

# **Subject Guide for Erasmus Students 2024/25/2**

# ACCB101 Accounting for Managers

<b>Module co-ordinator:</b>	Tu Chunlu	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	7
<b>Status on programme(s) where module is offered:</b>	<b>Level:</b> BSc Year 2		
Compulsory on BSc in Corporate Finance			

## Aims of the Module

To introduce students to the use of accounting information for both external and internal purposes. Students will be made familiar with the basics of financial accounting and the requirements of external reporting. Following this a detailed introduction to management accounting will be offered, which aims to develop students' understanding of the role of accounting in the management of a business organisation and the techniques used in assisting the management of organisations in planning, control and decision-making activities. Students will also be given an opportunity to apply the techniques learnt on the module.

## Module Outline/Syllabus

- Accounting: External and Internal Needs
- The Balance Sheet and the Double Entry Bookkeeping Principle
- The Income Statement and the Statement of Changes in Equity
- Cost Accounting – Cost Classification, Definitions
- Cost Allocations, Absorption and Marginal Costing, ABC Costing
- Cost-Volume-Profit Analysis
- Standard Costing and Variance Analysis

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Examine the interdependencies of a financial statement
- 2 Critically analyse how business transactions are recorded
- 3 Capture the effect of different cost methods
- 4 Record basic business transactions
- 5 Analyse and interpret changes in the financial and income situation
- 6 Debate the application of management accounting techniques to support the management processes of planning, control and decision making
- 7 Analyse the limitations of accounting information for decision making

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	40 %	120 minutes	1, 2, 3, 5, 6, 7	Examination	next semester
Individual test	40 %	60 minutes	1, 2, 4, 5	Individual test	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4, 5, 6, 7	Individual home assignment	by the end of the semester

## Key Text

- Weygandt, J. J., Kimmel, P. D., Kieso, D. E. (2018). *Financial and Managerial Accounting*. 3rd ed. John Wiley & Sons. Available at: <https://www.perlego.com/book/2089856/financial-and-managerial-accounting-pdf>

## Supplementary Texts and/or Other Learning Materials

- Berkau, C. (2021). *Basics of Accounting: Introduction to International Bookkeeping and Financial Accounting*. 6th ed. München: UVK Verlag. Available at: <https://www.perlego.com/book/2880934/basics-of-accounting-introduction-to-international-bookkeeping-and-financial-accounting-pdf>
- Warren, C., Jones, J. and Tayler, W. (2020). *Financial and Managerial Accounting*. 15th ed. Boston: Cengage Learning. Available at: <https://www.perlego.com/book/3156838/financial-and-managerial-accounting-pdf>

# ACCB102 Financial Reporting

**Module co-ordinator:** Fortvingler Judit

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BSc in Corporate Finance

**Semester(s):** Autumn, Spring

**ECTS:** 5

**Level:** BSc Year 2

## Aims of the Module

The aim of the Module is to provide the skills and knowledge necessary for students to analyse, interpret and criticise accounting information, both internal and external. The module aims to build on knowledge acquired previously and continue the discussion of accounting results in the dual structure already seen in the Accounting for Managers module, i.e. both financial and managerial accounting issues will be discussed in this module.

## Module Outline/Syllabus

- The Elements of Financial Statements: Producers, Customers and the Caveats
- Financial Statement Analysis: What You Can Learn From Externally Published Accounts
- Relevant Costing for Decision-making
- Budgeting and Budgetary Control
- Performance Measurement

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 acquire a systematic understanding of Financial and Management Accounts and Reports
- 2 construct Balance Sheets and Profit and Loss Accounts and explain their meaning and their limitations
- 3 analyse and comment in detail on financial statements data
- 4 critically appraise the limitations of accounting information
- 5 analyse the limitations of accounting information for decision making

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual home assignment	50 %	2500 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	3, 4, 5	Individual presentation	by the end of the semester

## Key Text

- Weygandt, J. J., Kimmel, P. D., Kieso, D. E. (2018). *Financial Accounting with International Financial Reporting Standards*. John Wiley & Sons. Available at: <https://www.perlego.com/book/3865911/financial-accounting-with-international-financial-reporting-standards-pdf>

## Supplementary Texts and/or Other Learning Materials

- Robinson, T. R. (2020). *International Financial Statement Analysis*. John Wiley & Sons. Available at: <https://www.perlego.com/book/1353520/international-financial-statement-analysis-pdf>

# ACCB113 Principles and Practices of Audit

**Module co-ordinator:** Németh Tamás

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module offers a first introduction in the auditing function. It delivers knowledge and understanding of both the statutory auditing of financial statements and internal auditing. The approach is a practical one, taking the point of view of an auditor, explaining how he sees the world: where the risks are and what the main factors to audit are.

## Module Outline/Syllabus

- Nature and differences of external and internal audits
- The environment of an external audit: participants, roles and tasks
- Planning and executing an external audit: things to do and things to avoid
- Internal audit, or how to control colleagues' processes and work results
- Internal audit in a general framework of compliance and risk management
- The most important scandals linked to failed or successful audits: historical review

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Critically analyse the need for both independent and internal audits and contrast their goals, functions and processes
- 2 Debate the quality control procedures necessary to ensure that a competent audit is performed and explain how they are linked to the goals of the audit
- 3 Examine and correctly apply all the processes and tasks available in the different audit formats to real life situations

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2500 words	1, 3	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	2, 3	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Tawe, N. E. (2017). *Auditing Principles*. Scholars' Press. Available at: <https://www.perlego.com/book/3213423/auditing-principles-pdf>

## Supplementary Texts and/or Other Learning Materials

- Hayes, R. S., Gortemaker, H. and Wallage, P. (2014). *Principles of auditing: an introduction to International Standards on Auditing*. 3rd ed. Harlow: FT Prentice Hall.
- Porter, B., Simon, J. and Hatherly, D. (2014). *Principles of External Auditing*. 4th ed. Chichester: Wiley. Available at: <https://www.perlego.com/book/2583038/principles-of-external-auditing>
- Whittington, R. and Pany, K. (2022). *Principles of Auditing and Other Assurance Services*. 22nd ed. New York: McGraw-Hill.

# ACCM121 Introduction to Accounting

<b>Module co-ordinator:</b>	Szepesi László	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 2
Compulsory on			
BSc in Business Administration and Management			
BSc in International Business Economics			

## Aims of the Module

The module to introduce students to the use of accounting information for both external and internal purposes. Students will be made familiar with the basics of financial accounting and the requirements of external reporting. Following this a summary introduction to management accounting will be offered, which aims to develop students' understanding of the role of accounting in the management of a business organisation and the techniques used in assisting the management of organisations in planning, control, and decision-making activities. Students will also be given an opportunity to apply the techniques learnt on the module.

## Module Outline/Syllabus

- Double-entry bookkeeping
- The Accounting equation
- The Financial Statements
- Inventory valuation
- Depreciation
- Cost Accounting – Cost classification and behaviour
- Absorption and Marginal costing
- Cost-volume-profit analysis
- Variance analysis

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Understand how business transactions are recorded and how the financial statements are constructed
- 2 Capture the effects of the use of different cost methods
- 3 Analyse and interpret changes in the financial and income situation
- 4 Discuss the application of management accounting techniques to support the management processes of planning, control and decision making

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual test	40 %	60 minutes	1, 3	Individual test	by the end of the semester
Examination	40 %	120 minutes	1, 2, 3, 4	Examination	next semester
Individual continuous assessment	20 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Berkau, C. (2021). *Basics of Accounting: Introduction to International Bookkeeping and Financial Accounting*. München: UVK Verlag. Available at: <https://www.perlego.com/book/2880934/basics-of-accounting-introduction-to-international-bookkeeping-and-financial-accounting>

## Supplementary Texts and/or Other Learning Materials

- Warren, C., Jones, J., Tayler, W. (2019). *Financial and Managerial Accounting*. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/3156838/financial-and-managerial-accounting-pdf>
- Weygandt, J. J., Kimmel, P. D., Kieso, D. E. (2018). *Financial and Managerial Accounting*. 3rd ed. Hoboken, NJ: John Wiley & Sons. Available at: <https://www.perlego.com/book/2089856/financial-and-managerial-accounting-pdf>

# ARTB110 Introduction to Visual Culture

<b>Module co-ordinator:</b>	Füredi Júlia	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1

Optional on

- BA in International Relations
- BSc in Business and Diplomatic Studies
- BSc in Business Management
- BSc in Corporate Finance
- BSc in International Business Economics

## Aims of the Module

The primary aim of this General Orientation Option (GOO) module, is to serve both as an introductory module for the selected programme and also to broaden the students' general knowledge.

The 21st century is dominated by a culture of images. Visual cultural studies explore how the images that surround us project different world-views, value-systems and interpretations of our reality. The module will enable students to map the chain of meanings behind visual imagery by looking at the different kinds of imagery that surround us (painting, sculpture, photography, advertising, film), revealing the complexity of human creativity, the world of fantasies and the power of images.

## Module Outline/Syllabus

- What is visual culture?
- Visual culture and the arts
- What is an image?
- Interpreting visual culture
- Images of different cultures

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate an understanding of visual culture and the power of images
- 2 analyse the different drivers that influence the making and understanding of our visual world
- 3 apply the knowledge that images are active culture-making agents in connection with images that surround them

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual home assignment	60 %	2000 words	1, 3	Individual home assignment	by the end of the semester
Group presentation	20 %	12-15 minutes	2	Individual presentation	by the end of the semester

## Key Text

- Howells, R., Negreiros, J. (2019). *Visual Culture*. 3rd ed. Polity. Available at: <https://www.perlego.com/book/1536572/visual-culture-pdf>

## Supplementary Texts and/or Other Learning Materials

- Mirzoeff, N (2009). *An introduction to visual culture*. 2nd ed. London: Routledge. Available at:
- Mirzoeff, N. (2016). *How to see the World: An Introduction to Images, from Self-Portraits to Selfies, Maps to Movies, and More*. New York: Basic Books.
- Rampley, M. (2005). *Exploring visual culture: Definitions, concepts, contexts*. Edinburgh: Edinburgh University Press.
- Saab, J. A., Anable, A., Zuromskis, C. (2020). *A Concise Companion to Visual Culture*. Wiley-Blackwell. Available at: <https://www.perlego.com/book/2068069/a-concise-companion-to-visual-culture-pdf>

# ARTB116 Music and Performing Arts Management

**Module co-ordinator:** Jeges Zsolt

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

The aim of this module is to provide students a basic knowledge of music and performing art management, including financing, promotion and marketing. Skills are transferable, yet the focus is on the various players and roles in the music industry. Aside from obtaining knowledge about the mechanisms of the industry, during the semester students get a chance to experience what it means to work in these positions in real life. In the seminars the numerous players and forums of the music industry are explored, and in the assignment students practice how to make an actual band become part of the music scene.

## Module Outline/Syllabus

- Music and Performing Arts - Module introduction
- Industry Structure – Players, roles, figures
- Management, PR, Booking, Promotion, Distribution – main jobs in the entertainment business
- Rights Management
- Recording Industry
- All about Social Media - guest lecture
- Live Scene – Festivals, club-scene, events, venues
- Associations, Initiatives in Europe, funds, financial support
- Cooperation between dance-music-theatre
- International career – Sustainable career
- Mental state
- NFT, bitcoin, cryptocurrency in entertainment business

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 compare and contrast different stage-based performances from the managerial perspective
- 2 explore different strategies of fundraising and promoting for music performances
- 3 systematically plan the career of a band
- 4 understand the experience the various positions one needs to work in for effective band management

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	80 %	2,000 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Jones, E. (2020). *DIY Music and the Politics of Social Media*. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2035902/diy-music-and-the-politics-of-social-media-pdf>
- Passman, D. S. (2015). *All You Need to Know About the Music Business*. 10th ed. Simon & Schuster. Available at: <https://www.perlego.com/book/1209027/all-you-need-to-know-about-the-music-business-10th-edition-pdf>

## Supplementary Texts and/or Other Learning Materials

- Reynolds, A. (2012). *The tour book: how to get your music on the road*. 2nd ed. Boston: Course Technology.

# ARTB140 Film Industry

**Module co-ordinator:** Takács Ildikó

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

Introduce students to the basic concepts of film production, distribution and exhibition.  
Introduce students to the important institutions and the financial and legal environment of the field.

## Module Outline/Syllabus

- Introduction – the basic components and the legal environment of film industry
- International models of the motion picture industry – a historical overview
- Changing institutions: comparing recent production models
- Motion picture projects 1: from script to completion (preproduction, production, post-production)
- Motion picture projects 2: from finding sponsors to marketing, distribution and exhibition
- Financing a movie – sources, accounting, escrow

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a comprehensive understanding of how the contemporary motion picture industry is structured
- 2 deliver a systematic analysis of motion picture projects: how they are planned and managed
- 3 critically analyse the role of the major institutions, financing bodies and the legal environment of film industry
- 4 demonstrate the ability to plan and manage a research project

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2,000 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Finney, Angus (2022). *The International Film Business: A market guide beyond Hollywood*. 3rd ed. Routledge.

## Supplementary Texts and/or Other Learning Materials

- Caves, R. E. (2002). *Creative industries: contracts between art and commerce*. Cambridge: Harvard University Press. Available at: <https://www.perlego.com/book/1812552/creative-industries>
- Honthaner, E. L. (2005). *Hollywood drive: what it takes to break in, hang in & make it in the entertainment industry*. Burlington: Focal Press.
- Mast, G. and Kawin, B. (2011). *A short history of the movies*. 11th ed. Harlow: Longman.
- Ray, R. B. (2008). *ABC of classic Hollywood*. Oxford: Oxford University Press.



# ARTB142 Managing an Art Project

<b>Module co-ordinator:</b>	Taylor Jeffrey	<b>Semester(s):</b>	Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>	<b>Level:</b> BSc Year 2		
Optional on BSc in Business Management			

## Aims of the Module

To deliver a hands-on experience of creating a cultural event from conception to completion  
To enable students to critically review the stages of the making of an artistic/cultural project  
To provide an understanding into the various currently operating art managerial organisational structures  
To facilitate students in financing cultural projects

## Module Outline/Syllabus

- Overview of various organisation structures of the art world
- Non- and for-profit organisations
- Funding artistic/cultural projects
- Budgets, proposals, sponsorship
- Stages of realisation of artistic/cultural projects

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 obtain the know-how of designing an action plan of a cultural event
- 2 obtain knowledge of funding strategies of a cultural event
- 3 apply marketing strategies to cultural events
- 4 evaluate and think critically about the stages of the making of a cultural project
- 5 evaluate the institutional system of art funding

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2000 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Volz, J. (2017). *Introduction to Arts Management*. London: Bloomsbury Methuen Drama. Available at: <https://www.perlego.com/book/499888/introduction-to-arts-management>

## Supplementary Texts and/or Other Learning Materials

- Byrnes, W. J. (2008). *Management and the Arts*. 4th ed. Burlington: Focal Press. Available at:
- Caplan, L. (2011). *The Business of Art*. kindle ed. Harlow: Prentice Hall.
- Chong, D. (2010). *Arts Management*. 2nd ed. London: Routledge.

# BPSB101 Business Policy and Strategy

**Module co-ordinator:** Radvány Éva

**Language of instruction:** English

**Semester(s):** Spring

**ECTS:** 8

**Status on programme(s) where module is offered:**

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

Compulsory on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

To introduce some of the core issues in strategy and strategic management

To develop strategic thinking

To study and differentiate between various theories on strategy and to critically evaluate key strategic concepts.

To develop a comprehensive understanding of decisions made about the businesses a company is engaged in and the competitive approaches that businesses may employ.

To enable students to appreciate and analyse issues of organisational culture and structure as well as the contribution to stakeholders that inform strategic decision-making.

To deliver an appreciation of the challenges involved in the implementation phase through a hands-on simulation experience.

## Module Outline/Syllabus

- Introduction to strategic management and stakeholders' expectations
- Strategic position: analysis of the external and internal environment
- Analysis of competitive advantage and business strategies
- Corporate and international strategies, organisational culture and structure
- Strategy development, implementation and evaluation

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 formulate and implement strategies while appreciating the significance of and the difficulties involved in the process
- 2 demonstrate strategic awareness by devising and evaluating strategic options
- 3 evaluate the process of strategy design in complex organisations in an increasingly volatile and turbulent environment using the main analytical concepts and techniques applied in strategy
- 4 coordinate the relationships between different aspects of business and corporate strategy, to some extent including those between the functional areas of business

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	60 %	1500 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	20 %	10 minutes	1, 2, 3, 4	Individual presentation	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Grantham, A. (2022). *Sustainable business strategy: analysis, choice and implementation*. Boston: De Gruyter. Available at: <https://perlego.com/book/3540496/sustainable-business-strategy-analysis-choice-and-implementation-pdf/>
- Kim, W. C., Mauborgne, R. (2017). *Blue Ocean Strategy*. Expanded ed. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/837138/blue-ocean-strategy-expanded-edition-how-to-create-uncontested-market-space-and-make-the-competition-irrelevant-pdf>

## Supplementary Texts and/or Other Learning Materials

- Angwin, D. and Cummings, S. (2017). *The Strategy Pathfinder*. 3rd ed. Chichester: Wiley. Available at: <https://perlego.com/book/995361/the-strategy-pathfinder-core-concepts-and-live-cases-pdf>

- David, F. (2012). *Strategic Management: A Competitive Advantage Approach*. 14th ed. Upper Saddle River: Pearson Prentice Hall.
- Hitt, M. A., Ireland, R. D. and Hoskisson, R. E. (2014). *Strategic Management: Competitiveness and Globalization*. 15th ed. Mason: South-Western Cengage Learning.
- Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regnér, P. (2017). *Exploring strategy. Text and cases*. 11th ed. Harlow: Pearson.
- Mintzberg, H., Ahlstrand, B. and Lampel, J. (2008). *Strategy Safari*. 2nd ed. Upper Saddle River: Pearson Prentice Hall.

BPSB101\_23242

# BPSB107 Sustainable Business in Context

**Module co-ordinator:** Radvány Éva

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 10

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The aim of the module is to provide students with a foundational understanding of the core functions of business and the principles of sustainable management. This module will explore the interdependencies between business operations and sustainability, highlighting how each business function, including marketing, finance, human resources, and operations, can be managed to achieve sustainable outcomes. By examining real-world case studies and engaging with contemporary theories and practices, students will gain insights into the challenges and opportunities of implementing sustainable practices in business.

## Module Outline/Syllabus

- Introduction to Sustainable Business
- Environmental, Social, and Governance (ESG) Aspects
- The Concept of Circular Economy
- Introduction to Business Functions
- Ethical Dilemmas in Sustainable Businesses
- Sustainability Reporting and Metrics

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 understand the ethical considerations in sustainable business practices.
- 2 identify the major business functions and their roles in a sustainable context.
- 3 explain the concept of and approaches to sustainability and their importance in the context of business management.
- 4 apply principles of sustainable management to real-world business scenarios.
- 5 analyse how various business functions can integrate sustainable practices to achieve organizational goals.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2,500 words	2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 3, 4, 5	Individual home assignment	by the end of the semester
Group presentation	25 %	15 min.	2, 5	Individual presentation	by the end of the semester

## Key Text

- Baumol W.L., Blinder, A.S., and Solow, J.L. (2019). *Economics: Principles & Policy*. 14th ed. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/3156821/economics-principles-policy-pdf>
- Sanders, N. R. and Wood, J. D. (2024). *Foundations of Sustainable Business*. 3rd ed. Hoboken: Wiley. Available at: <https://www.perlego.com/book/2328887/foundations-of-sustainable-business-theory-function-and-strategy-pdf>

## Supplementary Texts and/or Other Learning Materials

- Acemoglu, D., Laibson, D., and List, J. A. (2019). *Economics*. 2nd ed. Harlow: Pearson.
- Hawken, P., Lovins, H. and Lovins, A. (2010). *Natural Capitalism: The Next Industrial Revolution*. 2nd ed. New York: Little, Brown & Company.
- Sisodia, R., Henry, T. and Eckschmidt, T. (2018). *Conscious Capitalism Field Guide: Tools for Transforming Your Organization*. Boston: Harvard Business Review Press.

- Wallace-Wells, D. (2019). *The Uninhabitable Earth: Life After Warming*. New York: Tim Duggan Books.

BPSB107\_24251

# CULB101 Introduction to Arabic Culture and Language

**Module co-ordinator:** Mohamad Sam

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 3

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The module aims to familiarize students with the most important features and qualities of Arab culture, history, religion, art and tradition, knowledge of which is considered essential when doing business with the Arabs or in the Arab countries. There will be some language input introduced in the module, highlighting the distinctive written and oral features of the Arab language and some basic Arabic phrases will also be taught.

Please note: As a general rule, students are not allowed to take the module pertaining to their own culture.

