

Education plan

Dr. Zoltán MAGYAR

BAI0031 – Marketing *Business Administration and Management BSc*

Week	Program
1. lesson	The concept and scope of marketing; its place and role in creating customer and owner value.
2. lesson	Parts of the macro and micro-environment, methods of analysis.
3. lesson	Concept, phases, influencing factors, cultural and psychological background of consumer behaviour.
4. lesson	The concept of consumer satisfaction, satisfaction models.
5. lesson	The concept of market segmentation, its relevance, basic and descriptive variables; the process of segmentation, main and emerging consumer segments.
6. lesson	The concept, process and possible errors of positioning.
7. lesson	The concept of market research, its role in marketing decision-making, types of market information, the market research process, the MIR.
8. lesson	Product and brand policy.
9. lesson	The concepts and types of marketing communication and advertising, the concept and process of on-line marketing.
10. lesson	Concepts, functions and types of marketing and distribution channels.
11. lesson	Pricing policy, methods of price setting, relationship between prices and consumer behaviour.
12. lesson	The marketing specificities of services, (the HIPI principle and the treatment of certain specifications)
13. lesson	Specificities of marketing management of services I (process management and active customer policy, complaint management, customer satisfaction measurement).
14. lesson	Specificities of marketing management of services II (complaint situation management and ways of measuring customer satisfaction).

Participation in the sessions:

Lectures are an integral part of the course, so the Institution expects students to attend lectures.
- Attendance at practical sessions is compulsory. The permissible number of absences per semester is three times the weekly contact hours of the subject. If this is exceeded, the semester cannot be assessed.

Exam requirement: Colloquium, written exam, from the semester's curriculum.

Assessment method and schedule:

Mid-term evaluation:

1. mid-year Zh paper: 15 points

2. mid-year Zh paper: 15 points

Exam: 30 points+50 points exam, total 80 points.

Grade two: from 51%

Institutional system of the European Union (BAI0035)

Business administration and management BSc

De. Zsuzsanna NAGY

Weeks	Seminars
1.	Description of the completion and requirements of the subject. Presentation of the subject program of the semester. Literature recommendations.
2.	The history of European integration I. (Theoretical foundations of integration, types of integration, Treaty of Rome, 1960s-80s)
3.	The history of European integration II. (development, emerging problems, expansion)
4.	Formation of the Economic and Monetary Union, euro zone
5.	The most important institutions of the EU
6.	Characteristics and sources of Community law
7.	<i>Mid-term test I.</i>
8.	The budget of the Union and the process of its preparation
9.	Environmental protection policy and climate goals
10.	The accession process to the EU
11.	The evolution of certain joint/community policies in the EU
12.	EU development resources/programs in our country
13.	<i>Mid-term test II.</i>
14.	Evaluation of semester performances

Participation: Participation in the practical sessions is mandatory. The permissible amount of absence during the semester is three times the number of weekly contact hours of the subject. If this is exceeded, the semester cannot be evaluated

Semester requirement: term grade

Evaluation method and schedule: During the semester, there will be a mid-term test in the 7th and 13th weeks. The term grade will be announced, and replacement options will be announced in the 14th week.

Requirements for the mid-term test: The performance of the tests below 50% results in the invalidity of the subject for the semester.

How to create a grade:

The term grade is based on the results of the two mid-term test (25 points each).

Evaluation:

0-25 points insufficient (1)

26-30 points are sufficient (2)

31-39 points medium (3)

40-45 points good (4)

46-50 points excellent (5)

If the two mid-term test have an insufficient grade, the semester ends with an insufficient practical mark. Correction of an insufficient practical mark is possible according to the Study and Examination Regulations.

Education plan

Microeconomics (BGZ1102)

Sándor OROJÁN

1. week: Basic concepts and participants and of economics
2. week: Supply and demand, S&D function
3. week: Elasticity of supply and demand
4. week: Utility and consumer behaviour
5. week: Consumer optimum, indifference curve and budgetary straight
6. week: Companies in the market and economic analysis of costs
7. week: Discussion of individual experiences
8. week: Exam I.
9. week: Market forms. Perfect vs imperfect competition
10. week: Oligopoly, monopoly. Company behavior for profit maximization
11. week: The theory of production
12. week: The market of production factors
13. week: Summary
14. week: Final exam

Participation

- You are expected to participate in University lectures. (TVSz 8.§ 1.)

Evaluation

- Exam type:
 - EXAM I – written (test and calculations)
 - Lectures 1-7.
 - Final EXAM – written (calculations) and oral examination (theoretical knowledge)
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Final exam condition: Participating at least 8 lectures

The method of forming the grade:

Grade will be calculated by the arithmetic average of the two EXAMs.

50% EXAM I.

25% FINAL EXAM written part

25% FINAL EXAM oral part

BUSINESS COMMUNICATION AND PROTOCOL (BGZ2152)

Semester theme:

1. Week: Telephoning
2. week: A company visit
3. week: Job information
4. week: Presentations
5. Week: Meetings
6. Week: Entertaining and socialising
7. week: Travel
8. Week: Emailing
9. week: CV & Motivation letter
10. Week: Job interview
11. Week: Business etiquette
12. week: International business etiquette
13. week: Role play activities
14. week: Students' presentations

Participation in the sessions:

- Participation in practical sessions is mandatory. The allowable amount of absence per semester is three times the number of contact hours per week of the subject. If this is exceeded, the semester cannot be evaluated.

Semester requirement: term grade

Method and schedule of evaluation:

- 50% completion of midterm exams

Requirements for mid-term audits:

- Below 50% performance of midterm exams will result in the invalidity of the subject for the semester.

How the grade is formed:

The semester practical grade is determined by the sum of the scores obtained for midterm tests.

How the grade is formed:

Points table		Grade
0	60	1
61	70	2
71	80	3
81	90	4
91	100	5

To correct an insufficient practical grade, due to the practical nature of the subject is impossible.