basics of the marketing network] Wage, J. L.: Sikeres értékesítő, Kiválasztás, vezetés, motiválás, KJK, Budapest, 1997 [Successful seller; selection, management, motivation]</p>	

Subject: Direct Marketing Methods	Subject code: NGM_SV018_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Élő Gábor (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
Description: The course has been designed to provide the basic skills of direct marketing strategy from the fundamentals, - database establishment, creativity, issues of strategy planning such as locale and regional aspects of analyses - up to case-study introduction focusing on the significance of daily practice.	
Compulsory material: Alan Tapp: Direkt és adatbázis-marketing, Akadémiai Kiadó, 1999 (Direct and Data –Based Marketing)	
Recommended material: Hoffmann Istvánné: Direkt és interaktív marketing, Bagolyvár Könyvkiadó, 2005 (Direct and Interactive Marketing) Edward Nash: Direct marketing – strategy, planning, execution. McGraw-Hill, 2000	

Subject: Public Relation Issues	Subject code: NGM_SV019_1
Credits: 5	Lessons per week: 4
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian, English)	
Semester: autumn	Pre-study requirements: -
Description: The concept and definition of PR. The cause of PR formation. PR approach: general development and effect. Objectives, special fields, partners, related sciences, external and internal PR. International and national PR activities. Differences between advertising and PR. The decline of advertising, the flourishing of PR, the new role of advertising. Methods and devices of PR activities: programmes, printouts, television and radio broadcasts, presentations. Press monitoring. Planning the course of PR activities: strategic, tactical and action plans. Feasibility studies, code of ethics.	
Compulsory material: Szeles Péter – Nyárádi Gáborné 2004. Public relations I-II. Perfekt Kiadó, 2004	
Recommended material: Pelejtej Tibor: Public Relations. A kommunikáció szervezésének gyakorlati kézikönyve és kiegészítő szakismeretei. Budapest, 2000 [Practice book on communication] Ries, Al: A PR tündöklése, a reklám bukása. Geomédia, Budapest, 2005 [The rise of PR, the fall of advertising] Szeles Péter: Public Relations a gyakorlatban. Geomédia, Budapest, 2005 Baily, P. – Farmer, P. [Public Relations in practice]	

Subject: Development of Complex Marketing Plans	Subject code: NGM_SV020_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Huszka Péter (Hungarian) Dr. Dernóczy-Polyák Adrienn (English)	

Semester: spring	Pre-study requirements: -
Description: The course has been designed to introduce and practise project type marketing planning, marketing analyses, scheduling goals and stages of an effective marketing plan. During the semester, the students must make a complex plan.	
Compulsory material: McDonald, M: A megfelelő marketingterv elkészítése, Alexandra, Pécs, 2005 [Suitable Marketing Planning] Wood, B.: Marketing planning, Prentice Hall, Harlow, 2004	
Recommended material: Józsa László: Marketingstratégia, KJK-KERSZÖV, Budapest, 2003 [Marketing strategy] Kotler, P.: Marketing-menedzsment, Akadémia Kiadó, Budapest, 2006 [Marketing management] Bösze Irving, S.: A marketingtervezés gyakorlati útmutatója, Geomédia Szakkönyvek, Budapest, 2001 [Marketing planning-practice book] Lehmann, D.: Analysis for marketing planning, BPI, Plano, 1998	

Subject: Media knowledge and planning	Subject code: NGM_SV021_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Makkos-Káldi Judit, Platz Petra (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: The aim of this course is to give information about characteristics of media market's function, give details about the parameters of each type of media with respect to supply and demand. The seminars give a good framework to develop students' creativity and their competency for teamwork.	
Compulsory material: Gálik Mihály: Médiagazdaságtan. Aula Kiadó, Budapest, 2001 [Media management] Tellis, Gerard: Effective Advertising. Sage, 2003	
Recommended material: Barbier, F.: A média története: Diderot-tól az Internetig. Osiris Kiadó, Budapest, 2004. [The History of Media] Bugovics Zoltán: A torz (ító) szülött. Gondolat Kiadó, Budapest, 2004. [The Freak] Gerbner, G.: A média rejtett üzenete: válogatott tanulmányok. Osiris Kiadó, Budapest, 2002. [The Secret Message of the Media]	

Subject: Tourism system marketing	Subject code: NGM_SV022_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Jandala Csilla (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The system of tourism, its role in the national economy. Marketing features characterizing different tourism sub-branches. Structures and features of the tourism market. Tourist demand. The role of tourism in the global economy and its regional distribution. Investment and selling in tourism. The essence and special features of strategic marketing planning. Marketing communication features in tourism: image development. Organizing programmes and festivals. International and domestic methods and practice of product planning and developing. Ecotourism.	