## Module Outline/Syllabus

- Introduction to the course; the Arab culture
- A general history of Islam
- Islamic art and music as a means of cultural exchange
- The status of woman in Islam and the Arab culture
- Language class (1)
- Europe and the Arab-Islamic World
- Money and interest in the Muslim World
- Intercultural communication and business etiquette
- Language class (2)
- Arab countries in the Middle East
- Arab countries in North Africa
- Language class (3)

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a working knowledge of the history, geography, culture and customs of the Arab world
- 2 engage in individual research on specific issues related to the history, culture, customs and business etiquette of the Arab world
- 3 use basic Arabic words and expressions
- 4 apply their knowledge of important features of Arabic business etiquette and protocol

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	1200-1500 words	2	Individual home assignment	by the end of the semester
Individual presentation	25 %	15 minutes	2	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Kettell, B. (2011). *Islamic Finance in a Nutshell: A Guide for Non-Specialists*. John Wiley & Sons. Available at: <https://www.perlego.com/book/1009150/islamic-finance-in-a-nutshell-a-guide-for-nonspecialists-pdf>
- Ryding, K. C. (2013). *Teaching and Learning Arabic as a Foreign Language: A Guide for Teachers*. Georgetown University Press. Available at: <https://www.perlego.com/book/949300/teaching-and-learning-arabic-as-a-foreign-language-a-guide-for-teachers-pdf>

## Supplementary Texts and/or Other Learning Materials

- Ali, S. (2006). *Arabic for Beginners*. New York: Hippocrene Books.
- Halliday, F. (2010). *The Middle East in International Relations. Power, Politics and Ideology*. Cambridge: Cambridge University Press.
- Kettell, B. (2010). *Islamic Finance in a Nutshell*. Chichester: Wiley.
- Lapidus, I. M. (2010). *A History of Islamic Societies*. 2nd ed. Cambridge: Cambridge University Press.
- Robinson, F. (2009). *The Cambridge Illustrated History of the Islamic World*. Cambridge: Cambridge University Press.

CULB101\_23242

# CULB102 Introduction to Chinese Culture and Language

**Module co-ordinator:** Bartha-Rigó Márta

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 3

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The module aims to familiarize students with the most important features and qualities of Chinese culture which are essential information when doing business with the Chinese, or in China. Some language input will also be introduced in the module highlighting the distinctive written and oral features of the Chinese language and some basic Chinese phrases will also be taught.

Please note: As a general rule, students are not allowed to take the module pertaining to their own culture.

## Module Outline/Syllabus

- Geography, climate, economy, transportation
- Population, ethnicities, government
- Language 1: the characteristics of written language
- History: dynasties and the Mao Era
- Religion and philosophical beliefs
- Language 2: characteristics of oral language
- Culture and customs
- Basic cultural differences (Guanxi, Mianzi, reciprocity, etc.) & the relationship with foreigners
- Language 3: greetings and introductions
- Business delegations & the Chinese business meeting; business etiquette
- The Chinese banquet
- Language 4: some important words and phrases

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 explore the history, geography, culture and customs of China
- 2 engage in individual research on specific issues related to the history, culture, customs and business etiquette of China
- 3 use basic Chinese words and expressions
- 4 apply their knowledge of important features of Chinese business etiquette and protocol

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual presentation	25 %	15 minutes	2	Individual presentation	by the end of the semester
Individual home assignment	50 %	1200-1500 words	2	Individual home assignment	by the end of the semester

## Key Text

- Xu, G., Chen, Y., Xu, L. et al. (2018). *Introduction to Chinese Culture: Cultural History, Arts, Festivals and Rituals*. Palgrave Macmillan. Available at: <https://www.perlego.com/book/3485899/introduction-to-chinese-culture-cultural-history-arts-festivals-and-rituals-pdf>
- Xu, G., Chen, Y., Xu, L. et al. (2018). *Understanding Chinese Culture: Philosophy, Religion, Science and Technology*. Palgrave Macmillan. Available at: <https://www.perlego.com/book/3483485/understanding-chinese-culture-philosophy-religion-science-and-technology-pdf>



## Supplementary Texts and/or Other Learning Materials

- Herzberg, Q. X., Herzberg, L. (2012). *Basic Patterns of Chinese Grammar: A Student's Guide to Correct Structures and Common Errors*. Stone Bridge Press. Available at: <https://www.perlego.com/book/562416/basic-patterns-of-chinese-grammar-a-students-guide-to-correct-structures-and-common-errors-pdf>

CULB102\_23242

# CULB103 Introduction to Japanese Culture and Language

**Module co-ordinator:** Varga Szabolcs

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 3

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The module aims to familiarize students with the most important aspects of Japanese history, culture, and business life, which are essential knowledge for doing business with the Japanese, or in Japan.

Some language input is introduced in the module, highlighting the distinctive written and oral features of the Japanese language. The module will also introduce students to some basics in the Japanese language.

The module will examine all the background factors that might influence negotiation, and tries to give an insight into the way the Japanese people negotiate, revealing the hidden dynamics of Japanese business behaviour. The module will also give an overview of Japanese negotiation strategies and sets out guidelines for more effective negotiations with the Japanese.

Please Note: As a general rule, students are not allowed to take the module of their own culture.

Students will acquire some basic Japanese language and will also understand the historical and, economic background of Japan which has shaped the way of thinking and living of the Japanese people until the present times. Students will have a wider perspective on the various branches of the Japanese business life. Students will be able to understand the thinking behind doing business with Japanese business partners.

## Module Outline/Syllabus

- Language 1: The Japanese language
- History of Japan
- Economy of Japan
- Language 2: greetings and introductions
- Japanese business organizations
- Preparing for negotiation
- Decision making in Japan
- Language 3: some important basic words and phrases

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 explore the history, geography, culture and customs of Japan
- 2 engage in individual research on specific issues related to the history, culture, customs and business etiquette of Japan
- 3 use basic Japanese words and expressions
- 4 apply their knowledge of important features of Japanese business etiquette and protocol

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual presentation	25 %	15 minutes	2	Individual presentation	by the end of the semester
Individual home assignment	50 %	1200-1500 words	1, 2	Individual home assignment	by the end of the semester

## Key Text

- Chiba, H. M., Sato, E. (2018). *Japanese For Dummies*. 3rd ed. For Dummies. Available at: <https://www.perlego.com/book/996244/japanese-for-dummies-pdf>

- Watanabe, H. R. (2020). *The Japanese Economy*. Agenda Publishing. Available at: <https://www.perlego.com/book/1564376/the-japanese-economy-pdf>

## **Supplementary Texts and/or Other Learning Materials**

- Blomström, M. and La Croix, S. (2006). *Institutional Change in Japan*. London: Routledge.
- Clarke, H.D.B. and Hanamura M. (2003). *Colloquial Japanese*. New York: Routledge.
- Gercik, P. (2011). *On Track with the Japanese*. Bloomington: Author House.
- Sugimoto, Y. (2020). *An Introduction to Japanese Society*. 5 ed. Cambridge: Cambridge University Press.

CULB103\_23242

# CULB105 Introduction to Russian Culture and Language

**Module co-ordinator:** Diczku Olga

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 3

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The module aims to provide a clear understanding of broad aspects of Russian business and social culture, which are considered essential knowledge for doing business with Russians, and in Russia. The module will also present a geographical, political, and economic overview of the country, and familiarize students with the most important features of Russian and Soviet history. Students will also be introduced to basic elements of the Russian language.

Please Note: As a general rule, students are not allowed to take the module pertaining to their own culture.

## Module Outline/Syllabus

- Russia today: political and social aspects
- History of Russia from ancient times to the Russian Federation
- Geographical overview: Moscow and St Petersburg
- Russian cultural heritage
- Russian business culture and etiquette
- Basic Russian language

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a broad understanding of the history, geography, culture and customs of Russia
- 2 engage in individual research on specific issues related to the history, culture, customs and business etiquette of Russia
- 3 use basic Russian words and expressions
- 4 apply their knowledge of important features of Russian business etiquette and protocol

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual home assignment	50 %	1200-1500 words	2	Individual home assignment	by the end of the semester
Individual presentation	25 %	15 minutes	2	Individual presentation	by the end of the semester

## Key Text

- Richmond, Y. (2009). *From nyet to da: understanding the new Russia*. 4th ed. Boston: Nicholas Brealey Publishing.

## Supplementary Texts and/or Other Learning Materials

- Berdy, M. A. (2011). *The Russian Word's Worth: A Humorous and Informative Guide to Russian Language Culture and Translation*. Moscow: GLAS New Russian Writing.
- Colton, T.J. (2016). *Russia: What Everyone Needs to Know*. New York: Oxford University Press.
- Riasanovsky, N. V. and Steinberg, M. (2011). *A History of Russia*. 8th ed. New York Oxford: Oxford University Press.

# CULB106 Introduction to French Culture and Language

**Module co-ordinator:** Vida Krisztina

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 3

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The module aims to stimulate students' curiosity about French language and culture and to develop their awareness of cultural differences in general. The module also aims to familiarise students with the key elements of the geography, history, economy and culture of French-speaking countries and provide an overview of their impact on contemporary European culture and civilization. The module will provide some basic knowledge of the French language to aid survival when travelling in or doing business in French speaking countries. Please Note: As a general rule, students are not allowed to take the module of their own culture.

## Module Outline/Syllabus

- Geographical overview
- History
- Population
- Economy and politics
- Culture - arts
- Impact on contemporary civilisation
- Interpersonal communication and business etiquette
- Basic French: the most important locutions and expressions

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a broad understanding of the history, geography, culture and customs of the French-speaking world
- 2 engage in individual research on specific issues related to the history, culture, customs and business etiquette of the French-speaking world
- 3 use basic French words and expressions
- 4 apply their knowledge of important features of French business etiquette and protocol

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual presentation	25 %	15 minutes	2	Individual presentation	by the end of the semester
Individual home assignment	50 %	1200-1500 words	2	Individual home assignment	by the end of the semester

## Key Text

- Sowerwine, C. (2018). *France since 1870: Culture, Politics and Society*. 3rd ed. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2997157/france-since-1870-culture-politics-and-society-pdf>
- (2015). *French Conversation*. 2nd ed. Collins. Available at: <https://www.perlego.com/book/694227/easy-learning-french-conversation-pdf>

## Supplementary Texts and/or Other Learning Materials

- Baylon, C., Murillo, J., Tost, M., Campa, A. and Mestreit, C. (2000). *Forum - Niveau 1*. New York: Hachette.
- Hughes, A. and Reader, K. (2003). *Encyclopedia of contemporary French culture*. London: Routledge.

- Kidd, W. and Reynolds, S. (2000). *Contemporary French cultural studies*. London: Arnold.
- Nadeau, J-B. and Barlow, J. (2006). *The Story of French*. New York: St Martin's Griffin.
- Taylor, S. A. (2012). *France*. New ed. Singapore: Marshall Cavendish Corporation.

CULB106\_23242

# DIPB102 International Organisations and Multilateral Diplomacy

**Module co-ordinator:** Vida Krisztina

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 6

**Status on programme(s) where module is offered:**

**Level:** BSc Year 3

Compulsory on

**Prerequisite:** previous studies in the relevant field

BSc in Business and Diplomatic Studies

## Aims of the Module

To introduce students to the intricacies and challenges of multilateral negotiations and the role they play in the international environment. To deliver a critical understanding of the functions of the different international organisations, about the way they operate and the impact they make on the international arena.

## Module Outline/Syllabus

- Historical and theoretical background
- The legal basis, structure and decision making processes of principal international organisations
- The UN and its specialised agencies
- Multilateral diplomacy in the field of security, arms control and disarmament
- The WTO, the IMF and the World Bank: historical background, roles and functioning
- Continental organisations and regional integrations

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 apply theoretical insights from international economics, international law and international relations to the practice of multilateral diplomacy
- 2 evaluate the functioning of International Organisations
- 3 analyse the contribution of multilateral diplomacy to the strengthening of international co-operation
- 4 demonstrate comprehensive understanding of the complexity of decision-making processes in International Organisations
- 5 analyse the roles and functions of selected international organisations

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	80 %	2,500 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		2, 5	Individual home assignment	by the end of the semester

## Key Text

- Pease, K-K. S. (2018). *International organizations: Perspectives on Global Governance*. 6th ed. Routledge. Available at: [https://www.perlego.com/book/1516899/international-organizations-perspectives-on-global-governance-pdf?queryID=6437c2a151b1aff17b7834cd83212bf4&index=prod\\_BOOKS&gridPosition=2](https://www.perlego.com/book/1516899/international-organizations-perspectives-on-global-governance-pdf?queryID=6437c2a151b1aff17b7834cd83212bf4&index=prod_BOOKS&gridPosition=2)

## Supplementary Texts and/or Other Learning Materials

- Cogan, J. K., Hurd, I. and Johnstone, I. (2017). *The Oxford handbook of international organizations*. Oxford: Oxford University Press.
- Hanhimäki, J. (2008). *The United Nations: a very short introduction*. Oxford: Oxford University Press.
- Narlikar, A. (2005). *The World Trade Organization: a very short introduction*. Oxford: Oxford University Press.
- Reinalda, B. and Verbeek, B. (2006). *Decision making within International Organisations*. London: Routledge.
- Rittberger, V. (2006). *International Organization: polity, politics and policies*. London: Palgrave Macmillan.

# DIPB103 Diplomatic Protocol

**Module co-ordinator:** Várkonyi László

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on

BSc in Business and Diplomatic Studies

Optional on

BSc in International Business Economics

**Semester(s):** Autumn, Spring

**ECTS:** 3

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To acquaint students with the major rules of behaviour in the international political, diplomatic and business life  
To develop understanding of customs and personal conduct of people in different countries/cultures  
To increase students' self-confidence in official, formal and informal contacts  
To facilitate efficient interpersonal communication and successful negotiations in business and/or diplomacy  
To familiarise students with the rules of protocol of public appearances  
To develop the skills necessary to organise protocol events

## Module Outline/Syllabus

- Etiquette and protocol situations: state protocol, diplomacy, business, public life, everyday life
- Manners and etiquette in personal encounters. Etiquette of public appearance
- Personal encounters, titles and addresses. The role of national symbols in diplomacy
- Rules and practice of written diplomatic and business communications
- Protocol of standing and seated diplomatic events. Order of precedence, seating arrangements
- Preparations for diplomatic events

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 identify the social, cultural and political contexts within which an event takes place
- 2 apply and master appropriate protocol rules in different diplomatic, business and everyday situations
- 3 improve communication skills in an international diplomatic/business environment
- 4 entertain guests, compose the right menus (meals and drinks) for a diplomatic or business event and prepare the seating order
- 5 organize diplomatic or business events
- 6 prepare detailed programs and scenarios

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2000 words	4, 5, 6	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5, 6	Individual home assignment	by the end of the semester

## Key Text

- Froideville, G. M., Verheul, M. (2016). *An Experts' Guide to International Protocol*. Amsterdam University Press. Available at: <https://www.perlego.com/book/1458776/an-experts-guide-to-international-protocol-best-practices-in-diplomatic-and-corporate-relations-pdf>

## Supplementary Texts and/or Other Learning Materials

- De Froideville, G. M. and Verheul, M. (2016). *An expert's guide to international protocol: best practices in diplomatic and corporate relations*. Amsterdam: Amsterdam University Press.
- Morrison, T. and Conaway, W. A. (2006). *Kiss, bow, or shake hands : the bestselling guide to doing business in more than 60 countries*. 2nd ed. Avon: Adams Media.



# DIPB111 Introduction to Political Science

<b>Module co-ordinator:</b>	Várkonyi László	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1

Optional on

- BSc in Business and Diplomatic Studies
- BSc in Business Management
- BSc in Corporate Finance

## Aims of the Module

The primary aim of this General Orientation Option (GOO) module, is to serve both as an introductory module for the selected programme and also to broaden the students' general knowledge.

This module aims:

- to give first-year students a grasp of the main conceptual approaches, schools, methods, and sub-disciplines in Politics.
- to critique common assumptions and understanding of political institutions and processes
- to provide a foundation of the kind of analytical skills they will require in subsequent years.
- to familiarize students with key subject areas within political science

## Module Outline/Syllabus

- Introduction: What is Politics?
- Political Systems and Tendencies
- Political Legitimacy and the Historical Rise of the State
- Legislature, Executive, and Judiciary
- The Politics of Equality and Group Differences
- Citizen Participation and the State: Parties, Interest Groups, and Elections

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Summarise major political theories and arguments
- 2 Analyse various political systems
- 3 Demonstrate an understanding of the diversity of political actors and their relevance for politics
- 4 Discuss the issues facing modern political systems in Europe and in the world

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	40 %	2,500 words	2, 3, 4	Individual home assignment	by the end of the semester
Individual test	40 %	60 minutes	1, 2, 3, 4	Individual test	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Vivien Lowndes, David Marsh, Gerry Stoker (2017). *Theory and Methods in Political Science*. 4th ed. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2997269/theory-and-methods-in-political-science-pdf>

## Supplementary Texts and/or Other Learning Materials

- Danziger, J. N. and Smith, C. A. (2016). *Understanding the political world*. Boston: Pearson.
- Heywood, A. (2012). *Political ideologies: an introduction*. 5th ed. Houndmills: Palgrave Macmillan.
- Shively, W. P. (2009). *Power & Choice: an Introduction to Political Science*. 12th ed. New York: McGraw Hill.

# ECOB106 Business Economics

**Module co-ordinator:** Bárczy Péter

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The aim of this module is to introduce the economic way of thinking about issues such as the national economy, sustainable development, the ideal performance vs. failures of local and global markets. For that purpose, the basic terminology and tools of economic analysis that can be applied in subsequent modules and professional life will be practiced.

## Module Outline/Syllabus

- Introduction to the “economic way of thinking” and markets.
- Supply – Demand analysis
- Market failures, government interventions
- The national economy, measuring macroeconomic performance
- Drivers and constraints of sustainable economic growth
- The dilemmas of economic policy

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Understand the forces of Supply and Demand on markets
- 2 Analyse the consequences of limited competition and other market failures, government interventions
- 3 Understand and explain real world macroeconomic data
- 4 Understand the context of sustainable development
- 5 Discuss some dilemmas of economic policy

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual test	40 %	60 min.	1, 2	Individual test	by the end of the semester
Group presentation	40 %	15 min.	3, 4, 5	Individual presentation	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Baumol W.L., Blinder, A.S., and Solow, J.L. (2019). *Economics: Principles & Policy*. 14th ed. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/3156821/economics-principles-policy-pdf>

## Supplementary Texts and/or Other Learning Materials

- Acemoglu, D., Laibson, D., and List, J. A. (2019). *Economics*. 2nd ed. Harlow: Pearson.

# FINB102 Corporate Finance

<b>Module co-ordinator:</b>	Czágler Péter	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	8
<b>Status on programme(s) where module is offered:</b>	<b>Level:</b> BSc Year 2		
Compulsory on BSc in Corporate Finance			

## Aims of the Module

The module aims to introduce students to the main theoretical concepts underlying the financial decisions of a firm, particularly those related to its financing and the use of its funds. Student learning will be facilitated by putting these issues into a practical context.

## Module Outline/Syllabus

- Introduction to risk and return
- Capital asset pricing model and weighted average cost of capital
- Debt policy; the Modigliani–Miller Theory
- How corporations issue securities and how to price these securities
- Basics of international financial management
- Basics of options

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 investigate the effects of changes in capital structure
- 2 analyse and apply the capital asset pricing model and weighted average cost of capital
- 3 critically analyse basic financial theories, like the Modigliani-Miller Theory
- 4 examine the mechanism of issuing corporate securities
- 5 carry out securities valuation calculations and draw conclusions from the results

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2	Individual home assignment	by the end of the semester
Examination	50 %	120 minutes	1, 2, 3	Examination	next semester
Individual home assignment	30 %	2,000 words	1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Quiry, P., Le Fur, Y., Vernimmen, P. (2022). *Corporate Finance: Theory and Practice*. 6th ed. John Wiley & Sons. Available at: <https://www.perlego.com/book/3254669/corporate-finance-theory-and-practice-pdf>

## Supplementary Texts and/or Other Learning Materials

- Arnold, G. (2010). *Handbook of Corporate Finance*. Upper Saddle River: Pearson Prentice Hall.
- Berk, D. and DeMarzo, P. (2023). *Corporate Finance*. Harlow: Pearson.
- Watson, H. (2010). *Corporate finance. Principles and practice*. Upper Saddle River: Pearson Prentice Hall.

# FINB103 Banking and Risk Management

**Module co-ordinator:** Oláh László

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 6

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Corporate Finance

## Aims of the Module

To introduce students to the business function and structure of the banking industry and extending that knowledge to management of financial risk. The module also aims to facilitate analysis of the operation of commercial banks, to identify different strategies determining different sizes, goals, customer and business bases. Students will also be enabled to identify the financial risks that can emerge through the nature of the business and to recognise similar risks existing in normal trading and manufacturing organisations. Students will also be given the opportunity to study management issues involved in avoiding substantial losses made as a result of inadequate financial management.

