



Course Guide

Business Administration and Management (Ba)

Subjects	Semesters						Credits	Method of assessment (coll./pract./etc.)
	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
Basic knowledge: Economics, Methodology and Business Basic Knowledge								
1) Basic Economics knowledge circle								
1. Microeconomics	2/30 lec. 2/30 pr.						2+3	coll.
2. Macroeconomics		2/30 lec. 2/30 pr.					2+3	coll.
2) Mathematical knowledge circle								
1. Economic mathematics I. and II.	2/30 lec. 2/30 pr.	2/30 lec. 2/30 pr.					4+6	coll.
3) Computer Science and Statistics knowledge circle								
1. Computer science I. and II.	2/30 pr.	2/30 pr.					4	pract.
2. Statistics I. and II.		2/30 lec. 2/30 pr.	2/30 pr.				2+6	pract.
4) Economics knowledge circle								
1. Corporate Economics			2/30 lec. 2/30 pr.				3+2	coll.
2. Environmental Economics			1/15 lec. 1/15 pr.				1+2	pract.
3. International Economics			2/30 lec.				3	coll.
5) Regional Economics and Basic Logistics knowledge circle								
1. Introduction to Regional Economics				2/30 lec.			3	coll.
2. Introduction to Logistics				2/30 pr.			3	pract.
6) Basic Finance and Accountancy knowledge circle								
1. Banking and Finance (Macro finance processes)			2/30 lec. 2/30 pr.				3+2	coll.
2. Basics of Accountancy			2/30 lec. 1/15 pr.				3+2	coll.
7) Law knowledge circlel								
1. Basics of Law	2/30 lec.						3	coll.
2. Business Law		2/30 lec.					3	
8) Basics of Marketing and Management								
1. Marketing FE			1/15 lec. 1/15 pr.				1+2	pract.
2. Management					2/30 pr.		3	pract.
3. Business Communication – Corporate Culture			2/30 pr.				3	pract.
9) Professional Language								
1. Professional Language I. and II.					4/60 pr.	4/60 pr.	6	pract.
Sum. I.	6/90 lec. 6/90 pr.	8/120 lec 8/120 pr.	10/150 l. 11/165 pr	2/30 lec. 2/30 pr.	0/0 lec. 6/90 pr.	0/0 lec. 4/60 pr.	33/lec. 53/pr.	10 coll. 8 pract.
	15 cr	20 cr	30 cr	6 cr	6 cr	3 cr	80 cr	
Basic knowledge: Basic Knowledge of Social Sciences								
10) Basic of Social Sciences knowledge circlel								
1. History of Economics	2/30 lec.						3	coll.



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2. Philosophy	2/30 lec.						2	coll.
3. Sociology	2/30 lec.						2	coll.
4. Psychology		2/30 lec.					2	coll.
11) EU knowledge circel								
1. EU Studies				2/30 lec.			3	coll.
Sum. II.	6/90 lec. 0/0 pr.	2/30 lec. 0/0 pr.		2/30 lec. 0/0 pr.			12/lec. 0/pr.	5 coll. 0 pract.
	7 cr	2 cr		3 cr			12 cr	
Knowledge of the Professional Core Material								
12) Leadership and Management knowledge circle								
1. Leadership and Management				1/15 lec. 1/15 pr.			1+2	pract.
2. Strategic Management FE						2/30 pr.	3	pract.
3.Marketing Management						2/30 lec. 2/30 pr.	1+2	pract.
4. Business Ethics				2/30 lec.			3	pract.
13) Applied Management knowlegde circle								
2. Production Management FE					1/15 lec. 1/15 pr.		1+2	pract.
3. Human Resource Management FE					2/30 lec.		3	coll.
3. Public Management					1/15 lec. 1/15 pr.		1+1	pract.
4. Decision Making Theory and Method				3/45 pr.			4	pract.
14) Accountancy knowledge circle								
1. Methodology of Economic Analysis and Evaluation						2/30 lec. 2/30 pr.	2+3	pract.
2. Financial Accountancy FE				2/30 lec. 2/30 pr.			2+3	coll.
15) Organization and Information Management knowledge circle								
1. Organization Methodology					2/30 pr.		2	pract.
2. Information Management				2/30 lec.			2	coll.
16) Corporate Finance knowledge circle								
2. Finance II. (Coprorate finance) FE				2/30 lec. 2/30 pr.			2+3	pract.
17) Controlling knowledge circle								
1. Controlling						2/30 lec. 2/30 pr.	2+3	pract.
2. Management of Value Creating Process					1/15 lec. 2/30 pr.		1+3	coll.
Sum Professional Core Material Without Specialization				7/105 lec. 12/180 pr	5/75 lec. 4/60 pr.	6/90 lec. 8/120 pr.	18/lec.+ 34/pr.	6 coll. 5 pract.
				22 cr	14 cr	16 cr	52 cr	