<p>Compulsory material: Lengyel M.: A turizmus általános elmélete, Budapest, KIT, 2001[Tourism-general theory] McIntosh/ Goeldner/ Ritchie: Tourism - Principles, Practices, Philosophies, John Wiley & Sons, Inc.,1995</p>	
<p>Recommended material: Morrison, Alastair: Hospitality and Travel Marketing, Delmar Publishers Inc., 1989 Kotler, P.: Marketingmenedzsment, KJK - Kerszöv, Budapest, 2003 [Marketing management] Józsa László: Marketingstratégia, KJK – Kerszöv, Budapest, 2003 [Marketing Strategy] Jancsik András: Turizmus marketing, VE, Veszprém, 2002 [Tourism marketing] Veres Zoltán: Szolgáltatásmarketing. Műszaki Könyvkiadó, Budapest, 1998 [Service marketing]</p>	

Subject: Service Marketing and Management	Subject code: NGM_SV023_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida (Hungarian), Dr. Makkos-Káldi Judit (English)	
Semester: autumn	Pre-study requirements: -
<p>Description: The course has been designed to introduce modern economic sectors and services determining future developments. It gives a thorough study of the internal market in the EU and the terms and requirements for its successful operation. It deals with general alternatives of satisfying demand, its macro and micro correlations. The main objective is to teach the students about the impact and consequences of the tertiary sector on market conditions and structures, economic competitions, and on the role of the state.</p>	
<p>Compulsory material: Papp Ilona: Szolgáltatások a harmadik évezredben, AULA, 2003[Services in the third millennium] Gilmore, Audrey: Services, marketing and management, SAGE, London, 2003</p>	
<p>Recommended material: Hetesi Erzsébet: A közszolgáltatások marketingje és menedzsmentje, JATEPress, Szeged, 2002 [Marketing and management of public utilities] Veres Zoltán: Szolgáltatásmarketing, KJK – KERSZÖV, 2002 [Service marketing] Dinya L.-Farkas F.-Hetesi E.-Veres Z.: Nonbusiness marketing és menedzsment, KJK – KERSZÖV, 2004 [Non-business marketing and management] Pauwels, Pieter: Research on international service marketing, Elsevier, Amsterdam, 2005</p>	

Subject: Program Organization and Protocol	Subject code: NGM_SV024_1
Credits: 5	Lessons per week: 4
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description: Administrative tasks: How can I sell myself? What are the terms of success? Protocol: invitation, business card, credo, using cutlery, meals, table manners, seating plan. Protocol: VIP guests, ranking, guests, introduction, promptness, the role of flowers, dressing. Types of programmes, their advertisements and press conferences. Event marketing, compiling the budget, publications: invitations, prospectus. Program announcement. Preparation and organizational tasks. Check list. Script and timing. Payments, references and assessment. Hungarian Wines Road, Rally case-study</p>	
<p>Compulsory material: Tomecskó Erika: Konferencia típusú rendezvények szervezése, Budapest 2003, BGF jegyzet [Organizing conference-type events] Tuckerman, N. – Dunman, N.: The Amy Vanderbilt Complete Book of Etiquette, Doubleday, 2002</p>	

Recommended material:
 Ottlik Károly : Protokoll. Panoráma Kiadó, Budapest 2004 [Protocol]
 Gyarmati Ildikó: Rendezvényszervezői kézikönyv. Szókratész Külgazd. Akadémia, Budapest 2002 [Programme organization manual]
 Scott: A tárgyalás fortélyai. Novotrade, Budapest 1989 [Negotiation tricks]

Subject: Development and Management of Tourism Marketing Project	Subject code: NGM_SV025_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Jandala Csilla (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: Tourism project objectives. Tasks and activities of destination marketing organizations. Destination planning: causes and consequences. The features of Hungarian destination organizations. Defining the target market, evaluation of its characteristics. Organizing programmes. Special 7P in tourism. Searching and compiling marketing projects. Correlations, associations, suppliers, travel agencies. Financial sources of marketing projects: government and private investments, foreign and domestic applications. Special tourist project management: ecotourism, world heritage, national parks, big events such as the Olympics, world exposition. Tourism project feedback. Feasibility criteria, checking and monitoring.	
Compulsory material: Moutinho, L: Strategic Management in Tourism, Oxford University Press, 2000	
Recommended material: AIEST: Destination Marketing. Congress Reports, 1998 McIntosh – Goeldner – Ritchie: Tourism - Principles, Practices, Philosophies. John Wiley & Sons, Inc., 1995 Goldblatt, J.: Special Events - Best Practices in Event Management, 1997 Hungarian Turizmus Rt. market analysis KSH analyses UNWTO reports	