As such the course will be of practical use to those students entering the Financial Services industry as well as users of the services of that industry. The underlying emphasis in the teaching will be based on providing an understanding of the theoretical foundations thus linking into economics, investments, trade and risks.

## Module Outline/Syllabus

- Bank Strategy and Organisational Structures
- Financial Structures of Banks and Operating Performance for Financial Institutions
- Management of Financial Risks
- Financial Risk Exposures and Management
- Capital Adequacy: Measures, Rules and Their Effects
- Credit Risk
- Quantifying and Reporting of Financial Risks

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 analyse the methods used for calculating, categorising and reporting financial risks
- 2 analyse financial risk and its management
- 3 critically analyse the operations of the Financial Industry
- 4 examine business organisation structures
- 5 debate the usefulness of capital adequacy rules
- 6 evaluate the risks posed by the disruptive technologies, fintech industry

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 minutes	1, 2, 4	Examination	next semester
Group home assignment	25 %	4500 words	2, 3, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Choudhry, M. (2018). *An Introduction to Banking: Principles, Strategy and Risk Management*. John Wiley & Sons. Available at: <https://www.perlego.com/book/992836/an-introduction-to-banking-principles-strategy-and-risk-management-pdf>

## Supplementary Texts and/or Other Learning Materials

- Bank for International Settlements (2002). *Bank for International Settlements*. Available at: <http://www.bis.org/index.htm> (Accessed: 21 June 2012)
- Casu, B., Girardone, C. and Molyneux, P. (2010). *Introduction to Banking*. Harlow: Pearson.
- Ghosh, A. (2012). *Managing risk in commercial and retail banking*. Chichester: Wiley.

- Heffernan, S. (2005). *Modern Banking*. Chichester: Wiley.
- Sinkey, J. F. (2002). *Commercial Bank Financial Management*. 6th ed. Harlow: Pearson.

FINB103\_24251

# FINB104 Investments

<b>Module co-ordinator:</b>	Czipó György	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>	<b>Level:</b> BSc Year 2		
Compulsory on BSc in Corporate Finance			

## Aims of the Module

To provide an introduction to the investment and securities business and a range of financial products. To deliver a theoretical background on valuation of different securities, portfolio management and risk management and increase the range and depth of knowledge about financial markets and their participants.

## Module Outline/Syllabus

- Financial instruments, markets and actors
- Efficient Market Hypothesis, conditions and resulting equilibrium. The behavioural critique.
- Pricing bonds and managing bond portfolios
- Equity valuation: macro environment, DCF and ratio-based approaches
- Derivative instruments, forwards, futures and options
- Fund management and portfolio performance evaluation

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Describe and evaluate the structure of financial markets, the different types of securities, and the performance of market participants
- 2 Value financial products such as stocks, fixed-income securities and derivative instruments (futures and options)
- 3 Critically evaluate the use of financial derivatives as hedging instruments
- 4 Debate the latest trends, news and prices of the financial markets
- 5 Examine the various risks posed by different investments and evaluate the best hedging opportunities

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual test	40 %	60 minutes	1, 2	Individual test	by the end of the semester
Examination	40 %	120 minutes	1, 2, 3, 4, 5	Examination	next semester

## Key Text

- Jensen, G. R., Jones, J. C. (2020). *Investments: Analysis and Management*. 14th ed. John Wiley & Sons. Available at: <https://www.perlego.com/book/2089858/investments-analysis-and-management-pdf>

## Supplementary Texts and/or Other Learning Materials

- Gitman, L., Joehnk, M. and Smart, S. (2020). *Fundamentals of Investing*. 14th ed. Harlow: Pearson.
- Holden, C. (2014). *Excel Modeling in Investments*. 5th ed. Harlow: Pearson.
- Nofsinger, J. (2023). *The Psychology of Investing*. 7th ed. Harlow: Pearson.

# FINB105 Financial Management

**Module co-ordinator:** Czágler Péter

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 6

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To provide students with an understanding of how businesses operate and how accounting and finance functions support businesses in achieving their objectives.

To develop an awareness in students of current issues in financial markets and the possible effect these may have on a business's finances.

## Module Outline/Syllabus

- Review and Detailed Analysis of Financial Statements
- Analysing Business Cash flows and their impact on Business Operations
- Liquidity and Business Planning
- Logic of DCF valuation and value drivers
- Project Analysis

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 specify how accounting and finance functions support business operations, and identify sources and methods of financing for businesses and individuals
- 2 appreciate the key and the advanced principles of corporate finance and financial management and apply them to real life situations
- 3 specify the impact on a business of the economic and financial environment in which it operates
- 4 critically appraise the different options for sourcing capital and contrast the methods for selecting the most appropriate investments of a firm
- 5 Specify the role of the accountancy profession and discuss why the work of the profession is so important
- 6 Identify the objectives of businesses and the tasks that businesses perform in order to meet these objectives, and to use appropriate financial measurements to assess progress towards these objectives

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 4, 5	Individual home assignment	by the end of the semester
Individual home assignment	80 %	3000 words	3, 4, 6	Individual home assignment	by the end of the semester

## Key Text

- Quiry, P., Le Fur, Y., Vernimmen, P. (2022). *Corporate Finance: Theory and Practice*. 6th ed. John Wiley & Sons. Available at: <https://www.perlego.com/book/3254669/corporate-finance-theory-and-practice-pdf>

## Supplementary Texts and/or Other Learning Materials

- Arnold, G. (2010). *Handbook of Corporate Finance*. Upper Saddle River: Pearson Prentice Hall.
- Eun, C. S. and Resnick, B. G. (2012). *International Financial Management*. 6th ed. Irwine: McGraw Hill/Irwine.
- Watson, H. (2010). *Corporate finance. Principles and practice*. Upper Saddle River: Pearson Prentice Hall.

# FINB107 Business Planning

**Module co-ordinator:** Sziller Olivér

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

Writing a business plan is a key step to business development or entrepreneurial processes. The key aim of this Module is to deliver understanding of how to write a comprehensive business plan and provide an opportunity to do so. Students will be guided through the activities fundamental to this activity such as: substantial research and analysis work; examination, evaluation and organization of related materials; and structuring and presenting the findings. Students will then get the opportunity to present the plan in class.

## Module Outline/Syllabus

- Introduction, 5 reasons why you need a Business Plan
- Business planning in practice Market Analysis
- Market research and Industry Analysis
- Marketing Plan (including products and services)
- Operations (including Management and ownership)
- 1st Consultation
- Financial Planning
- Financing and financial analysis
- 2nd Consultation
- Completing the Business Plan
- Pitch training
- Group Presentations
- Final Presentation of the Business Plan

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 prepare a financial plan and recommend financing needs
- 2 prepare a basic business plan
- 3 critically analyse business opportunities and structure an approach to them
- 4 analyse and evaluate the key elements of launching a new business

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Group home assignment	50 %	4,000 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	10 minutes	3, 4	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Finch, B. (2022). *How to Write a Business Plan*. 7th ed. Kogan Page. Available at: <https://www.perlego.com/book/3259139/how-to-write-a-business-plan-win-backing-and-support-for-your-ideas-and-ventures-pdf>

## Supplementary Texts and/or Other Learning Materials



- Barrow, C., Barrow, P. and Brown, R. (2021). *The business plan workbook: a step-by-step guide to creating and developing a successful business*. 10th ed. London: Kogan Page. Available at: <https://www.perlego.com/book/2173906/the-business-plan-workbook-a-stepbystep-guide-to-creating-and-developing-a-successful-business-pdf>

FINB107\_23242

# FINB108 Public and International Finance

**Module co-ordinator:** Szepesi László

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 6

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To familiarize students with the international, social and political frameworks within which financial transactions take place. To introduce students to two major frameworks of finance: national government and international financial markets.

To provide an overview of government's role at the national level: with a special focus on public policy formation, economic and budgetary policies, health care, education and welfare and social security policies.

To study the development of the international monetary system, the role of international organizations, the differences in corporate governance and the diversity of banking and money markets.

To develop a range of diagnostic/analytical skills relevant to both public finance and international finance

## Module Outline/Syllabus

- Economic and budgetary policy
- Welfare and social security policy
- Education policy
- Globalisation of finance
- International monetary system
- International banking and money markets

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 analyse the international structure of finance, the significant international organizations and international regulations
- 2 evaluate the most important recent financial crises, their causes and consequences
- 3 evaluate alternative approaches to making public choices
- 4 synthesize the goals of economic policy with its tools such as fiscal policy, monetary policy, regulation, tax policy and the budget process
- 5 apply concepts of public policy, government and politics and be aware of reasons for government intervention
- 6 develop well-reasoned perspectives on major current public policy events

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual test	40 %	60 minutes	1, 2, 6	Individual test	by the end of the semester
Individual home assignment	40 %	2500 words	3, 4, 5, 6	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Bailey, S. (2004). *Strategic public finance*. Basingstoke: Palgrave Macmillan. Available at: <https://www.perlego.com/book/2996380/strategic-public-finance-pdf>
- Hancock, D. (2017). *International finance: for non-financial managers*. London: Kogan Page. Available at: <https://www.perlego.com/book/1589569/international-finance-for-nonfinancial-managers-pdf>

## Supplementary Texts and/or Other Learning Materials

- Clark, E. (2002). *International Finance*. 2nd ed. London: Thomson Learning.
- Gruber, J. (2009). *Public Finance and Public Policy*. 3rd ed. New York: Worth Publishers.

- Lehne, R. (2005). *Government and Business: American Political Economy in Comparative Perspective*. 2nd ed. Washington DC: CQ Press.
- Stiglitz, J. E. (2000). *Economics of the Public Sector*. 3rd ed. New York: W.W. Norton & Company.

FINB108\_23242

# FINB110 IT Skills for Finance

**Module co-ordinator:** Oláh László

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 3

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module provides an insight into how computers can be used in financial calculations and provides the opportunity to apply these calculations to solve practical problems.

The module will provide assistance for the calculations of the Investments module and that of the Financial Markets, as well as for solving case studies in all the other financial subjects.

## Module Outline/Syllabus

- Introduction to Financial Modelling
- Advanced Excel Features
- How to Build Good Excel models
- Time Value of Money
- Financial Planning and Investments
- Calculations for Financial Statements
- Financial Statements Forecasting
- Mid-term test
- Bond Pricing and Duration, Portfolio Management
- Calculating Options
- Binomial Option Pricing
- Analysing Market History

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 apply the main financial and statistical functions in Excel
- 2 use the different functions of Excel to create more complicated models
- 3 present the results of modelling in a meaningful way
- 4 critically analyse and set up different financial calculation models
- 5 make calculations for financial statements, cash flows and budgeting
- 6 understand the link between corporate accounting systems and controlling, ERP basics

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	40 %	3000 words	2, 3, 6	Individual home assignment	by the end of the semester
Individual test	40 %	60 minutes	1, 4, 5	Individual test	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4, 5, 6	Individual home assignment	by the end of the semester

## Key Text

- Fairhurst, D. S. (2019). *Using Excel for Business and Financial Modelling: A Practical Guide*. 3rd ed. Chichester: John Wiley & Sons. Available at: <https://www.perlego.com/book/992394/using-excel-for-business-and-financial-modelling-a-practical-guide-pdf>
- Rees, M. (2018). *Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA*. Chichester: John Wiley & Sons. Available at: <https://www.perlego.com/book/999401/principles-of-financial-modelling-model-design-and-best-practices-using-excel-and-vba-pdf>

## Supplementary Texts and/or Other Learning Materials

- Brealey, R., Myers, S., Allen, F. and Edmans, A. (2023). *Principles of Corporate Finance*. 14th ed. New York: McGraw-Hill.

FINB110\_23242

# FINB111 Advanced Banking

**Module co-ordinator:** Mikolasek András

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

The Advanced Banking module translates the theoretical lessons of the Great Financial Crisis into the everyday practice of modern banking. It gives a comprehensive survey about the modified economic and regulatory environment of banks, with special regard to risk and capital regulation and customer protection. Through case studies students will get deep insight in various fields of modern banking (risk management, digitization, private banking etc.). Teaching method is PBL (problem based learning), i.e., during the lessons reading annual reports and financial statements student will be able to analyse bank business modes.

## Module Outline/Syllabus

- The Great Financial Economic Crisis - lessons to be learnt
- The new Basel principles: liquidity and capital regulation. Consumer protection and MIFID II.
- Standards for corporate governance, internal audit, compliance, remuneration principles
- Risk management and lending cycles
- Fintech (digitalization) – the new revolution. Private banking: reshaped under pressure
- Post crisis central banking and the new financial landscape

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 critically appraise the differences between banks' business models
- 2 analyse annual reports, financial statements and risk reports in order to gauge the stability and financial security of a financial institution
- 3 evaluate the possible future developments of the banking industry (digitisation, new business models)
- 4 assess various corporate governance frameworks in the financial services industry

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	80 %	2,500 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2	Individual home assignment	by the end of the semester

## Key Text

- Choudhry, M. (2012). *The Principles of Banking*. John Wiley & Sons. Available at: <https://www.perlego.com/book/1013907/the-principles-of-banking-pdf>

## Supplementary Texts and/or Other Learning Materials

- Bilan, A., Degryse, H., O'Flynn, K., Ongena, S. (2019). *Banking and Financial Markets: How Banks and Financial Technology Are Reshaping Financial Markets*. Palgrave Macmillan. Available at: <https://www.perlego.com/book/3494967/banking-and-financial-markets-how-banks-and-financial-technology-are-reshaping-financial-markets-pdf>
- Cecchetti, S. G. and Schoenholtz, K. L. (2021). *Money, Banking and Financial Markets*. 6th ed. New York: McGraw-Hill Education.
- Mishkin, F. S. (2021). *The Economics of Money, Banking and Financial Markets*. 13th ed. London: Pearson.

# FINB113 Quantitative Methods for Finance

**Module co-ordinator:** Mohamad Sam

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Corporate Finance

Optional on

BSc in Corporate Finance

## Aims of the Module

The goal of the course is to provide mathematical background for complex interest calculating problems (amortization, inflation, pension) and to set up models for financial issues that needs probability calculation.

The module concentrates on interest calculation, probability distributions and the different type of means.

## Module Outline/Syllabus

- The time value of money
- Probability distributions
- Expected value, variance and standard deviation
- Elementary portfolio mathematics, means

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 apply mathematical models and solve complex financial problems
- 2 use the basic concept of probability theory, explain the values, put them into context
- 3 use the normal distribution in financial problems
- 4 calculate different type of means, select the appropriate one for a variety of financial problems

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual test	30 %	60 minutes	1, 2, 3	Individual test	by the end of the semester
Examination	50 %	120 minutes	1, 2, 3, 4	Examination	next semester

## Key Text

- Curwin, J., Slater, R. and Eadson, D. (2013). *Quantitative methods for business decisions*. 7th ed. Andover: Cengage Learning.
- Wilmott, P. (2007). *Paul Wilmott Introduces Quantitative Finance*. 2nd ed. Available at: <https://www.perlego.com/book/2765652/paul-wilmott-introduces-quantitative-finance-pdf>

## Supplementary Texts and/or Other Learning Materials

- Curwin, J. and Slater, R. (2007). *Quantitative methods: short course*. Andover: Cengage Learning.
- Teall, J. L. and Hasan, I. (2002). *Quantitative methods for finance and investments*. Oxford: Blackwell.
- Watsham, T. and Parramore, K. (1997). *Quantitative methods for finance*. Andover: Cengage Learning.

# FINB116 Contemporary Issues in Finance

**Module co-ordinator:** Oláh László

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 3

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

The module aims to provide students with an up-to-date picture of the most recent development in the field of finance. The topics listed here are subject to constant re-evaluation in order to offer students a glimpse into the most current issues. Students are expected to actively participate in the discovery of these new subjects through independent research and active class discussions.

## Module Outline/Syllabus

- Digital payment systems: payment technology innovations enabling financial inclusion
- The basics of web3, a decentralised internet
- Decentralised finance: Understanding and managing the risks
- Deep dive into blockchain: navigating the blockchain to research data and uncover risks
- Fintech business models
- Traditional insurance and Internet based new insurance models
- Crypto and central bank digital currencies: impact on the central banks
- Orthodox and unorthodox financial policies and their effect
- Behavioural finance and its impact on the rational markets

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 evaluate the current challenges facing the financial industry and the disrupting services and products that are developed today
- 2 conduct independent research about the new financial area and contrast their findings with the conclusions drawn in previous modules about traditional financial products and services
- 3 appraise the role of decentralised finance and its impact on financial instruments
- 4 analyse most of the known risks associated with decentralised finance
- 5 contrast the definition, areas of applications and volume of growth of fintech with that of conventional financial services providers through case studies

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Group presentation	25 %	20 minutes	1, 2, 3, 4, 5	Individual presentation	by the end of the semester
Individual home assignment	50 %	2,500 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Dingle, S. and Sidley, S. B. (2022). *Beyond Bitcoin*. London: Icon Books. Available at: <https://www.perlego.com/book/3027218/beyond-bitcoin-decentralised-finance-and-the-end-of-banks-pdf>

## Supplementary Texts and/or Other Learning Materials

- Bourghelle, D., Pérez, R. and Rozin, P. (2021). *Rethinking Finance in the Face of New Challenges*. Bingley: Emerald. Available at: <https://www.perlego.com/book/2600319/rethinking-finance-in-the-face-of-new-challenges-pdf>



# FINB118 Accounting and Finance for Managers

Module co-ordinator: Tu Chunlu

Semester(s): Autumn, Spring

Language of instruction: English

ECTS: 5

Status on programme(s) where module is offered:

Level: BSc Year 1

Compulsory on

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The aim of the module is to introduce students to the use of accounting and finance information and concepts for both internal and external purposes. Students will have an introduction to the accounting process and financial statements, costing concepts, and financial budget planning. In addition to this, basic concepts and theories in finance will be covered, such as: time value of money, annuity, loan amortization, net present value. Students will also have the chance to learn about financial markets and intermediaries, company financing needs, bonds, and shares.

## Module Outline/Syllabus

- Introduction to Accounting and Double Entry Bookkeeping
- Financial Statements
- Cost Classification and Cost-Volume-Profit Analysis
- Time Value of Money
- Investment Criteria (Net Present Value, Internal Rate of Return, etc.)
- Financial Markets, Bonds and Shares Valuation
- Financial Needs of a Corporation

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 calculate and interpret financial metrics such as interest rates, annuities, perpetuities, NPV, and bond and stock prices.
- 2 explain the functioning of financial markets and the role of various financial instruments.
- 3 discuss and apply accounting concepts, emphasizing their importance in business decision-making.
- 4 utilize cost allocation techniques to enhance financial planning processes.
- 5 interpret, prepare, and analyze financial statements, including income statements and balance sheets, using the double entry bookkeeping system.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 min.	3, 4, 5	Examination	next semester
Individual test	30 %	60 min.	1, 2	Individual test	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Bamber, M. and Parry, S. (2021). *Accounting and finance for managers: a business decision making approach*. 3rd ed. London: Kogan Page. Available at: <https://perlego.com/book/2037180/accounting-and-finance-for-managers-a-business-decision-making-approach-pdf>

## Supplementary Texts and/or Other Learning Materials

- Brealey, R., Myers, S. and Marcus, A. (2023). *Fundamentals of Corporate Finance*. 11th ed. Boston: McGraw-Hill.
- Parrino, R., Kidwell, D. S., Bates, T. (2016). *Fundamentals of Corporate Finance*. 3rd ed. Hoboken: John Wiley & Sons. Available at: <https://www.perlego.com/book/2034342/fundamentals-of-corporate-finance-pdf>

# FINB136 Financial Markets (X0)

**Module co-ordinator:** Czipó György

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BSc in Corporate Finance

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To develop a comprehensive understanding of the role of different financial institutions in financial intermediation. To study the similarities and differences among the functions and the business model of financial intermediaries and financial service providers. To deliver an understanding of the reasons for and the basics of regulation of different financial institutions.

## Module Outline/Syllabus

- Financial intermediation and financial markets - the big picture
- Banks: interactions and roles in the global economy
- Institutional investors: actors, roles and their real weight
- Investment service providers
- Introduction of exchanges, online platforms, new fintech developments and solutions
- Mortgage Market, Energy Commodity

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 discuss the functions of different financial institutions
- 2 critically analyse the business model of financial intermediaries
- 3 evaluate and contrast the risk profile of different financial institutions

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	80 %	3000 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Rolland, G. (2011). *Market Players: A Guide to the Institutions in Today's Financial Market*. John Wiley & Sons. Available at: <https://www.perlego.com/book/1010038/market-players-a-guide-to-the-institutions-in-todays-financial-markets-pdf>

## Supplementary Texts and/or Other Learning Materials

- Choudhry, M., Joannas, D., Landuyt, G., Pereira, R., Pienaar, R. (2009). *Capital Market Instruments: Analysis and Valuation*. Palgrave Macmillan. Available at: <https://www.perlego.com/book/3501949/capital-market-instruments-analysis-and-valuation-pdf>
- Mishkin, F. S. and Eakins, S. G. (2016). *Financial markets and institutions*. 8th ed. Boston: Pearson.