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Differentiated Professional Knowledge: Subjects of Small and Medium Enterprises Management Specification								
18) SME Management knowledge circle								
1. SMEs in the Economy					2/30 lec. 1/15 pr.		3+2	coll.
2. SME Management					1/15 lec. 2/30 pr.		2+3	pract.
19) Finance and Taxation of SMEs knowledge circle								
1. Financing and Tenders Training					1/15 lec. 2/30 pr.		2+3	pract.
2. Taxation knowledge						1/15 lec. 2/30 pr.	2+3	pract.
20) SME strategy knowledge circle								
1. International Transactions and Strategies						2/30 lec. 1/15 pr.	3+2	coll.
2. Business Planning in the SME field						2/30 pr.	5	pract.
Sum. of Specification					4/60 lec. 5/75 pr.	3/45 lec. 5/75 pr.	12/lec. 18/pr.	2 coll. 4 pract.
					15 cr	15 cr	30 cr	
Subjects of Logistics Specification								
21) Logistic Strategy knowledge circle								
1. Logistic Strategy					2/30 lec. 1/15 pr.		3+2	coll.
2. Economy of Supply Chain Systems					1/15 lec. 2/30 pr.		2+3	pract.
22) Acquisition-Production-Supply Logistics knowledge circle								
1. Acquisition-Production-Supply Logistics					1/15 lec. 2/30 pr.		2+3	pract.
2. Transport and Forwarding						2/30 lec. 1/15 pr.	3+2	coll.
23) Applied Logistics knowledge circle								
1. Logistics Information Systems						1/15 lec. 2/30 pr.	2+3	pract.
2. Freight and Logistics Case Studies						2/30 pr.	5	pract.
Sum. of Specification					4/60 lec. 5/75 pr.	3/45 lec. 5/75 pr.	12/lec. 18/pr.	2 coll. 4 pract.
					15 cr	15 cr	30 cr	
Subjects of Regional Development Specification								
24) Regional and City development knowledge circle								
1. Regional development					1/15 lec. 2/30 pr.		2+3	pract.
2. City development						1/15 lec. 2/30 pr.	2+3	pract.
25) Regional processes knowledge circle								
1. Regional Process in Europe and in Hungary					2/30 lec. 1/15 pr.		3+2	coll.
2. Geography of Tourism						2/30 pr.	5	pract.
26) Regional Development in Practice								
1. Methodology of Regional Analysis					1/15 lec. 2/30 pr.		2+3	pract.
2 Rural Development						2/30 lec. 1/15 pr.	3+2	coll.
Sum. of Specification					4/60 lec. 5/75 pr.	3/45 lec. 5/75 pr.	12/lec. 18/pr.	2 coll. 4 pract.
					15 cr	15 cr	30 cr	
Sum of Core Material with Specification				5/75 lec. 12/180 pr.	9/135 lec. 9/135 pr.	9/135 lec. 13/195 pr.	30/lec.+ 52/pr.	6 coll. 15 pract.
				22 cr	29 cr	31 cr	82 cr	



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	1.	2.	3.	4.	5.	6.		
	Week/Semester number of lectures Type of lectures (lect./sem./pract./cons.)							
I. Elective Courses								
1. Elective I.	2/30 pr.						3	pract.
2. Elective II.		2/30 pr.					4	pract.
3. Elective III.			2/30 pr.				3	pract.
Sum. of Optional subjects	0/0 lec. 2/30 pr.	0/0 lec. 2/30 pr.	0/0 lec. 2/30 pr.				0/lec. 10/pr.	0 coll. 3 pract.
II. Criterion Subjects								
1. Physical Education	2/30 pr.	2/30 pr.					0	cri.
2. Foreign Language	2/30 pr.	2/30 pr.	2/30 pr.	2/30 pr.			0	cri.
3. Final Thesis consultation						1/15 pr.	0	cri.
4. Final Thesis	in 7th semester						10	cri.
5. Internship	in 7th semester						20	cri.
Sum. of Criterion Subjects	0/0 lec. 4/60 pr.	0/0 lec. 4/60 pr.	0/0 lec. 2/30 pr.	0/0 lec. 2/30 pr.		0/0 lec. 1/15 pr.	30/pr.	5 cri.
In Total	12/180 lec. 12/180 pr.	10/150 lec. 14/210 pr.	12/180 lec. 14/210 pr.	9/135 lec. 14/210 pr.	9/135 lec. 9/285 pr.	9/135 lec. 22/330 pr.	75+105= 214 credits	24 coll. 20 pract. 5 cri.
List of Optional Courses (one per semester)								
1. Security Policy					2/30 pr.		4	pract.
2. Economic Aspects of Corruption					2/30 pr.		3	pract.
3. Theory and Techniques of Argumentation					2/30 pr.		4	pract.
4. Business Security					2/30 pr.		3	pract.
5. Career Building					2/30 pr.		4	pract.
6. Economics of Culture					2/30 pr.		3	pract.
7. Basics of Quality Management					2/30 pr.		3	pract.
8. International Organizations and Institutions					2/30 pr.		3	pract.
9. Project and Team Management					2/30 pr.		4	pract.
10. Struggle against Money Laundering					2/30 pr.		3	pract.
11.Social- and Economic Gegography: Europe and the Global World					2/30 pr.		3	pract.
12. Customs Union and Customs Policy					2/30 pr.		3	pract.

Legend:

Type of subject:	FE –	Subject of final exam
	cri –	Criterion subject
Type of lectures:	lec. –	Lecture
	pr. –	Practice
Method of assessment:	coll. –	Colloquium (exam grade)
	pract. –	Practical grade