Subject: Human and Non-profit Marketing and Management	Subject code: NGM_SV026_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Ercsey Ida (Hungarian, English)	
Semester: spring	Pre-study requirements: -
Description: A perfect knowledge and awareness of the systems and operations of the two most significant issues as follows: relationship marketing and non-profit marketing are indispensable factors being successful in the course of the continually globalizing world. The course relies on the basic skills of marketing and knowledge of the functions of different social and economic factors and players.	
Compulsory material: Little, Ed – Marandi, Ebi: Relationship marketing management, Thomson Learning, 2003 Dinya L.: Nonbusiness marketing és menedzsment. KJK-KERSZÖV, Budapest, 2004 [Non-business marketing and management] Wymer, W: Nonprofit marketing, Sage, 2006	
Recommended material: Bartal A. M.: Nonprofit elméletek, modellek, trendek. Századvég, Budapest, 2005 [Non-profit theories, models and trends] Bíró, E.: Nonprofitszektor analízis. Civil szervezetek jogi környezete Magyarországon. EMLA Egyesület, Budapest, 2002 [Analyses of the non-profit sector. Legal environment of the civil organizations] Papp I.: Szolgáltatások a harmadik évezredben, Aula Kiadó, 2003 [Services in the third century]	

Subject: Theory of Organization and Management	Subject code: NGM_SV028_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr. Ködmön István (Hungarian)	
Semester: autumn, spring	Pre-study requirements: -
Description: Students gain knowledge in the following: <ul style="list-style-type: none"> - basic concepts of organization and leadership, - history of management science from beginning of the 20th century to present days, - functions and techniques of management, - basic organizational forms and processes. 	
Compulsory material: Dr. Bencsik Andrea: Menedzsment alapjai, Universitas-Győr Nonprofit Kft. Győr – 2008. [Basics of management]	

Subject: Advanced Strategic Management	Subject code: NGM_SV029_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Papp Ilona (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The nature of strategy. Motivational background of games. The paradox of strategic processes: normative and descriptive models of strategy establishment. Envisageable or /and incrementalist side of strategy establishment. Evaluational and/or revolutionary aspects of strategic management. Paradox of strategic content and accomplishment types: competition and/or cooperative strategies. Perspectives of network strategy, new type of corporation. Participation in global playing fields: success of integrative strategies. Global strategies. European strategies. Managing technologies, significance, context and process of techno-strategies. Type-errors of tecno-strategies. Intellectual capitals stimulating corporate growth. Results of small and medium size research from an organic point of view.	
Compulsory material: Wit, B.- Meyer, R. (2005): Strategy Synthesis Thomson Papp I.-Szabó R. (2008): Stratégiai menedzsment Universitas Győr (Strategic management)	
Recommended material: Mintzberg, H. - Ahlstrand, B. - Lampel, J. (2005): Stratégiai szafari. (fordító: Kállai Tibor), HVG Könyvek, Budapest (Strategic Safari) White, C. (2004): Strategic Management Palgrave Macmillan	

Subject: Information Management	Subject code: NGM_SV030_1
Credits: 2	Lessons per week: 2
Lecturer (language): Dr. Élő Gábor (Hungarian)	
Semester: spring	Pre-study requirements: -

<p>Description:</p> <p>Fundamentals and objectives of information management</p> <p>Authority and role in corporate information management</p> <p>Relation of information and company, analysis of risk and potentials</p> <p>Development of information strategy, its relation to the corporate strategy</p> <p>Design and management of information systems</p> <p>Methodology of the analysis of company information systems</p> <p>Users' task in development of information systems</p> <p>Fundamentals of information management</p> <p>Operation analysis of office information systems</p> <p>Fundamentals of ERP systems, typology</p> <p>Roles of EDI based systems in the analysis of economic processes</p> <p>Construction of inter-, intra-, extranet systems, established set of requirements</p> <p>Managerial information systems</p> <p>Practical problems of information management, global processes, international impacts</p>	
<p>Compulsory material:</p> <p>Dobay Péter: Vállalati információmenedzsment, Nemzeti TK, 1997 (Corporate information management)</p>	