# FINM121 Introduction to Finance

<b>Module co-ordinator:</b>	Tu Chunlu	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 2
Compulsory on			
BSc in Business Administration and Management			
BSc in International Business Economics			

## Aims of the Module

The module aims to provide students with a comprehensive understanding of the fundamental principles and concepts that underpin the field of finance. This course will equip students with the knowledge of the basic concepts of finance, the importance of the time value of money, and the structure and function of financial markets. Students will gain practical skills in evaluating investment opportunities through methods such as Net Present Value (NPV) and Internal Rate of Return (IRR), understanding and calculating interest rates, bond and share pricing, and developing effective financial planning strategies. By the end of this module, students will have a solid foundation in finance that will prepare them for more advanced studies and practical applications in their future careers.

## Module Outline/Syllabus

- Basic concepts of finance
- Time value of money
- Net Present Value and its applications
- Financial markets and financial instruments
- Basic valuation of bonds and stocks
- Financial planning

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Understand and explain the basic concepts of finance, including the fundamental principles and terminologies used in the field.
- 2 Solve problems related to the time value of money, including present value, future value, annuity, and perpetuity calculations.
- 3 Calculate and interpret different types of interest rates and their effects on financial decisions.
- 4 Use capital budgeting techniques, such as Net Present Value (NPV) and Internal Rate of Return (IRR), to evaluate investment opportunities.
- 5 Evaluate bond and share prices and yields using appropriate valuation techniques.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 minutes	1, 2, 3, 4, 5	Examination	next semester
Individual test	30 %	60 minutes	1, 2, 3, 4	Individual test	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Melicher, R. and Norton, E. (2020). *Introduction to Finance*. 17th ed. Hoboken: Wiley. Available at: <https://www.perlego.com/book/3866067/introduction-to-finance-markets-investments-and-financial-management>

## Supplementary Texts and/or Other Learning Materials

- Brealey, R., Myers, S. and Marcus, A. (2023). *Fundamentals of Corporate Finance*. 11th ed. Boston: McGraw-Hill.
- Brigham, E. F. and Houston, J. F. (2019). *Fundamentals of financial management*. Mason: South-Western Cengage Learning.

# HRMB102 Contemporary HRM Tools

Module co-ordinator: Váradi László

Semester(s): Spring

Language of instruction: English

ECTS: 5

Status on programme(s) where module is offered:

Level: BSc Year 2

Optional on

BSc in Business Management

## Aims of the Module

The aim of the module is to provide students with a contemporary and practical knowledge of human resource management. The module focuses on various tools used by HR practitioners to enhance the efficiency of the HR policy implementation in today's business environment.

## Module Outline/Syllabus

- People Resourcing and HR Planning
- Job descriptions and Job evaluations
- Recruitment Tools
- Selection Tools
- Performance Management Tools and 360 degree feedback
- The HR Balanced Score-Card
- Coaching
- Succession planning
- HR Information Systems

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 critically appraise contemporary HR tools used in all functional areas of HRM
- 2 design and/or select applications of HR Tools within the framework of managing integrated HR processes.
- 3 critically evaluate the appropriateness of HRM Tools in action

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	80 %	2,000 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Schmidt, L. (2021). *Redefining HR: Transforming People Teams to Drive Business Performance*. London: Kogan Page. Available at: <https://perlego.com/book/2068161/redefining-hr-transforming-people-teams-to-drive-business-performance-pdf>
- Sitko, R. (2023). *Sustainable Human Resource Management: Using HRM to achieve long-term social, environmental and business goals*. London: Kogan Page. Available at: <https://perlego.com/book/3828093/sustainable-human-resource-management-using-hrm-to-achieve-longterm-social-environmental-and-business-goals-pdf>

## Supplementary Texts and/or Other Learning Materials

- Armstrong, M. (with Taylor, S.) (2017). *A handbook of human resource management practice*. 14th ed. London: Kogan Page.
- Beardwell, J. and Thompson, A. (2017). *Human Resource Management: A Contemporary Approach*. 8th ed. Harlow: Pearson.
- Jackson, S. E., Schuler, R. S. and Werner, S. (2017). *Managing Human Resources*. 12th ed. Oxford: Oxford University Press.
- Mathis, R. L., Jackson, J. H., Valentine, S. and Meglich, P. (2017). *Human Resource Management*. 15th ed. Boston: Cengage Learning.
- Mello, J. A. (2020). *Strategic Human Resource Management*. 5th ed. Boston: Cengage Learning.

- Pilbeam, S. and Corbridge, M. (2010). *People resourcing and talent planning: HRM in practice*. 4th ed. Harlow: Pearson - Financial Times Press .
- Snell, S. A., Morris, S. S. and Bohlander, G. W. (2016). *Managing for human resources*. 17th ed. Boston: Cengage Learning.

HRMB102\_23242

# HRMB103 Diversity Management

**Module co-ordinator:** Tardos Katalin

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on

BSc in Business Management

BSc in Management Studies

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module aims to critically evaluate the complexities of managing a diverse workforce, and how diversity and inclusion (D&I) policies and practices can be implemented effectively in business organisations. The module looks at issues such as the meaning of equality and non-discrimination, diversity and inclusion, theories and concepts, dimensions of diversity such as gender, race and ethnicity, sexuality, age, disabilities and cultural background, the business case for D&I, and the links of diversity management initiatives to HRM, Global Talent Management, as well as Corporate Social Responsibility.

## Module Outline/Syllabus

- What is equality, discrimination, diversity and inclusion? - Raising Awareness
- Understanding diversity in the labour market: labour market segregation and inequality
- Diversity in the workplace
- Theoretical and policy approaches to equality and diversity
- Planning and implementing diversity management at the workplace
- Diversity and organisational performance
- Linking Diversity Management to HRM, Global Talent Management, and Corporate Social Responsibility

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Critically assess equality and diversity policy and practice in a range of national and international employment contexts.
- 2 Consider appropriate strategies and structures for managing workforce diversity and overcoming discrimination and inequalities in organisations.
- 3 Critically evaluate HRM policy and practice through a diversity lens, in areas such as recruitment, promotion, training, development and mentoring, pay, flexible working and work-life balance.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	80 %	2,500 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Mensi-Klarbach, H., Risberg, A. (2019). *Diversity in Organizations: Concepts and Practices*. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2997213/diversity-in-organizations-concepts-and-practices-pdf>

## Supplementary Texts and/or Other Learning Materials

- Davidson, M. J. and Fielden, S. (2003). *Individual diversity and psychology in organizations*. Chichester: John Wiley.
- Frost, S. and Kalman, D. (2016). *Inclusive talent management: how business can thrive in an age of diversity*. London: Kogan Page.
- Hays-Thomas, R. (2016). *Managing workplace diversity and inclusion: a psychological perspective*. New York: Routledge.
- Healy, G., Kirton, G. and Noon, M. (eds.) (2010). *Equality, inequalities and diversity: contemporary challenges and strategies*. London: Palgrave.
- Kirton, G., Greene, A-M. (2021). *The dynamics of managing diversity: a critical approach*. 5th ed. New York: Routledge.

- Konrad, A., Prasad, P. and Pringle, J. (2006). *Handbook of workplace diversity*. London: Sage.
- Kumra, S. and Manfredi, S. (2012). *Managing equality and diversity: theory and practice*. Oxford: Oxford University Press.
- Ozbilgin, M., Tatli, A. and Karsten, J. (2015). *Global diversity management: an evidence-based approach*. 2nd ed. London: Palgrave.
- Wright, T. and Conley, H. (2011). *Gower handbook of discrimination at work*. Surrey: Gower.

HRMB103\_23242

# HRMB141 Fundamentals of HRM

<b>Module co-ordinator:</b>	MacDonald Ian	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 2
Compulsory on			
BSc in Business and Diplomatic Studies			
BSc in Corporate Finance			

## Aims of the Module

The purpose of this module is to provide an insight into how people can be effectively managed at work. Students will be encouraged to think about events occurring in organisations from a human resources perspective and to help develop strategies for managing these events. An understanding that there is no "correct" way of managing human resources in organisation will be delivered and that in fact there are alternative managerial approaches to particular areas of HRM. Students will be introduced to ways to analyse the various costs and benefits typically associated with any given approach.

## Module Outline/Syllabus

- The Strategic Importance of Managing and Planning Human Resources
- Recruiting and Selecting Employees to Fit the Job and the Organisation
- Training and Developing a Competitive Workforce
- Conducting Performance Management and Designing Compensation Systems
- Managing Human Resources of Global Organisations

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Explain and discuss the major functional areas of Human Resource Management, as well as the underlying concepts, methods and tools used for the management of people
- 2 Analyse how the different organisational contexts will impact the choice of HRM tools, and what the benefits and drawbacks of proposed HRM solutions might be
- 3 Identify the ethical challenges related to Human Resource Management activities and practices

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 minutes	1, 2	Examination	next semester
Individual home assignment	50 %	2,000 words	1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Armstrong, M. and Taylor, S. (2023). *Armstrong's Handbook of Human Resource Management Practice*. 16th ed. London: Kogan Page. Available at: <https://www.perlego.com/book/3804727>
- Baker, T. (2022). *The Future of Human Resources: Unlocking Human Potential*. Business Expert Press. Available at: <https://www.perlego.com/book/3198030/the-future-of-human-resources-unlocking-human-potential-pdf>

## Supplementary Texts and/or Other Learning Materials

- Beardwell, J. and Thompson, A. (2017). *Human Resource Management: A Contemporary Approach*. 8th ed. Harlow: Pearson.
- Jackson, S. E., Schuler, R. S. and Werner, S. (2017). *Managing Human Resources*. 12th ed. Oxford: Oxford University Press.



# HRMB142 HRM for Managers

<b>Module co-ordinator:</b>	Tardos Katalin	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	7
<b>Status on programme(s) where module is offered:</b>	<b>Level:</b> BSc Year 2		
Compulsory on BSc in Business Management			

## Aims of the Module

The purpose of this module is to provide an insight into how people can be effectively managed at work. Students will be encouraged to think about events occurring in organisations from a human resources perspective and to help develop strategies for managing these events. An understanding that there is no "correct" way of managing human resources in organisation will be delivered and that in fact there are alternative managerial approaches to particular areas of HRM. Students will be introduced to ways to analyse the various costs and benefits typically associated with any given approach.

## Module Outline/Syllabus

- The Strategic Importance of Managing and Planning Human Resources
- Recruiting and Selecting Employees to Fit the Job and the Organisation
- Training and Developing a Competitive Workforce
- Conducting Performance Management and Designing Compensation Systems
- Managing Human Resources of Global Organisations

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Explain and discuss the major functional areas of Human Resource Management, as well as the underlying concepts, methods and tools used for the management of people
- 2 Analyse how the different organisational contexts will impact the choice of HRM tools, and what the benefits and drawbacks of proposed HRM solutions might be
- 3 Identify the ethical challenges related to recruiting & hiring/firing, and the employment of people in general

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	40 %	120 minutes	1, 2	Examination	next semester
Individual home assignment	40 %	2,500 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Verhulst, S. L. and DeCenzo, D. A. (2022). *Fundamentals of Human Resource Management*. 14th ed. Hoboken: John Wiley & Sons. Available at: <https://www.perlego.com/book/3865950/fundamentals-of-human-resource-management-pdf>

## Supplementary Texts and/or Other Learning Materials

- Armstrong, M. (with Taylor, S.) (2017). *A handbook of human resource management practice*. 14th ed. London: Kogan Page.
- Beardwell, J. and Thompson, A. (2017). *Human Resource Management: A Contemporary Approach*. 8th ed. Harlow: Pearson.
- Jackson, S. E., Schuler, R. S. and Werner, S. (2017). *Managing Human Resources*. 12th ed. Oxford: Oxford University Press.
- Martocchio, J. (2019). *Human Resource Management*. 15th Global Edition ed. Upper Saddle River: Pearson Education.

# INTB101 Theories of International Relations

**Module co-ordinator:** Bartha-Rigó Márta

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 7

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business and Diplomatic Studies

## Aims of the Module

To focus on the historical background of the globalization process. Student will have an opportunity to analyse the dynamics of traditionalism, modernity and globalisation, “the rise and fall” of great powers and the “clash of civilisations”. The students will learn to examine the challenges of the 21st century

## Module Outline/Syllabus

- Traditionalism, modernisation and globalisation (the hidden structures of the dynamics of history)
- The globalisation of world politics and definitions
- The evolution of international society and borders
- The global trade and finance, core and periphery and “side-effects” of globalisation
- The power and spatial structure of the cold war and divided nations
- Dilemmas of the post cold-war period and the role of Central Europe
- International political economy in the age of globalisation and regionalisation
- The West and the rest, and the conflict of the North and the South
- The United Nations and international organisations

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Analyse regional and global events from an IR theoretical perspective
- 2 Critically evaluate various International Relations theories
- 3 Consider historical structures and the dynamics of international relations

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual home assignment	30 %	2000 words	1, 3	Individual home assignment	by the end of the semester
Examination	50 %	120 min	2	Examination	next semester

## Key Text

- Lawson, S. (2015). *Theories of International Relations: Contending Approaches to World Politics* Stephanie Lawson. Polity. Available at: <https://www.perlego.com/book/1536019/theories-of-international-relations-contending-approaches-to-world-politics-pdf>

## Supplementary Texts and/or Other Learning Materials

- Dalby, S., Routledge, P. and Ó Tuathail, G. (eds.) (2006). *The geopolitics reader*. 2nd ed. London: Routledge.
- Huntington, S. P. (2011). *The clash of civilizations and the remaking of world order*. New York: Simon and Schuster.

# INTB104 International Security

**Module co-ordinator:** Bartha-Rigó Márta

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on

BSc in Business and Diplomatic Studies

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module provides students with an introduction to security in international relations, enabling students to critically examine issues around the threat and use of force; the meaning of security and peace; and the key institutions and mechanisms for achieving security in world politics.

## Module Outline/Syllabus

- Realism and International Security
- Causes of Conflict
- New Wars and Failed States
- Terrorism and Security Governance
- Traditional Security versus Human Security
- The Institutional Structure

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Summarize the development of the discipline of security studies over time
- 2 Critically assess security challenges in the international system
- 3 Systematically propose viable solutions to security problems
- 4 Analyse security policies and defend or criticise the actions taken

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2500 words	1, 2, 4	Individual home assignment	by the end of the semester
Individual presentation	25 %	10 minutes	3	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Smith, M. E. (2017). *International Security: Politics, Policy, Prospects*. 2nd ed. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2996422/international-security-politics-policy-prospects-pdf>

## Supplementary Texts and/or Other Learning Materials

- Buzan, B. and Hansen, L. (2009). *The evolution of international security studies*. Cambridge: Cambridge University Press.
- Kaldor, M. (2018). *Global Security Cultures*. Polity. Available at: <https://www.perlego.com/book/1536215/global-security-cultures-pdf>
- Nye, J. S. (2005). *Soft power*. paperback ed. New York: PublicAffaires.

# INTB105 Sustainable Development and Development Policy

**Module co-ordinator:** Várkonyi László

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 6

**Status on programme(s) where module is offered:**

**Level:** BSc Year 3

Compulsory on

**Prerequisite:** previous studies in the relevant field

BSc in Business and Diplomatic Studies

Optional on

BSc in Business Management

## Aims of the Module

- become conversant with the principles and the history of development cooperation
- acquire basic knowledge about the main development institutions and their activities
- become familiar with the current development issues, policies and strategies
- know the basics of the development work and assistance flows

## Module Outline/Syllabus

- Inequality around the world
- Planetary boundaries
- Sustainable Development Goals
- Bilateral and Multilateral Assistance
- Main actors

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 analyse the role of development cooperation in international relations
- 2 evaluate the nature and significance of politics in this field
- 3 gain detailed knowledge of, and apply concepts, principles, and methodology, in development cooperation

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 minutes	1, 3	Examination	next semester
Individual home assignment	30 %	2500 words	1, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Sinha, S. (ed.) (2020). *Introduction to the Sustainable Development Goals and Objectives*. Burlington: Society Publishing. Available at: <https://www.perlego.com/book/2076396/introduction-to-the-sustainable-development-goals-and-objectives-pdf>

## Supplementary Texts and/or Other Learning Materials

- Acemoglu, D. and Robinson, J. (2012). *Why nations fail: the origins of power, prosperity, and poverty*. London: Profile Books.
- Haslam, P., Schafer, J. and Beaudet, P. (2017). *Introduction to International Development: Approaches, Actors, and Issues*. Oxford: Oxford University Press.
- Pattanaik, B. K. (2017). *Issues and challenges of development*. Thousand Oaks: Sage.
- United Nations (2017). *Sustainable development goals*. Available at: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/> (Accessed: 22 November 2024)



# INTB132 EU Institutions and Policies (X1)

**Module co-ordinator:** Vida Krisztina

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 6

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business and Diplomatic Studies

## Aims of the Module

To deliver a holistic understanding of the EU's institutional set up, decision-making mechanisms and the most important common policies. The module will also examine the challenges facing the EU now and in the future and the need for reforms. The module will also enable students to develop a critical approach towards the functioning and the policies of the EU.

## Module Outline/Syllabus

- Pre-history of European integration
- Developments on the basis of the Treaties (deepening) and enlargements
- The institutional set up and decision-making mechanisms of the EU
- The EU budget
- EU policies: competition policy, customs union, external trade policy, single market, etc.

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 use and analyse EU databases
- 2 explain how the institutions within the EU function and how decisions are being made
- 3 explain the underlying principles and the main objectives and instruments of the most important EU policies

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	30 %	2,000 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester
Examination	50 %	120 minutes	2, 3	Examination	next semester

## Key Text

- McCormick, J. (2020). *Understanding the European Union: A Concise Introduction*. 8th ed. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2995824/understanding-the-european-union-a-concise-introduction-pdf>
- Olsen, Jonathan (2020). *The European Union. Politics and Policies*. 7th ed. ed. Routledge.

## Supplementary Texts and/or Other Learning Materials

- Cini, M. and Perez-Solorzano Borragan, N. (eds.) (2016). *European Union politics*. 5th ed. Oxford: Oxford University Press.
- Horváth, Z. (2011). *Handbook on the European Union*. 4th ed. Budapest: HVG-Orac.

# ITLB106 Operations Management

**Module co-ordinator:** Simányi Balázs

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 6

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module examines the role of operations in implementing business policy and their relationship with other business functions. It provides a forum for discussion of how operations are designed, planned, controlled and improved. Students will also be provided with the opportunity to use some important quantitative and qualitative tools of operations management.

## Module Outline/Syllabus

- Introduction to Operations Management
- Process selection, Layout Planning and Capacity Planning
- Logistics and Supply Chain Management
- Inventory Management
- Operations Planning and Control Systems
- Quality Management

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a systematic understanding of the critical role of operations and their application in business
- 2 evaluate and apply the different approaches to operations planning and control
- 3 assess and apply process analysis tools
- 4 assess and apply production/service planning tools
- 5 assess and apply analytical tools of quality management

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	1500 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Barnes, D. (2018). *Operations Management: An International Perspective*. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2997236/operations-management-an-international-perspective-pdf>

## Supplementary Texts and/or Other Learning Materials

- Krajewski, L. J., Ritzman, L. P. and Malhotra, M. K. (2009). *Operations Management*. 9th ed. Upper Saddle River: Pearson Prentice Hall.
- Slack, N., Brandon-Jones, A. and Johnston, R. (2018). *Essentials of Operations Management*. 2nd ed. Harlow: Pearson.

# ITLB118 Productivity and Digital Collaboration Essentials

<b>Module co-ordinator:</b>	Schubert Mihály	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1
Compulsory on			
BSc in Business Management			
BSc in Corporate Finance			

## Aims of the Module

This module aims to equip students with essential skills in productivity and digital collaboration using key Microsoft Office tools. Students will gain practical experience in creating and formatting professional documents with Microsoft Word, designing impactful presentations with Microsoft PowerPoint, managing communications and scheduling with Microsoft Outlook, collaborating effectively through Microsoft Teams, organizing ideas with Microsoft OneNote, and sharing files through Microsoft OneDrive. By the end of the module, students will be proficient in utilizing these applications to enhance their productivity and facilitate seamless digital collaboration in professional environments.