Subject: Organizational Attitude	Subject code: NGM_SV031_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Papp Ilona (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The course has been designed to enable the undergraduates to develop utilizable attitudes of improving company effectiveness. The objective of the course of organizational attitude is to establish a better awareness and understanding of the behavioural characteristics of other colleagues and their own personality. The individual topics of the course have been selected to get to know the regularities of organizational behaviour on one hand and to develop the effective managerial methods on the other hand. A deeper self-recognition is the target.</p>	
<p>Compulsory material:</p> <p>S.P. Robbins – T.A. Judge: Organizational Behavior Pearson 2009.</p>	

Subject: Strategic Human Resources Management	Subject code: NGM_SV034_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Bencsik Andrea (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The course has been designed to introduce the most significant fields of human resources management. The course should enable the undergraduates to understand the macroeconomic role of human resources management, certain demographic knowledge, labour market theories, and typical characteristics of the Hungarian labour market. The most important correlation of the corporate strategy and human resources management and the applicable methodology will be outlined. A further objective is also targeted: getting to know and understand the operation and strategy of companies, their business objectives, their human relations to human beings as human resources.</p>	
<p>Compulsory material:</p> <p>Bakacsi Gyula-Bokor Attila-Császár Csaba-Gelei András-Kováts Klaudia-Takács Sándor (2000): Stratégiai emberi erőforrás menedzsment, Budapest KJK. (Strategic human resources management)</p> <p>Poór József (2006): HR mozgásban, MMPC Budapest</p>	

(HR is on the move)
<p>Recommended material:</p> <p>Antal M. Zoltán-Balaton Károly- Drótos György-Tari Ernő (1997): Stratégia és szervezet, Budapest. KJK. (Strategy and organization)</p> <p>Barakonyi Károly – Lorange Peter (1993): Stratégiai management, Budapest KJK. (Strategic management)</p> <p>Csath Magdolna (2004): Stratégiai tervezés és vezetés a 21. században, Budapest. Nemzeti Tankönyvkiadó (Strategic planning and management in the 21st century)</p>

Subject: Organizational Culture and Managerial Behaviour	Subject code: NGM_SV035_1
Credits: 5	Lessons per week: 4
Lecturer (language): Konczosné Dr. Szombathelyi Márta (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The course has been designed to enable the undergraduates to develop basic skills of organizations and cultures. Domestic and international examples are highlighted to give a balanced picture of cultures working properly. Through this the significance of successful operation of cultures is displayed. On the other hand case study analysis and fieldwork is introduced to develop the basic skills of model development.</p>	
<p>Compulsory material:</p> <p>Borgulya Istvánné – Barakonyi Károly 2004. Vállalati kultúra. Nemzeti Tankönyvkiadó, Budapest (Corporate Culture)</p>	
<p>Recommended material:</p> <p>Hofstede, Gert – Hofstede, Jan 2008. Kultúrák és szervezetek. Az elme szoftvere. VHS Kiadó: Pécs (Cultures and organizations)</p> <p>Bencsik Andrea 2008. Menedzsment alapjai. Universitas-Győr Nonprofit Kft: Győr, 152-163. (Basics of management)</p> <p>Borgulya Istvánné 1996. Üzleti kommunikáció kultúrák találkozásában. JPTE: Pécs, 96-171. (Business communication in the meeting points of different cultures)</p>	

Subject: Research Methodology	Subject code: NGM_VG001_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Honvári János (Hungarian) Dr. Losoncz Miklós (English)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>Students will become acquainted with the basic methodology of scientific investigation. They will get an overview of the different types of data collection methods, and learn about the problems of research planning and sample selection. The course also deals with the ethical considerations related to research. Students will perform a small research on their own from a chosen topic.</p>	
<p>Compulsory material:</p> <p>Earl Babbie: The Practice of Social Research. Wadsworth, Thomson Learning, Inc. W. Lawrence Neuman: Social Research Methods: Qualitative and Quantitative Approaches, Allyn and Bacon, 2006.</p>	
<p>Recommended material:</p> <p>Majoros Pál: A kutatómódszertan alapjai. Budapest, Perfekt Kiadó, 2004. [Principles of research methodology]</p>	

Subject: International Organizations	Subject code: NGM_VG002_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The course has been designed to teach students the functions, structure and role of the most important international organisations. It deals with universal (UNO) and particular (NATO, GATT) organisations, as well as, regional (first of all European – EU, OSCE, Council of Europe and other non-European ones), governmental and non-governmental international organisations and institutions.	
Compulsory material: Blahó András – Prandler Árpád: Nemzetközi szervezetek és intézmények. Aula, Budapest, 2005 [<i>International Organisations and Institutions</i>] Archer, Clive: International Organizations. Routledge, London, 2001	
Recommended material: Alapvető tények az ENSZ-ről. Budapest, 2000/ <i>Basic Facts on the United Nations</i>] Armstrong-Lloyd-Redmond: From Versailles to Maastricht: International Organizations in the Twentieth Century. MacMillan, Basingstoke, 1996 Bokornmé Szegő Hanna: Nemzetközi jog. Aula, Budapest, 2000 [<i>International Law</i>] NATO Kézikönyv. SVK, Budapest, 1999/ <i>The Handbook of the NATO</i>] Nugent, Neill: The Government and Politics of the European Union. Palgrave-Macmillan, 2006 Pease – Kate: International Organizations. Prentice Hall, New Jersey, 2003 Schivone, Giuseppe: International Organizations. Palgrave, 2001	

Subject: Comparative Economics	Subject code: NGM_VG003_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Honvári János (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The course has been designed to teach students the logic, main establishments, contradictions, crises of economic systems, which are currently operating or used to operate for a long time, as well as, the reasons for transition from one system into another one. In terms of comparative economics students acquire how to classify social and economic systems, and they also study the most important establishments of economic systems, their development stages, contradictions, crises and transformation. The course also presents the characteristics of economic models and their functions in that of certain countries.	
Compulsory material: Irodalom: Szabó Katalin: Összehasonlító gazdaságtan. Budapest, Aula Kiadó 2007 [Comparative economics] Ellman, M – Kantorovich, V: Disintegration of Soviet Economic System. London, 1992.	
Recommended material: Gottlieb, M: A Theory of Economic Systems. New York, 1984.	

Subject: Global Economics and Globalization	Subject code: NGM_VG004_1
Credits: 5	Lessons per week: 4
Lecturer (language): Dr. Lukács Eszter (Hungarian, English)	
Semester: autumn	Pre-study requirements: -

Description: The course defines the share markets and actors of the global economy; the global economic structure at the beginning of the 21st century; the development stages of the global economy; the system of international economic relations; global dependencies and competition; the main theories of the global economy; the institutional system of global economic cooperation; the regional and multilateral cooperation systems; the international mobility of production factors and the questions of sustainable development and the future of global economy and society.	
Compulsory material: Peter Dicken (2007): Global Shift: Mapping the Changing Contours of the World Economy. London: Sage Publications; New York: Guilford Press. Fifth Edition Cypher J. M.-Dietz J.L.(2002): The Process of Economic Development, Routledge, New York	
Recommended material: Tibor Palánkai (2006): Economics of Enlarging European Union, Akadémiai Kiadó, Budapest Tibor Palánkai (2003): Economics of European Integration, Akadémiai Kiadó, Budapest Baldwin R. et al. (1999): Market Integration, Regionalism and Global Economy, Cambridge University Press, Cambridge Holtfreich C.-L. (1989): Interactions in the World Economy, New York University Press, New York	

Subject: Integration Theory	Subject code: NGM_VG005_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr. Lukács Eszter (Hungarian)	
Semester: spring	Pre-study requirements: -
Description: The course has been designed to introduce students to the theories on economic integrations and present the interaction between theories and establishments of integration, as well as, economic processes. The lectures focus on the general theoretical approach to economic integrations including customs unions, common market, single market, economic and monetary union, and the theory of an optimal currency zone. The seminars are planned to apply the theoretical knowledge in practice.	
Compulsory material: Palánkai Tibor: Az Európai Integráció gazdaságtana. Aula Kiadó, Budapest, 2005 megfelelő fejezetei [The Economics of European Integration] Losoncz Miklós: Az Európai Unió Rómától Budapestig. Tri-Mester, Tatabánya, 2006 megfelelő fejezetei [The European Integration from Rome to Budapest] Tibor Palánkai: The Economics of European Integration. Akadémia Publishing House, Budapest, 2005.	
Recommended material: Gáspár Tamás: Integrációelmélet és az európai Unió fejlődésének első szakasza. EU Working papers, a Külkereskedelmi Főiskola szakmai folyóirata, I. évf., 1. szám, 1998, 5-116. oldal. [Integration Theory and the First Phase of the European Union's Development]	

Subject: Institutional and Decision Mechanism of the EU	Subject code: NGM_VG006_1
Credits: 6	Lessons per week: 4
Lecturer (language): Dr. Losoncz Miklós (Hungarian)	
Semester: autumn	Pre-study requirements: -
Description: The course has been designed to introduce the institutional system and the decision-making system of the European Union. The acquired theoretical and practical knowledge is indispensable for the undergraduates to understand the functional operational of the European Union. The knowledge and skills acquire enable the undergraduates to improve their knowledge on the basis of independent work.	