## Module Outline/Syllabus

- Microsoft Word: creating and formatting documents
- Microsoft PowerPoint: creating and designing presentations
- Microsoft Outlook: e-mails and more
- Microsoft Teams: communication, sharing and meetings
- Microsoft OneNote: sharing ideas
- Microsoft OneDrive: collaboration and file sharing

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 create, format, and edit professional documents using Microsoft Word.
- 2 design engaging presentations using Microsoft PowerPoint.
- 3 manage emails, calendars, and tasks efficiently using Microsoft Outlook.
- 4 communicate and collaborate effectively using Microsoft Teams for meetings, chats, and file sharing.
- 5 organize and share notes and ideas using Microsoft OneNote.
- 6 share files and collaborate with others using Microsoft OneDrive.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		3, 4, 5, 6	Individual home assignment	by the end of the semester
Group presentation	40 %	10 min.	2	Individual presentation	by the end of the semester
Group home assignment	40 %	2,000 words	1	Individual home assignment	by the end of the semester

## Key Text

- Beskeen, D. W., Campbell J. T., Ciampa, M., Cram, C. M., Duffy, J. Freund, S. M., Friedrichsen, L., Frydenberg, M., Hooper, R. E., Ruffolo, L. and Wermers, L. (2019). *Technology for Success and Illustrated Series™ Microsoft® Office 365® & Office 2019*. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/3156882/technology-for-success-and-illustrated-series-microsoft-office-365-office-2019>
- Foulkes, L. (2022). *Learn Microsoft Office 2021*. 2nd ed. Birmingham: Packt Publishing. Available at: <https://www.perlego.com/book/3579496/learn-microsoft-office-2021>

## Supplementary Texts and/or Other Learning Materials

- Microsoft (2024). *Microsoft 365 Training*. Available at: <https://support.microsoft.com/en-us/training> (Accessed: 3 June 2024)





# ITLB134 Project Management

**Module co-ordinator:** Dominus Ákos

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 4

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business Management

## Aims of the Module

The module will examine the importance of the project in the modern organisation and the interdisciplinary nature of project management. It will cover the essential knowledge and skills needed for a project manager from both human and technical perspectives. A forum will also be provided to discuss how projects are chosen, planned, monitored and controlled in order to be completed successfully.

## Module Outline/Syllabus

- Projects in contemporary organisations, project life cycle, project organization
- Concept phase and defining project scope
- Project planning: WBS, scheduling, resource allocation and risk planning
- Monitoring project performance (costs, physical progress, milestones) and closure

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 analyse the role of projects and their management in business
- 2 critically evaluate the advantages and disadvantages of different project organizations
- 3 create a project plan using the most important project planning methods like scope definition, WBS and CPM
- 4 assess various risks concerning projects
- 5 critically evaluate which tools and techniques are necessary to use in the case of a specific project and which ones are optional

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 minutes	2, 3, 4, 5	Examination	next semester
Group home assignment	25 %	3000 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Wysocki, R. K. (2019). *Effective Project Management: Traditional, Agile, Hybrid, Extreme*. 8th ed. Chichester: Wiley. Available at: <https://www.perlego.com/book/991274/effective-project-management-traditional-agile-extreme-hybrid-pdf>

## Supplementary Texts and/or Other Learning Materials

- Hedeman, B., Seegers, R. (2022). *PRINCE2®: A Pocket Guide Bert Hedeman, Ron Seegers*. Van Haren Publishing. Available at: <https://www.perlego.com/book/3783768/prince2-6th-edition-a-pocket-guide-pdf>
- (2021). *A Guide to the Project Management Body of Knowledge (PMBOK® Guide) and The Standard for Project Management*. 7th ed. Newton Square: Project Management Institute. Available at: <https://www.perlego.com/book/2825638/a-guide-to-the-project-management-body-of-knowledge-pmbok-guide-seventh-edition-and-the-standard-for-project-management-english-pdf>

# ITLB139 Web Strategy (X0)

**Module co-ordinator:** Jeges Zsolt

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To deliver an understanding of the most important issues connected to web presence and electronic business.

To enable students to identify different approaches to how a business should position itself online, what online media it could use to spread its message, how it could communicate with the customers, what services and products it could provide online, and what the supporting infrastructure for the online operation could be like.

To provide a forum for discussion of the technological, logistical and legal aspects of e-business.

## Module Outline/Syllabus

- Categories and Background of E-commerce
- Marketing, Payments and Logistics in E-business
- Essentials of Website Design
- Technology and Infrastructure
- Planning and Implementing a Web Strategy in a Particular Context
- Web 3.0, Mobile Commerce

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 design, evaluate and plan different kinds of e-business solutions in a variety of contexts
- 2 formulate an understanding of what is required to have stronger security for the underlying data of an online business
- 3 critically analyse and plan online marketing and PR campaigns
- 4 appraise a website for an online brand with an emphasis on better user experience and website security

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2000 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Miller, B. D. (2022). *Principles of Web Design*. Allworth. Available at: <https://www.perlego.com/book/2708060/principles-of-web-design-pdf>

## Supplementary Texts and/or Other Learning Materials

- Kautish, S., Singh, D., Polkowski, Z. (2021). *Knowledge Management and Web 3.0: Next Generation Business Models*. De Gruyter. Available at: <https://www.perlego.com/book/3258687/knowledge-management-and-web-30-next-generation-business-models-pdf>

# ITLM102 Web Design and Client-Side Development

**Module co-ordinator:** Bari Máriusz

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Commerce and Marketing

## Aims of the Module

This module aims to provide a practical experience of website design and development. It offers students an opportunity to explore how websites can be designed and developed as well as used for marketing purposes. This will allow students to work on some front-end aspects of web design (HTML & CSS) and some behind the scenes web aspects such as Web Analytics and Search Engine Optimisation with a web marketing perspective.

## Module Outline/Syllabus

- Web design principles
- Successful web design in practice
- Web content development
- Domain names and hosting
- Search engine optimization
- Web analytics

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Explain web design and development from a marketing perspective
- 2 Design a basic website
- 3 Apply search engine optimisation techniques to their web pages
- 4 Distinguish between organic search and paid campaigns
- 5 Apply web analytic metrics to marketing scenarios

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 3, 4, 5	Individual home assignment	by the end of the semester
Individual home assignment	75 %	Website & 1,000 words	1, 2, 3, 5	Individual home assignment	by the end of the semester

## Key Text

- Miller, B. (2022). *Principles of Web Design*. 3rd ed. New York: Allworth. Available at: <https://www.perlego.com/book/2708060/principles-of-web-design-pdf>

## Supplementary Texts and/or Other Learning Materials

- Clarke, A. (2018). *SEO 2019: Learn Search Engine Optimization with Smart Internet Marketing Strategies*. CreateSpace.
- Felke-Morris, T. (2019). *Basics of Web Design: HTML5 & CSS*. 5th ed. Harlow: Pearson.
- Franklin, A. & Jenkins, T. (2014). *Web Marketing That Works: Confessions from the Marketing Trenches*. Wiley.
- Grigsby, M. (2018). *Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques*. 2nd ed. Kogan Page.
- Hemann, C. & Burbary, K. (2018). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. 2nd ed. Pearson.
- Jantsch, J. & Singleton, P. (2016). *SEO for Growth: The Ultimate Guide for Marketers, Web Designers and Entrepreneurs*. Duct Tape Marketing.
- Sharma, A. (2016). *The Google Checklist*. CreateSpace.

- Sponder, M. & Khan, G.F. (2018). *Digital Analytics for Marketing*. London: Routledge.

ITLM102\_2024

# ITLM123 Supply Chain Management

<b>Module co-ordinator:</b>	Simányi Balázs	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 2
Compulsory on BSc in Commerce and Marketing			
Optional on BSc in Business Administration and Management			

## Aims of the Module

The module aims to familiarise students with the role of the supply chain management in economic processes, including the coordinated management and organisation of the various relationships between raw material suppliers, manufacturing plants, distribution service providers and consumers through the flow of materials and information. Students will have the chance to learn various quantitative and qualitative tools that can be used to plan, control, and develop supply chain processes, actors, and relationships.

## Module Outline/Syllabus

- Approaches to supply chain management
- Supply chains between and within organizations
- Decision-making and logistical information systems
- Lean management, performance management, cost effectiveness
- The circular supply chain
- Material handling and warehousing
- Communication systems
- The uses of e-logistics, cloud computing, and blockchain in SCM

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 assess the nature and place of the supply chain in the economy
- 2 explain the strategic role of supply chain management, including e-logistics, on an organization
- 3 simulate a production model, taking into account the lean management philosophy
- 4 contrast contemporary and traditional supply chains

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2,000 words	1, 2, 4	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Grant, D., Trautrim, A. and Wong, C. Y. (2022). *Sustainable Logistics and Supply Chain Management*. 3rd ed. Kogan Page. Available at: <https://www.perlego.com/book/3768774/sustainable-logistics-and-supply-chain-management-principles-and-practices-for-sustainable-operations-and-management-pdf>

## Supplementary Texts and/or Other Learning Materials

- Hugos, M. H. (2018). *Essentials of Supply Chain Management*. 4th ed. Hoboken, NJ: Wiley. Available at: <https://www.perlego.com/book/995711/essentials-of-supply-chain-management-pdf>
- Mangan, J., Lalwani, C. and Calatayud, A. (2020). *Global Logistics and Supply Chain Management*. 4th ed. Hoboken, NJ: Wiley. Available at: <https://www.perlego.com/book/2089855/global-logistics-and-supply-chain-management-pdf>

# LAWB104 Business Law for Managers

<b>Module co-ordinator:</b>	Karkos Petra	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1

Compulsory on  
BSc in Business Management  
BSc in Corporate Finance

## Aims of the Module

The module aims to provide practical knowledge for future managers by focusing on business issues involving legal aspects and by raising students' awareness of legally relevant issues. It introduces the sources and systems of law, offering insights into how laws are created and executed, in domestic and international settings. Students will explore the roles and legal characteristics of various entities, including individuals and organizations, and learn how to navigate and manage contractual obligations and liabilities. Additionally, it addresses key aspects of Labour Law, emphasizing the legal framework governing employment relationships. Through this comprehensive approach, students will develop a solid foundation in business law, enabling them to identify and manage legal risks and responsibilities effectively.

## Module Outline/Syllabus

- Sources and system of law
- Creation and execution of law
- Entities (individuals and organizations) and property in business
- Contract Law
- Tort Law
- Labour Law
- International Law

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate understanding of the impact of law on business decisions.
- 2 articulate the basic issues with legal relevance in all legal systems.
- 3 describe the main elements and drivers of the legal environment of business.
- 4 examine the relationship between national and international law.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 4	Individual home assignment	by the end of the semester
Individual presentation	30 %	7-8 minutes	2, 3	Individual presentation	by the end of the semester
Examination	50 %	120 min.	1, 2, 3, 4	Examination	next semester

## Key Text

- Mann, R. and Roberts, B. (2017). *Smith and Roberson's Business Law*. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/2754581/smith-and-robersons-business-law-pdf>

## Supplementary Texts and/or Other Learning Materials

- Day, W. (2023). *Key Ideas in Commercial Law*. London: Hart Publishing. Available at: <https://perlego.com/book/4188872/key-ideas-in-commercial-law-pdf>
- James, N. and Thomas, T. (2021). *Business Law*. 6th ed. Hoboken: John Wiley & Sons. Available at: <https://www.perlego.com/book/4198754/business-law-6th-edition-pebk-pdf>
- Mansell, W. and Openshaw, K. (2019). *International law: a critical introduction*. 2nd ed. London: Hart Publishing. Available at: <https://www.perlego.com/book/1177249/international-law-a-critical-introduction>

# LAWB132 International Public Law

**Module co-ordinator:** Karkos Petra

**Language of instruction:** English

**Semester(s):** Spring

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business and Diplomatic Studies

## Aims of the Module

The module aims to present a panorama of public international law, which covers principles and rules that govern the relations between states and their interactions with other international actors. The module will cover the traditional major topics in this field such as the sources and subjects of international law, the jurisdiction of states, international law and the use of force, and the relationship between international law and the internal law of states. It will also address newer themes in international law such as the international law of human rights and international criminal law. The module is designed to give students a global understanding of the rules governing international relations and, ultimately, provide them with practical skills in legal reasoning and argumentation, research and writing on international issues.

## Module Outline/Syllabus

- The development and characteristics of international law
- Sources of international law
- States as subjects of public international law
- International organizations on a global level
- Various aspects of international law

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Critically evaluate the legal limitations of state actions
- 2 Analyse the sources of public international law
- 3 Articulate the governing rules in international relations
- 4 Demonstrate practical skills in legal reasoning, research and writing on international issues

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	40 %	120 minutes	1, 2, 3	Examination	next semester
Individual home assignment	40 %	2000 words	2, 4	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 3	Individual home assignment	by the end of the semester

## Key Text

- Hartmann, J., Khaliq, U. (2021). *The Achievements of International Law: Essays in Honour of Robin Churchill*. Hart Publishing. Available at: <https://www.perlego.com/book/2801490/the-achievements-of-international-law-essays-in-honour-of-robin-churchill-pdf>
- Mansell, W. and Openshaw, K. (2019). *International law: a critical introduction*. 2nd ed. London: Hart Publishing. Available at: <https://www.perlego.com/book/1177249/international-law-a-critical-introduction-pdf>

## Supplementary Texts and/or Other Learning Materials

- American Society of International Law (2012). *The American Society of International Law home page*. Available at: <http://www.asil.org> (Accessed: 21 June 2012)



# LAWM121 Foundations of Law

**Module co-ordinator:** Karkos Petra

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business Administration and Management

BSc in Commerce and Marketing

BSc in International Business Economics

## Aims of the Module

The module aims to provide practical knowledge for future managers by focusing on business issues involving legal aspects, and by raising students' awareness of legally relevant issues. The module is designed to give students a global understanding of sources and institutions of law and provide them with practical skills in legal reasoning and argumentation.

## Module Outline/Syllabus

- Sources and system of law
- Creation and execution of law
- Entities (individuals and organizations) and property in business
- Contract Law
- Tort law
- Labour Law
- International Law

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate understanding of the impact of law on business decisions
- 2 articulate the basic issues with legal relevance in all legal systems
- 3 describe the main elements and drivers of the legal environment of business
- 4 evaluate the relationship between national and international law

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 4	Individual home assignment	by the end of the semester
Individual test	50 %	60 minutes	1, 2, 3, 4	Individual test	by the end of the semester
Individual presentation	25 %	7-8 minutes	2, 3	Individual presentation	by the end of the semester

## Key Text

- Mann, R. and Roberts, B. (2019). *Essentials of Business Law and the Legal Environment*. Boston, MA: Cengage Learning. Available at: <https://www.perlego.com/book/2928138/essentials-of-business-law-and-the-legal-environment-pdf>

## Supplementary Texts and/or Other Learning Materials

- James, N. and Thomas, T. (2021). *Business Law*. 6th ed. Hoboken: John Wiley & Sons. Available at: <https://www.perlego.com/book/4198754/business-law-6th-edition-pebk-pdf>
- Mansell, W. and Openshaw, K. (2019). *International law: a critical introduction*. 2nd ed. London: Hart Publishing. Available at: <https://www.perlego.com/book/1177249/international-law-a-critical-introduction>

# MANB101 Business Ethics

<b>Module co-ordinator:</b>	Tardos Katalin	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1

Compulsory on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

Optional on

BA in International Relations

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

To enable students, through teaching the basic concepts and theoretical frameworks of Business Ethics and analysing a variety of ethical dilemmas and wrongdoings, to critically evaluate individual and organisational behaviour and business processes from an ethical perspective. In so doing the module hopes to nurture the development of future ethical managers capable of acting with integrity and contributing to managing responsible organisations.

## Module Outline/Syllabus

- Ethical issues in Business Ethics: the organisation and its external environment
- Individual and organisational values shaping behaviour
- Ethical decision-making
- Theoretical frameworks of Business Ethics
- Managing ethical companies and the benefits of ethical behaviour

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Identify and explore the different ethical issues on the company level, that might emerge in a business context.
- 2 Explain the different ways in which people and organisations may respond to ethical issues, and assess the range of factors that might influence individual or organisational behaviour
- 3 Identify alternative options for action in case of an ethical dilemma and integrate the ethical dimension in solving business problems

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	60 %	1,500 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual presentation	20 %	5 minutes	1, 2, 3	Individual presentation	by the end of the semester
Individual continuous assessment	20 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Weiss, J. W. (2021). *Business Ethics: A Stakeholder and Issues Management Approach*. 7th ed. Okland: Berrett-Koehler Publishers. Available at: <https://www.perlego.com/book/2015214/business-ethics-seventh-edition-a-stakeholder-and-issues-management-approach-pdf>

## Supplementary Texts and/or Other Learning Materials

- Crane, A., Matten, D., Glozer, S., and Spence, L.J. (2019). *Business Ethics. Managing Corporate Citizenship and Sustainability in the Age of Globalisation*. 5th ed. Oxford: Oxford University Press.
- De George, R. T. (2014). *Business ethics*. 7th ed. Upper Saddle River: Pearson Prentice Hall.
- Fisher, C. and Lovell, A. (2013). *Business ethics and values. individual, corporate and international perspectives*. 4th ed. Harlow: Prentice Hall-Financial Time.

- Fraedrich, J., Ferrell, O. C. and Ferrell, L. (2016). *Ethical decision making for business*. 11th ed. Mason: South-Western Cengage Learning.

MANB101\_23242

# MANB102 Organisational Behaviour

**Module co-ordinator:** Lazányi Kornélia

**Semester(s):** Autumn, Spring

**Language of instruction:** English

**ECTS:** 7

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business Management

## Aims of the Module

To develop a comprehensive understanding of Organisational Behaviour (OB) processes and practices, the module focuses on the behavioural characteristics of organisational life. Examining both a managerial and a critical point of view, the module delivers an understanding of human and behavioural issues, which co-exist in organisations on the three levels of the individual, the group, and the whole organisation in its complex environment.

## Module Outline/Syllabus

- Rational and social organisation
- Personality and motivation
- Power, politics, and ethics
- Knowledge and learning
- Leadership and managing change
- Challenges for managers in the 21st century

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Explain different forms of control in organizations stemming from rational and social approaches to organizational and work design
- 2 Apply the main analytical concepts and techniques in organisational behaviour to devise appropriate directions for managing people in complex organisations in mutual interdependence with their environment
- 3 Identify how historical management practices and behavioural patterns live on in contemporary organizations under new guises
- 4 Critically evaluate the challenges and contingencies involved in managing people and organisations

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2000 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	20 minutes	2, 3	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- French, R., Rayner, C., Rees, G., Rumbles, S., Schermerhorn, J. R., Hunt, J. G. and Osborn, R. (2015). *Organizational behaviour*. 3rd ed. Hoboken: John Wiley & Sons. Available at: <https://perlego.com/book/2026873/organizational-behaviour-pdf>

## Supplementary Texts and/or Other Learning Materials

- Buchanan, D. and Huczynsky, A. (2019). *Organizational Behaviour*. 10th ed. Harlow: Pearson.
- Child, J. (2015). *Organization: Contemporary Principles and Practice*. 2nd ed. John Wiley & Sons. Available at: <https://www.perlego.com/book/993506/organization-contemporary-principles-and-practice-pdf>
- International Public Management Association for Human Resources (2017). *International Public Management Association for Human Resources*. Available at: <http://www.ipma-hr.org> (Accessed: 21 June 2012)
- Nelson, D. L. and Quick, J. C. (2017). *Organizational behaviour: foundations, realities, challenges*. 9th ed. Mason: Thomson South-Western.
- Peltonen, T. (2016). *Organization Theory: Critical and Philosophical Engagements*. Emerald Group Publishing Limited. Available at: <https://www.perlego.com/book/387628/organization-theory-critical-and-philosophical-engagements-pdf>

- Robbins, S. P. and Judge T. A. (2023). *Organizational Behavior*. 19th ed. Upper Saddle River: Pearson Prentice Hall.

MANB102\_24251

# MANB106 Entrepreneurship

**Module co-ordinator:** Radvány Éva

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module offers an opportunity to focus on and actively engage in the processes involved in the development of business ideas. The module will enable students to recognise and use the competences and skills needed for the start-up of a new business in a simulation exercise. The module will also provide students with understanding of how to finance a Micro Business or SME and how to prepare a business plan.

## Module Outline/Syllabus

- Module Introduction: The Entrepreneurial Perspective
- The Socio-Economic Context of Micro Businesses and Small Firms
- The Entrepreneurial Mind-Set
- The Business Idea and Opportunity Analysis
- Strategy of Micro Businesses and Small Firms
- Start-up: Theory, Practice and Policy
- Start-up: Making it Happen, the Role of Venture Capital
- Start-up: Control and Decision Making
- Developing the Business Plan
- SME and Micro Business Growth: Take-Off and Success
- Entrepreneurial Innovation

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a systematic understanding of the process of business start ups
- 2 analyse how particular management styles, attitudes and abilities can lead to and are necessary for entrepreneurial success
- 3 evaluate a credible start-up business plan
- 4 analyse the personal qualities imperative for entrepreneurial activities

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual home assignment	50 %	5,000 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	2 minutes	1, 2, 3, 4	Individual presentation	by the end of the semester

## Key Text

- Kim, W. C., Mauborgne, R. (2017). *Blue Ocean Strategy*. Expanded ed. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/837138/blue-ocean-strategy-expanded-edition-how-to-create-uncontested-market-space-and-make-the-competition-irrelevant-pdf>

## Supplementary Texts and/or Other Learning Materials

- Allen, K. (2022). *Entrepreneurship For Dummies*. 2nd ed. For Dummies. Available at: <https://www.perlego.com/book/3794339/entrepreneurship-for-dummies-pdf>
- Blank, S. G. and Dorf, B. (2012). *The startup owner's manual*. Pescadero: K&S Ranch.
- Osterwalder, A., Pigneur, Y., Bernarda, G. and Smith, A. (2014). *Value proposition design*. Hoboken: Wiley.

- Osterwalder, A., Pigneur, Y., Clark, T. and Pijl, P. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken: Wiley.
- Ries, E. (2011). *The lean startup: how constant innovation creates radically successful businesses*. London: Portfolio Penguin.
- Sinek, S. (2011). *Start with why: how great leaders inspire everyone to take action*. New York: Penguin Putnam.

MANB106\_23242

# MANB108 Communication Contexts in Business

**Module co-ordinator:** Könczey Kinga

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To develop students' business communication skills further

To enable students to "fine-tune" their interpersonal communication skills

To facilitate improvement in oral and written business communication expertise

To familiarise students with aspects of both external and internal corporate communication channels

To develop creativity, precision and eloquence in all business genres, skills of which are essential for effective managers

To prepare students for the world of work by analysing various corporate communication modes and events

## Module Outline/Syllabus

- Analysis of the environment of the communicative event (roles, aims, channels)
- Interpersonal communication skills and oral genres
- Planning, drafting and revising written business genres
- Credibility, tone, style and etiquette in positive, neutral and social business messages
- Applying creativity to internal and external communications
- Reworking messages for different aims and audiences

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 plan, design and deliver a business presentation specifically targeted at achieving a particular aim with a clearly defined audience
- 2 plan, draft, format, revise and produce a report which successfully persuades stakeholders to undertake certain action
- 3 formulate and refine the tone and style of various messages to fit given aims
- 4 apply the most appropriate channel and genre to deliver a specific message
- 5 contrast and critically evaluate the appropriateness of various stylistic techniques and choices for a given context
- 6 analyse and critically evaluate written and oral communication strategies and practices of a particular case

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2000 words	5, 6	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Theobald, T. (2019). *Develop Your Presentation Skills: How to Inspire and Inform with Clarity and Confidence*. 4th ed. Kogan Page. Available at: <https://www.perlego.com/book/1589350/develop-your-presentation-skills-how-to-inspire-and-inform-with-clarity-and-confidence-pdf>

## Supplementary Texts and/or Other Learning Materials

- Bovee, C. and Thill, J. (2009). *Business communication essentials*. 4th ed. Upper Saddle River: Pearson Prentice Hall.
- Conway, C. L. (2004). *Brainstorming reinvented: a corporate communications guide to ideation*. New York: SATE Publications.
- Guffey, M. E. and Loewy, D. (2011). *Business communication: process and product*. Mason: South-Western Cengage Learning.
- Keyton, J. and Shockley-Zalabak, P. (2009). *Case studies for organizational communication: understanding communication processes*. Oxford: Oxford University Press.



- Krizan, A. C., Merrier, P. and Jones, C. L. (2011). *Business communication*. Mason: South-Western Cengage Learning.
- O'Rourke, J. (2007). *The business communication casebook: a Notre Dame collection*. Mason: South-Western Cengage Learning.
- Ober, S. (2009). *Contemporary business communication*. Mason: South-Western Cengage Learning.
- Shwom, B. and Snyder, L. (2011). *Business communication: polishing your professional presence*. Upper Saddle River: Pearson Prentice Hall.
- Walker, R. (2011). *Strategic management communication for leaders*. Mason: South-Western Cengage Learning.

MANB108\_23242

# MANB109 Change Management

**Module co-ordinator:** Szigeti-Kollár Anna

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

to explore the conceptual foundations of current theories and practices dealing with the management of change  
to study and to recognize various forms of organizational changes  
to develop a comprehensive understanding of the change process  
to enable students to appreciate the importance of overcoming resistance to changes  
to acquaint students with the successful instruments and methods of managing changes  
to develop awareness and sensitivity to individual and organizational changes  
to deliver a basic understanding of change communication skills  
to study and enable students to differentiate between the tasks of managers and leaders in the change process

## Module Outline/Syllabus

- Intro to Organizational Change. Models, Theories of Change (Classification), Analytical Approaches
- Transforming Organizations: Why Do Firms Fail? The Change Process. Role of Managers and Leaders.
- The Process of Implementation of Strategic Change. Organizational Change and Culture.
- Managing Resistance to Organisational Change (Force Field Analysis).
- Facilitating Personal Development within Organizations: Coping with Organizational Change.
- Concept and Practice of Learning (Holographic) Organizations. The Art of Change Communication.

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Accurately observe and diagnose the main forms of organizational changes
- 2 Detail the typical characteristics of human responses to change
- 3 Analyse the main external triggers of organizational change
- 4 Identify the nature of resistance to change and approaches to overcoming it
- 5 Compare the various methods of change management
- 6 Interpret and perform the skill requirements of the effective change agent

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2000 words	1, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 4, 5, 6	Individual home assignment	by the end of the semester

## Key Text

- Cialdini, R. B. (2021). *Influence: The Psychology of Persuasion*. Harper Business. Available at: <https://www.perlego.com/book/2286590/influence-new-and-expanded-the-psychology-of-persuasion-pdf>
- Kotter, J. P. (2012). *Leading change*. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/837049/leading-change-with-a-new-preface-by-the-author-pdf>

## Supplementary Texts and/or Other Learning Materials

- (2021). *HBR's 10 Must Reads on Change Management 2-Volume Collection*. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/2033011/hbrs-10-must-reads-on-change-management-2volume-collection-pdf>

# MANB115 Foundations of Management and Organisation

<b>Module co-ordinator:</b>	Szigeti-Kollár Anna	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1
Compulsory on BSc in Business Management BSc in Corporate Finance			

## Aims of the Module

The aim of the module is to give students a solid foundation for understanding organizations and their practical setup, operational models, functions, processes, systems, and everyday activities. The module focuses on practical understanding of modern organisations and key characteristics of organisational life. Examining both a managerial and a critical point of view, the module delivers an understanding of the everyday life of modern organisations and human and behavioural issues, which are necessary for a realistic and practical view of modern corporations and smaller organisations.

## Module Outline/Syllabus

- A brief history of organisations
- Organisational design
- Modern organisational practices
- Industry standard systems
- Leadership and management
- Employee lifecycle and development
- Human behaviour, personalities, generational differences, motivation
- Challenges of the 21st century
- Organisational culture

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate their understanding of organisations in a historical context, with a realistic view of their setup and practices, common challenges.
- 2 apply their knowledge to easily orient themselves upon entering an organization.
- 3 compare various managerial practices and adaptive methodologies.
- 4 identify how historical management practices and behavioural patterns live on in contemporary organizations.
- 5 summarise the challenges and contingencies involved in managing people and organisations.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2,000 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Group presentation	25 %	20 min.	2, 3	Individual presentation	by the end of the semester

## Key Text

- Schermerhorn, J. and Bachrach, D. (2020). *Exploring Management*. 7th ed. Hoboken: Wiley. Available at: <https://www.perlego.com/book/3865904/exploring-management>

## Supplementary Texts and/or Other Learning Materials

- French, R., Rayner, C., Rees, G., Rumbles, S., Schermerhorn, J. R., Hunt, J. G. and Osborn, R. (2015). *Organizational behaviour*. 3rd ed. Hoboken: John Wiley & Sons. Available at: <https://perlego.com/book/2026873/organizational-behaviour-pdf>
- Laloux, F. (2016). *Reinventing organizations: an illustrated invitation to join the conversation on next-stage organizations*. Brussels: Nelson Parker.
- Mintzberg, H. (2023). *Understanding Organizations...Finally!*. Oakland: Berrett-Koehler Publishers. Available at: <https://www.perlego.com/book/3725352/understanding-organizationsfinally-structuring-in-sevens>

- Pink, D. H. (2011). *Drive: the surprising truth about what motivates us*. Edinburgh: Canongate. Available at: <https://www.perlego.com/book/1456852/drive-the-surprising-truth-about-what-motivates-us>
- Rock, D. (2020). *Your Brain at Work, Revised and Updated: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long*. New York: Harper Business. Available at: <https://www.perlego.com/book/1232454/your-brain-at-work-revised-and-updated-strategies-for-overcoming-distraction-regaining-focus-and-working-smarter-all-day-long>

MANB115\_2024

# MANB135 Organisation Development

**Module co-ordinator:** Bíró Gabriella

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To deliver in-depth knowledge of the models, concepts, theories and techniques of Organisation Development (OD);  
To enable students to understand organisation development as a perspective and how it enhances effectiveness;  
To introduce different intervention types;  
To enable students to realize when OD is necessary, and through theoretical founding support them in proper application of the different techniques;  
To prepare students for the realization and application of organisation development programs, to help students become successful agents of change;  
To develop awareness of the factors influencing OD;  
To prepare students for the evaluation of change.

## Module Outline/Syllabus

- What is OD - Perspectives, Values and Philosophy, the role of the OD consultant
- Models of Change Management
- Process of Organisation Development
- Designing and Implementing Planned Changes
- Types of Interventions and Intervention Strategies
- Problems and Issues in OD
- Evaluation of organizational change

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate in-depth knowledge and understanding of what organisation development means, its major concepts, approaches and techniques as well as those of change management
- 2 diagnose successfully and critically analyse organisational situations and identify those which would benefit from an intervention
- 3 determine a recommended intervention technique to increase organisational effectiveness and develop reasonable solutions to organisational problems
- 4 effectively plan, manage and deliver a change process intended to increase organisational effectiveness

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2,500 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Tosey, P. (2017). *Understanding Organisation Development*. CIPD. Available at: <https://www.perlego.com/book/1589936/understanding-organisation-development-pdf>

## Supplementary Texts and/or Other Learning Materials

- Anderson, D. L. (2016). *Organization development: the process of leading organizational change*. 4th ed. Thousand Oaks: SAGE Publications.
- Argyris, C. (1970). *Intervention theory and method*. Boston: Addison-Wesley.
- Block, P. (2011). *Flawless Consulting: A Guide to Getting Your Expertise*. Pfeiffer. Available at: [https://www.perlego.com/book/1009282/flawless-consulting-a-guide-to-getting-your-expertise-used-pdf?queryID=4e7a36fdded594e9671efc78ff58cb884&index=prod\\_BOOKS&gridPosition=1](https://www.perlego.com/book/1009282/flawless-consulting-a-guide-to-getting-your-expertise-used-pdf?queryID=4e7a36fdded594e9671efc78ff58cb884&index=prod_BOOKS&gridPosition=1)
- Brown, D. R. (2014). *Experiential approach to organization development*. 8th ed. Harlow: Pearson.

- Cawsey, T. F., Deszca, G. and Ingols, C. (2019). *Organizational Change: An Action-Oriented Toolkit*. 4th ed. Sage.
- Cummings, T. G. and Worley, C. G. (2015). *Organisation development and change*. 10th ed. Mason: South-Western Cengage Learning.
- Gallos, J. V. (2006). *Organization development: a Jossey-Bass reader*. San Francisco: Jossey-Bass.
- Kotter, J. P. (2012). *Leading change*. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/837049/leading-change-with-a-new-preface-by-the-author-pdf>
- Northouse, P. G. (2021). *Leadership: Theory and Practice*. 9th ed. Sage.
- Rothwel, W. J., Stavros, J. M., Sullivan, R. L. and Sullivan, A. (eds.) (2010). *Practicing organization development: a guide for leading change*. 3rd ed. San Francisco: Pfeiffer.

MANB135\_23242

# MANM122 Social Behaviour in Organizations

**Module co-ordinator:** Lazányi Kornélia

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business Administration and Management

BSc in Commerce and Marketing

BSc in International Business Economics

## Aims of the Module

To develop a comprehensive understanding of Organisational Behaviour (OB) processes and practices, the module focuses on the behavioural characteristics of organisational life. Examining both a managerial and a critical point of view, the module delivers an understanding of human and behavioural issues, which co-exist in organisations on the three levels of the individual, the group, and the whole organisation in its complex environment.

## Module Outline/Syllabus

- Rational and social organisation
- Personality and motivation
- Power, politics, and ethics
- Knowledge and learning
- Leadership and managing change
- Challenges for managers in the 21st century

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Explain different forms of control in organizations stemming from rational and social approaches to organizational and work design
- 2 Apply the main analytical concepts and techniques in organisational behaviour to devise appropriate directions for managing people in complex organisations in mutual interdependence with their environment
- 3 Identify how historical management practices and behavioural patterns live on in contemporary organizations under new guises
- 4 Critically evaluate the challenges and contingencies involved in managing people and organisations

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2000 words	1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	20 minutes	2, 3	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- French, R., Rayner, C., Rees, G., Rumbles, S., Schermerhorn, J. R., Hunt, J. G. and Osborn, R. (2015). *Organizational behaviour*. 3rd ed. Hoboken: John Wiley & Sons. Available at: <https://perlego.com/book/2026873/organizational-behaviour-pdf>

## Supplementary Texts and/or Other Learning Materials

- Buchanan, D. and Huczynsky, A. (2019). *Organizational Behaviour*. 10th ed. Harlow: Pearson.
- Child, J. (2015). *Organization: Contemporary Principles and Practice*. 2nd ed. John Wiley & Sons. Available at: <https://www.perlego.com/book/993506/organization-contemporary-principles-and-practice-pdf>
- Robbins, S. P. and Judge T. A. (2023). *Organizational Behavior*. 19th ed. Upper Saddle River: Pearson Prentice Hall.

# MKTB101 Marketing

**Module co-ordinator:** Péterffy Borbála

**Language of instruction:** English

**Semester(s):** Autumn, Spring

**ECTS:** 7

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Compulsory on

BSc in Business and Diplomatic Studies

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

This module aims to give an introduction to the marketing concept and an exploration of the principles and practices of marketing. The module is designed to provide an overview which can be used by non-specialists who may be required to oversee or manage marketing functions.

## Module Outline/Syllabus

- The 4 Ps
- The other 3Ps (Service Marketing)
- Ethical marketing
- Elements of Marketing Research
- Segmentation, Targeting & Positioning
- Pricing
- The Marketing Plan
- Branding, Integrated Marketing Communications
- International Marketing Decisions
- Business To Business Marketing
- Retail Marketing

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 understand the role of marketing within a society and an economic system
- 2 develop an understanding of more advanced and alternative theories of marketing, including segmentation, pricing, and product decision sustainability marketing, the role of technology in marketing and marketing practice
- 3 understand the basic marketing related principles and their applications of new brand development from conception testing to consumer awareness and purchasing behaviour
- 4 examine the uses and roles of a variety of digital technologies in marketing, and the computational processes by which these technologies operate
- 5 conduct an independent research project in a marketing area, including data collection, analysis and write-up

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Group presentation	25 %	15 minutes	3	Individual presentation	by the end of the semester
Examination	50 %	120 minutes	1, 2, 3, 5	Examination	next semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- McKay, G., Hopkinson, P. and Hong, N. L. (2018). *Fundamentals of Marketing*. Wolvrecote: Goodfellow Publishers. Available at: <https://perlego.com/book/868895/fundamentals-of-marketing-pdf/>

## Supplementary Texts and/or Other Learning Materials

- Kotler, P., Kartajaya, H. and Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. Hoboken: Wiley. Available at: <https://www.perlego.com/book/990679/marketing-40-moving-from-traditional-to-digital-pdf/>



- Kotler, P., Kartajaya, H. and Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Hoboken, NJ: Wiley. Available at: <https://www.perlego.com/book/2094980/marketing-50-technology-for-humanity-pdf>
- Willan, M. (2021). *The Essentials of Contemporary Marketing*. London: Bloomsbury. Available at: <https://www.perlego.com/book/2740461/the-essentials-of-contemporary-marketing-pdf>

MKTB101\_24251

# MKTB107 Fundamentals of Marketing

<b>Module co-ordinator:</b>	Péterffy Borbála	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1
Compulsory on BSc in Business Management BSc in Corporate Finance			

## Aims of the Module

The objectives of this module are to explore the concepts and practices of marketing and to provide an introduction to the marketing idea. The module is constructed to provide non-specialists who might have to supervise or manage marketing functions an overview that they can use.

## Module Outline/Syllabus

- The Concept of Marketing – Satisfying Customer Needs
- Marketing Strategy (STP)
- Consumer Behaviour, Purchasing Patterns
- Marketing Research – Managing Market Information
- The (Extended) Marketing Mix – 4Ps (7Ps)
- Product & Services and Brands
- Pricing
- Marketing Channels
- Distribution
- Marketing Communication

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 recognize and describe consumer and customer needs in terms of structure, hierarchy, and typology, and identify basic methods of satisfying these needs.
- 2 identify the elements of the marketing mix (product, place, price, and promotion) and explain their significance and application in marketing strategies.
- 3 describe how technology and digital/online transformation have influenced modern marketing contexts and practices.
- 4 apply analytical skills to assess a brand's marketing strategy and activities.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Group presentation	25 %	20 min.	2	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 3	Individual home assignment	by the end of the semester
Examination	50 %	120 min.	1, 2, 4	Examination	next semester

## Key Text

- Kotler, P., Kartajaya, H. and Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Hoboken, NJ: Wiley. Available at: <https://www.perlego.com/book/2094980/marketing-50-technology-for-humanity-pdf>

## Supplementary Texts and/or Other Learning Materials

- Kotler, P., Kartajaya, H. and Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. Hoboken: Wiley. Available at: <https://www.perlego.com/book/990679/marketing-40-moving-from-traditional-to-digital-pdf>
- McKay, G., Hopkinson, P. and Hong, N. L. (2018). *Fundamentals of Marketing*. Wolvrecote: Goodfellow Publishers. Available at: <https://perlego.com/book/868895/fundamentals-of-marketing-pdf/>
- Willan, M. (2021). *The Essentials of Contemporary Marketing*. London: Bloomsbury. Available at: <https://www.perlego.com/book/2740461/the-essentials-of-contemporary-marketing-pdf>



# MKTB132 Marketing Communications

**Module co-ordinator:** Rekettye Gábor

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business Management

## Aims of the Module

To deliver an understanding of the role and nature of marketing communications.

To enable students to examine and analyse the use of various communication techniques and channels.

To facilitate students ability to distinguish the usage of different promotional approaches, understand the process of preparing a marketing communications strategy and campaign plan.

To introduce new trends and enable students to integrate them into their overall marketing experience.

## Module Outline/Syllabus

- 4Ps or More, Push and Pull Strategies, Above and Below the Line and Through the Line
- Theories of Communication, Buyer Behaviour and Target Groups
- Integrated Communications and Branding
- Corporate Identity and Corporate Design
- Advertising, Agency and Client Relationship
- Sales Promotion, Direct Marketing and Merchandising
- Sponsoring, Donation and CSR
- The role of social media in marketing communication

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 analyse a strategic marketing communication plan
- 2 apply a wide range of communication tools
- 3 evaluate marketing communication channels
- 4 assess the relevance of a wide range of media
- 5 critically analyse the latest trends in digital marketing and social media

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2000 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Butow, E., Herman, J., Liu, S., Robinson, A. and Allton, M. (2020). *Ultimate Guide to Social Media Marketing*. Irvine: Entrepreneur Press. Available at: <https://www.perlego.com/book/1600716/ultimate-guide-to-social-media-marketing-pdf>
- Smith, P. R. and Zook, Z. (2019). *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*. 7th ed. London: Kogan Page. Available at: <https://www.perlego.com/book/1589959/marketing-communications-integrating-online-and-offline-customer-engagement-and-digital-technologies-pdf>

## Supplementary Texts and/or Other Learning Materials

- Moriarty, S., Mitchell, N. and Wells, W. (2015). *Advertising & IMC: principles and practice*. 10th ed. Boston: Pearson.
- Thorson, E. and Duffy, M. (2012). *Advertising age: the principles of advertising and MC at work*. Andover: Cengage Learning.
- Tuten, T. L. and Solomon, M. R. (2021). *Social media marketing*. 4th ed. Los Angeles: Sage.

# MKTB133 Marketing of Services (X0)

**Module co-ordinator:** Godsave Alan

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To deliver an understanding of the need for a differentiated approach to services marketing, as compared to the marketing of manufactured goods. This module highlights the differences in approach through an examination of the theory and extends into practical application of the concepts discussed. The course will provide details of the special characteristics of services marketing with Branding and Customer Care being brought into sharper focus, and the whole issue of the customer interface being analysed and developed in theory and practice.