<p>Compulsory material:</p> <p>Losoncz Miklós: Az Európai Unió Rómától Budapestig. Tri-Mester, Tatabánya, 2008 (<i>The European Integration from Rome to Budapest</i>)</p> <p>Zoltán Horváth: Handbook on the European Union, HVG ORAC Lap- és Könyvkiadó Kft Budapest, 2008</p> <p>Tibor Palánkai: The Economics of European Integration. Akadémia Publishing House, Budapest, 2005.</p>
<p>Recommended material:</p> <p>Horváth Zoltán: Kézikönyv az Európai Unióról HVGORAC Lap- és Könyvkiadó Kft. Budapest, 2007 (Handbook on the European Union)</p>

Subject: Hungary and the EU	Subject code: NGM_VG008_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Losoncz Miklós (Hungarian)	
Semester: spring	Pre-study requirements: -
<p>Description:</p> <p>The course has been designed to enable the undergraduates to understand the typical characteristics of the economic and business environment of the European Union, to understand macro and micro economic impacts, impact-mechanisms, and consequences of the Hungarian membership. The exciting issues of how the players of the Hungarian economy try to fit into the new European economic environment, how they try to meet the demands is also highlighted. Acquisition of the course material will enable the undergraduates to analyse European economic impacts at a micro and macro level and in state and public sectors as well. The guideline of the course is competitiveness. Pre-study requirements are preparatory and theoretical subjects. Fundamental concepts and basics in connection with institutions and operation of the European Union are required.</p>	
<p>Compulsory material:</p> <p>Losoncz Miklós: A magyar EU-tagság gazdaságpolitikai kihívásai. Tri-Mester, Tatabánya, 2007, 245 oldal. (Economic policy challenges of the Hungarian EU membership)</p> <p>Losoncz Miklós: Az Európai Unió Rómától Budapestig. Tri-Mester, Tatabánya, 2008 (<i>The European Integration from Rome to Budapest</i>)</p> <p>PJG Kapteyn and P. Verloren van Themaat: Introduction to the Law of the European Communities, Kluwer Law International 2003</p> <p>Nicholas Moussis: Guide to European Policies, XI. kiadás 2005 European Study Service</p>	
<p>Recommended material:</p> <p>Losoncz Miklós: Európai uniós kihívások és magyar válaszok. Az EU -csatlakozás várható hatásai Magyarország nemzetközi versenyképességére. Osiris Kiadó, Budapest, 2004. (European Union challenges and Hungarian responses. Results to be expected of Hungary's EU accession and its impact on international competitiveness)</p> <p>Zoltán Horváth: Handbook on the European Union, HVG ORAC Lap- és Könyvkiadó Kft Budapest, 2008</p> <p>Tibor Palánkai: The Economics of European Integration. Akadémia Publishing House, Budapest, 2005.</p>	

Subject: Foreign Affairs Policy in Hungary	Subject code: NGM_VG019_1
Credits: 3	Lessons per week: 2
Lecturer (language): Dr. Szabó Róbert (Hungarian)	
Semester: autumn	Pre-study requirements: -
<p>Description:</p> <p>Relying on the pre-study requirements the course has been designed to give a rough outline of the Hungarian foreign policy issues of the first part of the century, meanwhile a detailed introduction of the period after the Second World War up to the present is targeted highlighting the most significant events of the period and providing an analyses of the conditions of the foreign policy activities.</p>	

Compulsory material:

Gazdag Ferenc – Kiss J. László (szerk.): Magyar külpolitika a 20. Században. Zrínyi, Budapest, 2004
(Hungarian foreign policy in the 20th century)

Romsics Ignác (edit.): 20th Century Hungary and the Great Powers. Boulder, Colo.: Social Sciences
Monographs, Highland Lakes, N.J.: Atlantic Research and Publications, 1995, 391 p.

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