## Module Outline/Syllabus

- Characteristics of services compared to manufactured goods; the 7 ps
- Service design and servicescape
- Scripting of the service encounter
- Issues of performance and quality
- Loyalty and complaint handling
- Effective capacity management

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 evaluate the challenges of intangibility and seasonality
- 2 identify & devise strategies for effective communication in services
- 3 plan effective brand image communication strategies for service industries

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2500 words	1, 2, 3	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	1, 2, 3	Individual presentation	by the end of the semester

## Key Text

- Baron, S., Harris, K., Hilton, T. (2018). *Services Marketing: Text and Cases*. 3rd ed. Red Globe Press. Available at: <https://www.perlego.com/book/2996836/services-marketing-text-and-cases-pdf>

## Supplementary Texts and/or Other Learning Materials

- Lockwood, A. and Pyun, K. (2019). How do customers respond to the hotel servicescape?. *International Journal of Hospitality Management* 82, pp. 231-241.
- Lovelock, C. and Wirtz, J. (2018). *Services marketing*. 7th ed. Upper Saddle River: Pearson-Prentice Hall.
- Zeithami, V. and Bitner, M (2012). *Service marketing*. 6th ed. London: McGraw-Hill.

# MKTM121 Introduction to Marketing

**Module co-ordinator:** Péterffy Borbála

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on

BSc in Business Administration and Management

BSc in Commerce and Marketing

BSc in International Business Economics

## Aims of the Module

This module aims to give an introduction to the marketing concept and an exploration of the principles and practices of marketing. The module is designed to provide an overview which can be used by non-specialists who may be required to oversee or manage marketing functions.

## Module Outline/Syllabus

- The Concept of Marketing – Satisfying Customer Needs
- Marketing Strategy (STP)
- Consumer Behaviour, Purchasing Patterns
- Marketing Research – Managing Market Information
- The (Extended) Marketing Mix – 4Ps (7Ps)
- Product & Services and Brands
- Pricing
- Marketing Channels
- Distribution
- Marketing Communication

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 get familiar with consumer / customer needs in terms of structure and hierarchy, typology; identify needs and recognise ways of satisfying them
- 2 identify the elements of the marketing mix (product, place, price and promotion) and critically evaluate them
- 3 understand how technology and digital / online transformation changed the context and background of modern marketing
- 4 use analytical skills to assess a brand's marketing strategy and activity
- 5 present about marketing topics in a comprehensible way

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Group presentation	25 %	20 minutes	2, 5	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 3	Individual home assignment	by the end of the semester
Examination	50 %	120 minutes	1, 2, 4	Examination	next semester

## Key Text

- McKay, G., Hopkinson, P. and Hong, N. L. (2018). *Fundamentals of Marketing*. Wolvrecote: Goodfellow Publishers. Available at: <https://perlego.com/book/868895/fundamentals-of-marketing-pdf/>

## Supplementary Texts and/or Other Learning Materials

- Kotler, P., Kartajaya, H. and Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. Hoboken: Wiley. Available at: <https://www.perlego.com/book/990679/marketing-40-moving-from-traditional-to-digital-pdf>
- Kotler, P., Kartajaya, H. and Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Hoboken, NJ: Wiley. Available at: <https://www.perlego.com/book/2094980/marketing-50-technology-for-humanity-pdf>

- Willan, M. (2021). *The Essentials of Contemporary Marketing*. London: Bloomsbury. Available at: <https://www.perlego.com/book/2740461/the-essentials-of-contemporary-marketing-pdf>

MKTM121\_23242

# PSYB101 Behavioural Economics

**Module co-ordinator:** Tóth László

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To enable students to compare and contrast the fields of psychology and economics: psychology giving an insight into the laws of human behaviour, whereas economics formalizes the rules and models the actors' behaviour;

To provide clarification of the intersection of psychology and economics

To deliver understanding of how behavioural (psychological) factors moderate the microeconomic models in explaining decisions.

## Module Outline/Syllabus

- The link between psychology and economics
- Bounded Rationality
- Preferences, Choice and Utility and the Prospect Theory
- Heuristics, Context and Biases
- Intertemporal Decision Making and Procrastination
- Emotion, Affect and Social Psychology
- Relative Considerations, Social Preferences, Justice and Happiness
- Anomalies—Inconsistencies with Mainstream Economic Theory

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 explain and critically analyse a number of classical studies in the area of Behavioural Economics and Economic Psychology
- 2 analyse the necessity of a multi-level explanation of behaviour
- 3 contrast the view of the "economic man" and real humans
- 4 understand and analyse when and why economic theories fail descriptively
- 5 compare and contrast how mainstream economic theory describes and predicts the behaviour of individuals and how these theories fail

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	75 %	2500 words	2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1	Individual home assignment	by the end of the semester

## Key Text

- Angner, E. (2020). *A Course in Behavioral Economics*. Bloomsbury Academic. Available at: <https://www.perlego.com/book/2996985/a-course-in-behavioral-economics-pdf>

## Supplementary Texts and/or Other Learning Materials

- Bazerman, M. H. (2005). *Judgment in managerial decision making*. 6th ed. Chichester: Wiley.
- Belsky, G. and Gilovich, T. (1999). *Why smart people make big money mistakes—and how to correct them*. New York: Simon & Shuster.
- Davis, J. B. (2010). *Individuals and identity in economics*. Cambridge: Cambridge University Press.
- Kahneman, D. (2011). *Thinking fast and slow*. New York: Farrar, Straus and Giroux.
- Wilkinson, N. (2008). *An introduction to behavioural economics*. London: Palgrave.



# PSYB111 Introduction to Psychology

**Module co-ordinator:** Szentes Annamária

**Semester(s):**

Autumn, Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Optional on

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The module introduces students to psychology and related fields of study. It distinguishes the scientific discipline of psychology from popular psychology and highlights the importance of research, statistics, and ethics. The module provides a broad coverage with a historical overview focusing on famous figures and landmark studies as well as key concepts and recurring issues in psychology which will resurface throughout their degree. Students will be familiarized with basic principles and themes within psychology.

## Module Outline/Syllabus

- Psychology as a science: history, roots and schools of psychology
- Psychological research and data collection
- Ethics in psychology and in research
- Disciplines of psychology
- Sensation, learning, memory, intelligence

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 summarize the development of psychology as a scientific field
- 2 compare the different disciplines of psychology
- 3 outline the importance of research and ethics for psychology
- 4 explain key basic concepts and theories from the fields of psychology

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Group home assignment	25 %	1,500 words	3, 4	Individual home assignment	by the end of the semester
Examination	50 %	120 min.	1, 2, 3, 4	Examination	next semester

## Key Text

- Stroebe, W., Hewstone, M. (2021). *An Introduction to Social Psychology*. 7th ed. BPS Blackwell. Available at: <https://www.perlego.com/book/2068077/an-introduction-to-social-psychology-pdf>

## Supplementary Texts and/or Other Learning Materials

- Nolen-Hoeksema, S. et al (2014). *Atkinson and Hilgard's Introduction to Psychology*. Cengage Learning EMEA.
- Eysenck, M. (2014). *Fundamentals of Psychology*. Taylor and Francis.
- Schacter, D.L., Gilbert, D.T., Nock, M.K. and Wegner, D.M. (2020). *Psychology*. 5th ed. New York: Worth Publishers.

# PSYB136 Power and Leadership

**Module co-ordinator:** Könczey Kinga

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on

BSc in Business Management

BSc in Management Studies

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To enable students to analyse the different leadership styles utilised in contemporary organisations

The module will examine organizational power, politics and conflicts and the political behaviour and tactics used to gain power.

An understanding of the essential differences between the of roles managers and leaders and management and leadership functions will also be delivered

The course will focus on the optimum management and leadership style for business success

## Module Outline/Syllabus

- The meaning of leadership, theoretical foundations
- Power and influence – leading without authority
- Integrative leadership case analysis
- Ambiguity in the organisation - Organised anarchy
- National and cultural dimensions of leadership
- Gender and generation dimensions of leadership
- Social network and manager's power
- Internal and external control in organisations
- Political behaviour in organizations - coalitions
- Persuasion – as an important leadership skill
- Crisis leadership

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Critically analyse the different forms of power originating from position, personal characteristics and situational forces
- 2 Debate the meaning and importance of leadership in work organizations
- 3 Examine leadership as an aspect of behaviour
- 4 Examine different styles of leadership
- 5 Evaluate contingency theories of leadership
- 6 Evaluate the pros and cons of political behaviour

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual presentation	15 %	10-15 minutes	1, 2, 4, 5	Individual presentation	by the end of the semester
Individual home assignment	60 %	3,000 words	1, 2, 3, 6	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5, 6	Individual home assignment	by the end of the semester

## Key Text

- Vecchio, R. P. (2007). *Leadership: Understanding the Dynamics of Power and Influence in Organizations* Robert P. Vecchio. 2nd ed. University of Notre Dame Press. Available at: <https://www.perlego.com/book/856260/leadership-understanding-the-dynamics-of-power-and-influence-in-organizations-second-edition-pdf>

## Supplementary Texts and/or Other Learning Materials

- Forbes, S. and Prevas, J. (2009). *Power, ambition, glory: the stunning parallels between great leaders of the ancient world and today*. New York: Crown Business.
- Goleman, D. (2002). *Primal leadership: realizing the power of emotional intelligence*. Boston: Harvard Business School Press.
- Kouzes, J. M. and Posner, B.Z. (2008). *The leadership challenge*. 4th ed. San Francisco: Jossey-Bass.

PSYB136\_24252

# PSYM102 Self-Reflection and Professional Socialisation

**Module co-ordinator:** Bíró Balázs

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on

BA in Psychology

## Aims of the Module

The module introduces students to some key concepts and theories of psychology that connect to and can facilitate self-awareness as a practice that psychologists, and generally graduate professionals, should continually engage in for their own personal development. The module aims to give learners tools to continue practising self-reflection during their studies with regard to other modules and professional development. Students will be familiarized with basic principles and themes within psychology connected to self-awareness and professional socialisation and also will be encouraged to reflect on their own ideologies, thoughts and biases to develop greater critical thinking.

## Module Outline/Syllabus

- Reasons and motivations for studying psychology
- Tools for and practices of self-awareness
- Career identity and goal setting
- Attitudes and behaviour
- Self-concept, social identity and social attitudes
- Stereotypes, discrimination and diversity

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 critically analyse own behaviour contingent upon intrinsic and extrinsic factors
- 2 engage in self-reflection for a variety of issues and consider views unlike their own
- 3 map out professional and career goals for their own future

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester
Individual home assignment	75 %	1,500 words	1, 2	Individual home assignment	by the end of the semester

## Key Text

- Eysenck, M. (2014). *Fundamentals of Psychology*. Taylor and Francis.

## Supplementary Texts and/or Other Learning Materials

- Eysenck, M. and Keane, M. (2020). *Cognitive Psychology*. 8th ed. Taylor and Francis.
- Groome, D. (2021). *An Introduction to Cognitive Psychology*. 4th ed. Taylor and Francis.
- Nolen-Hoeksema, S. et al (2014). *Atkinson and Hilgard's Introduction to Psychology*. Cengage Learning EMEA.
- Riggio, R. and Johnson, S. (2022). *Introduction to Industrial/Organizational Psychology*. 8th ed. Taylor and Francis.
- Smith, E., Mackie, D. and Claypool, H. (2014). *Social Psychology*. 7th ed. Taylor and Francis.
- Stroebe, W. and Hewstone, M. (2021). *An Introduction to Social Psychology*. 7th ed. John Wiley & Sons.

# PSYM106 Infancy and Childhood

**Module co-ordinator:** Pohl Zsuzsanna

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on  
BA in Psychology

## Aims of the Module

This module will introduce the topic of Developmental Psychology, which can be defined as the systematic study of the developing person across the lifespan. It aims to introduce the discipline, across different domains of development throughout infancy and childhood. Learners will examine and review developmental theories and concepts, research methods employed in developmental research, and biological, cognitive, social and emotional development across childhood. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, including nature versus nurture, continuity versus discontinuity, and biological, social and cognitive factors that interact and influence development.

## Module Outline/Syllabus

- Introduction to the discipline of developmental psychology, key issues in the field
- Main spheres of biosocial, psychosocial, emotional and cognitive development
- Nature vs. Nurture interaction in development
- Attachment theory
- Learning theories and cognitive development
- Psychosocial and emotional development

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Explain key theoretical perspectives and empirical findings within developmental psychology
- 2 Summarise the main milestones of development from infancy through to adolescence
- 3 Understand the biosocial, cognitive, psychosocial changes that take place across early development
- 4 Reflect upon theories of early life-span human development

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	4	Individual presentation	by the end of the semester
Individual test	50 %	60 min.	1, 2, 3	Individual test	by the end of the semester

## Key Text

- Sigelman, C. K. and Rider, E. A. (2021). *Life-Span Human Development*. 10th ed. Boston, MA: Cengage Learning.

# PSYM110 Psychoanalysis 2

**Module co-ordinator:** Cheresheva Irina

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BA in Psychology

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 1

## Aims of the Module

This module expands on the knowledge of Freudian psychoanalysis, gained in the first semester, and systematically introduces students to the work of Jacques Lacan. Students are expected to gain insight of the ways Lacan puts an emphasis on the role of language and social structures to expand on the Freudian understanding of the unconscious in subject formation. Key concepts such as the Phallus, the Imaginary, the Symbolic and the Real are discussed. Eventually, Lacan's work is positioned within the philosophical tradition of the 20th century, and key critiques to it from post-structuralist and feminist perspectives are brought up.

## Module Outline/Syllabus

- Lacan's conceptual framework in context: Freudian roots, French thought in the 20th century
- The Mirror Stage: the formation of the ego
- The Symbolic Order: the structure of language and the unconscious
- The Imaginary Order: the formation of fantasies
- The Real: the unrepresentable
- The Phallus: signification and sexual difference
- The Name-of-the-Father: the law of the father and patriarchy
- Love and desire
- The significance of Lacan's work for and beyond psychology and some important critiques

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 trace the connections between Lacanian and Freudian psychoanalysis
- 2 explain the significance of Lacanian psychoanalysis for and within the development of psychology as a discipline as well as social theory at large
- 3 interpret the fundamentals of Lacanian thought in relation to subject formation, sexual difference, the relationship between self and other
- 4 articulate adequate critiques of Lacanian psychoanalysis from various analytical perspectives

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	1, 2, 3, 4	Individual presentation	by the end of the semester
Individual home assignment	55 %	1,500 words	1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Bailly, L. (2009). *Lacan: a Beginner's Guide*. Oxford: Oneworld.

## Supplementary Texts and/or Other Learning Materials

- Benvenuto, B. and Kennedy, R. (1986). *The Works of Jacques Lacan: An Introduction*. London: Free Association Books.
- Dor, D. (1997). *Introduction to the Reading of Lacan : The Unconscious Structured like a Language*. New Jersey: Jason Aronson.
- Fink, B. (1995). *The Lacanian Subject: Between Language and Jouissance*. New Jersey: Princeton University Press.

# PSYM115 Cognitive Psychology 1

**Module co-ordinator:** Lazányi Kornélia

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Compulsory on  
BA in Psychology

**Semester(s):** Spring

**ECTS:** 5

**Level:** BSc Year 1

## Aims of the Module

This module provides an introduction to the fundamental concepts, theories, and methods of cognitive psychology. The module covers a range of topics related to the study of mental processes, including perception, attention, memory, language, problem-solving, and decision-making. Students will learn about the historical and theoretical foundations of cognitive psychology, as well as the different research methods used to investigate cognitive processes.

## Module Outline/Syllabus

- Introduction to cognitive psychology and its historical roots
- Perception: how we interpret sensory information and create a meaningful experience of the world
- Attention: how we select and focus on certain stimuli while ignoring others
- Memory: how we encode, store, and retrieve information
- Language: how we acquire and use language to communicate
- Conceptual knowledge: how we organize and categorize information
- Mental imagery: how we use mental representations to simulate experiences
- Problem-solving: how we use cognitive processes to overcome obstacles and reach goals
- Decision-making: how we use cognitive processes to make choices and judgments
- Consciousness and unconscious processing: how we are aware of some mental processes but not others
- Culture and cognition: how cognitive processes are influenced by cultural factors

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 explain the fundamental theoretical and empirical works in the field of cognitive psychology
- 2 understand the influential theories pertaining to key cognitive processes and their behavioural outcomes
- 3 understand the established procedures for the reception of texts and cultural phenomena, and the professionally accepted contexts of interpretation
- 4 identify guiding philosophical principles and research techniques of cognitive psychology as a means of investigating human behaviour, with an awareness of its relative merit in explaining psychological phenomena in contrast to other schools of psychology

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Group presentation	25 %	30 minutes	1, 2, 3, 4	Individual presentation	by the end of the semester
Individual home assignment	50 %	1,500 words	1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Goldstein, E. B. (2014). *Cognitive psychology: Connecting mind, research and everyday experience*. Boston, MA: Cengage Learning. Available at: <https://archive.org/details/cognitivepsychol00gold>

## Supplementary Texts and/or Other Learning Materials

- Hills, P. J., and Pake, M. (2016). *Cognitive psychology for dummies*. John Wiley & Sons. Available at: <https://perlego.com/book/992133/cognitive-psychology-for-dummies-pdf>

# SKIB107 International Negotiations

**Module co-ordinator:** Könczey Kinga

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on

BSc in Business and Diplomatic Studies

BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

To enable development of communication strategies needed for effective international business negotiations

To facilitate students in widening their repertoire of interpersonal communication skills for a global business environment

To familiarise students with the art and phases of negotiating, and the communication strategies involved in the process

To deliver the critical thinking, analytical and business problem solving skills needed for effective cross-cultural business negotiators

To prepare students for working in a dynamic international business setting by practising strategies and tactics of cross-cultural negotiations

## Module Outline/Syllabus

- The nature of international business negotiation in the 21st century
- Strategies and tactics of distributive bargaining and integrative negotiation
- Planning, perception, cognition and emotion in business negotiations
- Developing cross-cultural awareness
- Taking account of ethical considerations
- Defusing conflict, mitigation and third-party intervention

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 understand and critically evaluate the main negotiation concepts, clearly differentiate between distributive and integrative approaches
- 2 apply the negotiation concepts to actual negotiation situations, evaluate their effectiveness and propose solutions
- 3 select and implement appropriate negotiation strategies and tactics
- 4 reflect on their roles, actions, and the effectiveness of their approaches and styles during negotiations
- 5 assess how cross-cultural communication problems and issues such as different values and priorities interplay in international negotiations

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual test	25 %	60 minutes	1	Individual test	by the end of the semester
Individual home assignment	50 %	2000 words	2, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		3, 4	Individual home assignment	by the end of the semester

## Key Text

- Cellich, C. *Creative Solutions to Global Business Negotiations*. 3rd ed. Available at: <https://www.perlego.com/book/2377919/creative-solutions-to-global-business-negotiations-third-edition-pdf>

## Supplementary Texts and/or Other Learning Materials

- Cavusgil, S. T., Knight, G. and Riesenberger, J. (2012). *International Business: the New Realities*. Upper Saddle River: Pearson Prentice Hall.
- Cellich, C. and Jain, S. (2012). *Practical Solutions to Global Business Negotiations*. Williston: Business Expert Press.
- Chaney, L. and Martin, J. (2011). *Intercultural Business Communication*. Upper Saddle River: Pearson Prentice Hall.



- Conklin, D. W. (2005). *Cases in the Environment of Business: International Perspectives*. London: Sage Publications.
- Hill, C. W. L. (2011). *International business*. 8th ed. New York: McGraw-Hill.
- Lewicki, R., Saunders, D. and Barry, B. (2012). *Negotiation: Readings, Exercises, and Cases*. New York: McGraw-Hill.
- Reardon, K. (2004). *The Skilled Negotiator: Mastering the Language of Engagement*. San Francisco: Jossey-Bass.
- Silkenat, J. R., Aresty, J. M. and Klosek, J. (2009). *ABA Guide to International Business Negotiations*. Chicago: American Bar Association.

SKIB107\_23242

# SKIB115 Critical Analysis & Effective Writing

**Module co-ordinator:** Kövér Ármin

**Semester(s):** Autumn, Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on

BSc in Business Management

BSc in Corporate Finance

## Aims of the Module

The aim of the module is to enhance students' reading, critical thinking, and writing skills essential for achieving success both professionally and academically. The module focuses on improving reading skills by applying different reading strategies, ensuring that students can efficiently comprehend and retain information from various texts. The module further aims to develop students' ability to evaluate sources critically and reference accurately while improving their analytical capabilities across various types of writing. Additionally, the module aims to provide practical instructions in e-mail etiquette and basic techniques for using Large Language Model (LLM) prompts effectively. By mastering a general essay structure, students will acquire the skills necessary to become adept readers, thinkers, and writers capable of navigating diverse challenges in their academic studies and future careers.

## Module Outline/Syllabus

- Source use and evaluation
- Reading strategies
- The limitations of using different sources
- Communication styles for different audiences
- Report writing
- E-mail etiquette
- General essay structure
- Large Language Model prompt techniques

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate the ability to critically read, understand, and interpret business-related texts and academic literature, identifying key concepts, arguments, and evidence, and summarising their implications for business practice.
- 2 apply a set of specific criteria to evaluate the credibility of sources with a view to using these in specific communicative contexts.
- 3 synthesise complex information from diverse sources.
- 4 apply a specific referencing style appropriately in writing to avoid plagiarism.
- 5 apply effective writing skills to convey messages appropriately and effectively.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	65 %	1,500 words	1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester
Individual class contribution	10 %		1, 2, 3, 4, 5	Individual presentation	by the end of the semester

## Key Text

- Kemper, D., Meyer, V., Van Rys, J. and Sebranek, P. (2018). *Fusion: Integrated Reading & Writing, Book 1 (w/ MLA9E Updates)*. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/2928152/fusion-integrated-reading-writing-book-1-w-mla9e-updates-pdf>
- Kemper, D., Meyer, V., Van Rys, J. and Sebranek, P. (2018). *Fusion: Integrated Reading & Writing, Book 2 (w/ MLA9E Updates)*. Boston: Cengage Learning EMEA. Available at: <https://www.perlego.com/book/2928153/fusion-integrated-reading-and-writing-book-2-w-mla9e-updates-integrated-reading-and-writing-book-2-pdf>

- Read, S. H. (2018). *Academic Writing Skills for International Students*. London: Red Globe Press. Available at: <https://www.perlego.com/book/2996562/academic-writing-skills-for-international-students-pdf>
- Roberts, Q. J. and Hamilton, C. (2020). *Reading at University: How to Improve Your Focus and Be More Critical*. London: Red Globe Press. Available at: <https://www.perlego.com/book/2995698/reading-at-university-how-to-improve-your-focus-and-be-more-critical-pdf>
- Talbot, F. (2023). *How to Write Effective Business English: Your Guide to Excellent Professional Communication*. London: Kogan Page. Available at: <https://www.perlego.com/book/3948336/how-to-write-effective-business-english-your-guide-to-excellent-professional-communication>

## **Supplementary Texts and/or Other Learning Materials**

- Alewine, M. and Canada, M. (2017). *Introduction to Information Literacy for Students*. Hoboken: Wiley. Available at: <https://www.perlego.com/book/994372/introduction-to-information-literacy-for-students-pdf>
- Epstein, R. and Rooney, M. (2018). *Critical Thinking*. 5th ed. Socorro: Advanced Reasoning Forum. Available at: <https://www.perlego.com/book/1906241/critical-thinking-5th-edition-pdf>

SKIB115\_24251

# SKIB116 Business Presence and Oral Communication

<b>Module co-ordinator:</b>	Szigeti Balázs	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1
Compulsory on			
BSc in Business Management			
BSc in Corporate Finance			

## Aims of the Module

The aim of this module is to equip students with the necessary skills with which they can convey and interpret messages effectively in oral communication situations. By focusing on negotiation skills, audience analysis, rapport building, and active listening, students will learn to navigate complex business environments confidently. Classes on leading and attending meetings will focus on enhancing listening and collaboration skills. The presentation component of the module will guide students in selecting relevant information and structuring compelling presentations, while mastery of body language and vocal techniques will enhance their delivery. Further emphasis will be placed on designing effective visuals in Microsoft PowerPoint. Developing these skills enable students to communicate ideas clearly, build strong relationships, and influence decision-making processes.

## Module Outline/Syllabus

- Negotiation skills: bargaining, active listening and summarizing
- Attending and leading meetings: effective collaboration with peers
- Analysing the audience, building rapport, and giving feedback
- Speaking in public: selecting information and structuring a presentation
- Mastering and reading body language and voice
- Using effective images both visually and verbally
- Asking and answering questions

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate effective presentation skills by organizing and delivering clear, concise, and engaging presentations on business-related topics, utilizing appropriate visual aids and technology.
- 2 demonstrate a foundational understanding of negotiation techniques, including the ability to identify key stages in the negotiation process, apply basic strategies, and evaluate the outcomes of negotiation efforts in a business context.
- 3 demonstrate active listening skills and provide feedback to peers.
- 4 employ appropriate body language techniques to enhance verbal communication during presentations and professional interactions, demonstrating an awareness of how non-verbal cues can impact audience perception and engagement.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual presentation	75 %		1, 4	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Theobald, T. (2022). *Develop Your Presentation Skills: How to Inspire and Inform with Clarity and Confidence*. 5th ed. London: Kogan Page. Available at: <https://perlego.com/book/3259125/develop-your-presentation-skills-how-to-inspire-and-inform-with-clarity-and-confidence-pdf>

## Supplementary Texts and/or Other Learning Materials

- Berinato, S., Duarte, N. (2017). *Good Charts for Persuasive Presentations: How to Use the Best Data Visualizations for Great Presentations (2 Books)*. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/837410/good-charts-for-persuasive-presentations-how-to-use-the-best-data-visualizations-for-great-presentations-2-books-pdf>

- Leonardo, N. (2020). *Active listening techniques: 30 practical tools to hone your communication skills*. Emeryville: Rockridge Press. Available at: <https://perlego.com/book/3786135/active-listening-techniques-30-practical-tools-to-hone-your-communication-skills-pdf>
- Newman, A. (2016). *Business communication: in person, in print, online*. 10th ed. Mason: Cengage. Available at: <https://www.perlego.com/book/2741505/business-communication-in-person-in-print-online-pdf>
- Reynolds, G. (2012). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. 2nd ed. Berkeley: New Riders.
- Sullivan, J. (2017). *Simply Said: Communicating better at work and beyond*. Hoboken: Wiley. Available at: <https://perlego.com/book/993353/simply-said-communicating-better-at-work-and-beyond-pdf>
- Voss, C. (2016). *Never split the difference*. New York: HarperBusiness. Available at: <https://perlego.com/book/599166/never-split-the-difference-pdf>
- Wheeler, M. (2013). *The art of negotiation: How to improvise agreement in a Chaotic World*. New York: Simon & Schuster. Available at: <https://perlego.com/book/782420/the-art-of-negotiation-how-to-improvise-agreement-in-a-chaotic-world-pdf>

SKIB116\_2024

# SKIM110 Research Skills for Psychologists 2

**Module co-ordinator:** Berezvai Zombor

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on  
BA in Psychology

## Aims of the Module

This module offers information on the use of parametric and non-parametric inferential statistical analysis, within the quantitative research field. The course covers both group- and relationship-related techniques. An emphasis is placed on providing learners with direct experience of the practical skills involved in producing effective inferential statistical analyses, through the use of statistical software.

## Module Outline/Syllabus

- Group-and relationship-related statistics
- The role and interpretation of the significance level in statistical testing
- Comparing 2 conditions or less (Related) Procedures
- Calculation, implementation, and interpretation of Sign, Wilcoxon and Learner t-tests
- Comparing 2 conditions (Unrelated) Procedures
- Calculation, implementation, and interpretation of Mann-Whitney U (MWU) and Learner t-tests
- Simple and multiple linear regression analysis

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 understand the notion of significance level in statistical testing
- 2 identify the relevant group- and relationship-related statistics in view of different research questions
- 3 exhibit proficiency in using statistical software for inferential statistical analyses of quantitative data
- 4 interpret SPSS graphical and statistical output using the correct terminology

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual continuous assessment	20 %		1, 2, 3, 4	Individual home assignment	by the end of the semester
Individual presentation	15 %	5 minutes	4	Individual presentation	by the end of the semester
Examination	65 %	120 min.	1, 2, 3	Examination	next semester

## Key Text

- Dancey, C. and Reidy, J. (2020). *Statistics without maths for psychologists*. 8th ed. London: Pearson.

## Supplementary Texts and/or Other Learning Materials

- Pallant, J. (2013). *SPSS survival manual*. 5th ed. Berkshire: Open University Press.

# SKIM122 Communication in Practice

**Module co-ordinator:** Szigeti Balázs

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 1

Compulsory on

BA in Psychology

BSc in Business Administration and Management

BSc in Commerce and Marketing

BSc in International Business Economics

## Aims of the Module

The module aims to develop learners' oral communication skills. With a view to this aim, the module focuses heavily on presentation skills. Students will have to identify a business scenario and deliver a presentation in a specified business context. Apart from presentations, negotiation skills are also within the focus of the module.

## Module Outline/Syllabus

- Building trust
- Active listening skills
- Negotiation
- Audience analysis
- Visual aids
- Delivery

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Successfully engage in negotiation situations
- 2 Plan and deliver a business presentation
- 3 Design and present graphic data (illustrations, charts, diagrams) as visual support which will help a given audience to understand complex ideas and comprehend abstract meaning
- 4 Recognise, understand and use the appropriate argument structure and rhetorical techniques to convince an audience of the viability of a business proposal or idea

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual presentation	75 %	15 minutes	2, 3, 4	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2	Individual home assignment	by the end of the semester

## Key Text

- Berinato, S., Duarte, N. (2017). *Good Charts for Persuasive Presentations: How to Use the Best Data Visualizations for Great Presentations (2 Books)*. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/837410/good-charts-for-persuasive-presentations-how-to-use-the-best-data-visualizations-for-great-presentations-2-books-pdf>

## Supplementary Texts and/or Other Learning Materials

- Prince, E. S. (2017). *Practical Business Communication*. London: Red Globe Press. Available at: <https://www.perlego.com/book/2996177/practical-business-communication-pdf>
- Theobald, T. (2019). *Develop Your Presentation Skills*. 4th ed. London: Kogan Page. Available at: <https://www.perlego.com/book/1589350/develop-your-presentation-skills-how-to-inspire-and-inform-with-clarity-and-confidence-pdf>
- (2020). *HBR's 10 Must Reads on Public Speaking and Presenting*. Boston: Harvard Business Review Press. Available at: <https://www.perlego.com/book/987478/hbrs-10-must-reads-on-public-speaking-and-presenting-pdf>

# STAB101 Quantitative Methods for Managers

<b>Module co-ordinator:</b>	Reisch Ildikó	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	7
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 2
Compulsory on BSc in Business Management			

## Aims of the Module

To deliver an appreciation of the value properly gathered data can provide for a business with regard to improving operational processes, increasing revenues, directing new developments or retaining valued customers. This module will teach statistical techniques for describing and measuring data, and provide an overview of probability concepts.

## Module Outline/Syllabus

- Mathematical model building: basic elements of models and of linear programming
- Data collection: methods and practices
- Data presentation and analysis
- Probability and probability distributions

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 gather data for analytical purposes and debate their validity
- 2 interpret and critically analyse results from the data gathered
- 3 solve business related practical problems and examine the solutions obtained
- 4 use MS EXCEL to solve business related quantitative problems

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Examination	50 %	120 minutes	3	Examination	next semester
Individual home assignment	30 %	2000 words	1, 2	Individual home assignment	by the end of the semester
Individual continuous assessment	20 %		1, 4	Individual home assignment	by the end of the semester

## Key Text

- Kolluri, B., Panik, M., Singamsetti, R. (2016). *Introduction to Quantitative Methods in Business*. John Wiley & Sons. Available at: <https://www.perlego.com/book/992067/introduction-to-quantitative-methods-in-business-with-applications-using-microsoft-office-excel-pdf>

## Supplementary Texts and/or Other Learning Materials

- Anderson, D. R., Sweeney, D. J. and Williams, T. A. (2022). *Statistics for business and economics*. 14th ed. Cengage Learning.
- Walkenbach, J. (2013). *Excel 2013 Bible*. Chichester: Wiley.
- Williams, T. A., Sweeney, D. J. and Anderson, D. R. (2015). *Quantitative methods for business*. 13th ed. Andover: Cengage Learning.



# STAB103 Data Literacy

<b>Module co-ordinator:</b>	Schubert Mihály	<b>Semester(s):</b>	Autumn, Spring
<b>Language of instruction:</b>	English	<b>ECTS:</b>	5
<b>Status on programme(s) where module is offered:</b>		<b>Level:</b>	BSc Year 1
Compulsory on			
BSc in Business Management			
BSc in Corporate Finance			

## Aims of the Module

The module aims to provide students with foundational skills in understanding and applying essential mathematical and statistical concepts. Through a comprehensive exploration of equations and functions, statistical indicators, and an introduction to probability theory, students will develop critical analytical skills. The module also focuses on practical problem-solving techniques using optimization (linear programming) and equips students with fundamental competencies in Microsoft Excel. By integrating theoretical knowledge with hands-on application, this module prepares students to utilize Microsoft Excel as a powerful tool for solving mathematical problems, thereby enhancing their data literacy and analytical proficiency.

## Module Outline/Syllabus

- Equations and functions
- Statistical indicators
- Introduction to probability theory
- Optimization (LP)
- Microsoft Excel basics
- Microsoft Excel as a tool to solve mathematical problems
- Organizing and cleaning data in Microsoft Excel

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 demonstrate a clear understanding of basic equations and functions and apply these concepts to solve mathematical problems.
- 2 interpret and utilize statistical indicators to analyse and present data effectively.
- 3 navigate and employ Microsoft Excel for basic data manipulation and analysis tasks.
- 4 utilize Microsoft Excel to model, solve, and optimize mathematical problems, including linear programming and optimization tasks, leveraging its functions and tools to support decision-making processes.

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual test	75 %	60 min.	1, 2, 3, 4	Individual test	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4	Individual home assignment	by the end of the semester

## Key Text

- Alexander, M. and Kusleika, D. (2022). *Microsoft Excel 365 Bible*. 2nd ed. Hoboken: John Wiley and Sons. Available at: <https://www.perlego.com/book/3264693/microsoft-excel-365-bible>
- Breach, M. (2011). *Fundamental Math*. New York: Palgrave Macmillan. Available at: <https://www.perlego.com/book/2990611/fundamental-maths-for-engineering-and-science>

## Supplementary Texts and/or Other Learning Materials

- Microsoft (2021). *Excel video training*. Available at: <https://support.microsoft.com/en-us/office/excel-video-training-9bc05390-e94c-46af-a5b3-d7c22f6990bb> (Accessed: 13 July 2022)

# TURB132 Tourist Resorts and Attractions

**Module co-ordinator:** Godsave Alan

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

This module will focus on the many opportunities, both natural and man-made, for resort and attraction development. The emphasis is on creativity and the application of knowledge, and ample opportunity will be provided for students to explore their own specific areas of interest in the tourism industry, in fulfilling the assignment requirements.

## Module Outline/Syllabus

- In-depth investigation of social, legal, economic, political, etc. factors that impact resorts
- Dealing with cultural considerations in host population and tourist sending countries
- Finding sources of funding & communicating tourism development plans to relevant stakeholders
- Forecasting impacts of resort development and monitoring outcomes

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 Apply a multi-disciplinary approach to the management & development of attractions
- 2 Apply critical thinking and evaluate data from existing and planned tourism developments
- 3 Creatively develop market-relevant products in an area of interest and expertise in tourism and hospitality

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2500 words	1, 2, 3	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	1, 2	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Pearce, D. (2020). *Tourist Destinations: Structure and Synthesis*. Wallingford: CAB International. Available at: <https://www.perlego.com/book/2033162/tourist-destinations-structure-and-synthesis-pdf>

## Supplementary Texts and/or Other Learning Materials

- Fyall, A. and Garrod, B. (2008). *Managing Visitor Attractions*. 2nd ed. Oxford: Elsevier.
- Green Policy Platform (2021). *The Future of Mediterranean Tourism in a (Post) COVID World*. Available at: <https://www.greengrowthknowledge.org/research/future-mediterranean-tourism-post-covid-world> (Accessed: 12 July 2021)
- Koens, K., Postma, A., Papp, B. (2018). *Is Overtourism Overused? Understanding the Impact of Tourism in a City Context* Sustainability, 10(12).
- Sörensson, A. (2010). *Sustainable tourism at mass tourist destinations: Best practice from tourist producers in Europe*. Available at: [https://www.researchgate.net/publication/271423220\\_Sustainable\\_tourism\\_at\\_mass\\_tourist\\_destinations\\_Best\\_practice\\_from\\_tourist\\_producers\\_in\\_Europe](https://www.researchgate.net/publication/271423220_Sustainable_tourism_at_mass_tourist_destinations_Best_practice_from_tourist_producers_in_Europe) (Accessed: 12 July 2021)
- Swarbrooke, J. (2007). *The Development and Management of Visitor Attractions*. 2nd ed. Oxford: Butterworth-Heinemann.

# TURB133 Managing Tourism Functions

**Module co-ordinator:** Godsave Alan

**Semester(s):** Spring

**Language of instruction:** English

**ECTS:** 5

**Status on programme(s) where module is offered:**

**Level:** BSc Year 2

Optional on

BSc in Business Management

## Aims of the Module

This module delivers an understanding of the roles and tasks involved in managing tourism functions in various destinations, including crisis management in Tourism. In addition, an overview of the role of Tourist Information Centres and Visitor Centres is provided in the context of managing and communicating the tourism product. The module will also examine the various stakeholder frameworks that govern the management of the industry on a global, national and local level. Students will be given an opportunity to consider particular issues resulting from tourism development, with investigation of good and bad practice.

## Module Outline/Syllabus

- Issues confronted by NGO's in tourism development
- Crisis & disaster management in tourism destinations
- Economic problems & terrorism
- Dynamic & constantly changing industry background
- The role of Tourist Information and Visitor Centres
- Significant current event input & analysis

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 examine destination management in a range of contexts
- 2 critically evaluate the principles of strategic management as applied to proposed developments
- 3 analyse existing tourism strategies

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	2500 words	1, 2	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	1, 3	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3	Individual home assignment	by the end of the semester

## Key Text

- Møgelhøj, Helene von Magius (2021). *Overtourism: The Role of Effective Destination Management*. Business Expert Press. Available at: <https://www.perlego.com/book/2497185/overtourism-the-role-of-effective-destination-management-pdf>

## Supplementary Texts and/or Other Learning Materials

- Gowreesunkar, V. G. B., Maingi, S. W., Roy, H., Micera, R. (eds.) (2021). *Tourism Destination Management in a Post-Pandemic Context: Global Issues and Destination Management Solutions*. Bingley: Emerald.
- Page, S. (2011). *Tourism management: managing for change*. 4th ed. Oxford: Butterworth-Heinemann.
- World Tourism Organization (2007). *A practical guide to tourism destination management*. Madrid: UNWTO.

# TURB134 Hospitality Management

**Module co-ordinator:** Pintér-Szabó Lívía

**Language of instruction:** English

**Status on programme(s) where module is offered:**

Optional on  
BSc in Business Management

**Semester(s):** Spring

**ECTS:** 4

**Level:** BSc Year 3

**Prerequisite:** previous studies in the relevant field

## Aims of the Module

Hospitality management is a rapidly developing field. The aim of the course is to prepare students to become successful managers of hotels and resorts who perceive changes as opportunities rather than hurdles and who are well-equipped to make informed decisions in the context of international markets, operations, and economic conditions. Various management principles and techniques will be examined and evaluated as part of the learning experience.

## Module Outline/Syllabus

- Overview of the hospitality industry
- Managing crisis situations in the hotel industry
- Cultural challenges of international hotel management
- Profit maximization techniques
- From traditional to contemporary principles of management – Leadership in the 21st century

## Intended Learning Outcomes (ILOs)

On successful completion of this module, students should be able to

- 1 examine and evaluate the most important issues and trends the hospitality industry has been facing in recent years.
- 2 employ theoretical and conceptual hospitality management knowledge to identify and analyse business opportunities in global contexts at various levels of accommodation.
- 3 assess supervisory and human relation issues in the context of the management of a hotel or resort
- 4 learn about yield and revenue management techniques applicable to various types of accommodation products.
- 5 present and analyse the elements of best practice in market segmentation that enable a company to ensure continuity and profitability

## How the course is assessed

Type	%	Length	ILOs	Resit arrangement	Resit timescale
Individual home assignment	50 %	3,000 words	2, 4, 5	Individual home assignment	by the end of the semester
Group presentation	25 %	15 minutes	1, 2, 3	Individual presentation	by the end of the semester
Individual continuous assessment	25 %		1, 2, 3, 4, 5	Individual home assignment	by the end of the semester

## Key Text

- Stanley, S. (2020). *Financial Management in Hotels: A Practice Guide for Undergraduates, Owners and Employees*. Society Publishing. Available at: <https://www.perlego.com/book/2076518/financial-management-in-hotels-a-practice-guide-for-undergraduates-owners-and-employees-pdf>

## Supplementary Texts and/or Other Learning Materials

- Enz, C. A. (2010). *The Cornell School of Hotel Administration: handbook of applied hospitality strategy*. London: SAGE.
- Vouk, I. (2022). *Hospitality 2.0: Digital Revolution in the Hotel Industry*. San Diego, CA ed. Ira Vouk Hospitality Technology and Revenue Management Consulting.