

**CURRICULUM**  
**2025/2026 SPRING SEMESTER**

## **SALES AND COMMERCE (BAI0110)**

### **Weekly Curriculum:**

- **Week 1:** History of the development of commerce
- **Week 2:** Globalization
- **Week 3:** Concept and classification of goods
- **Week 4:** Quality and quality assurance
- **Week 5:** Consumer protection
- **Week 6:** Logistics
- **Week 7:** Wholesale / Retail
- **Week 8:** Sales channels
- **Week 9:** Procurement / Purchasing
- **Week 10:** Inventory management
- **Week 11:** Sales
- **Week 12:** Online sales (E-commerce)
- **Week 13:** The consumer decision-making process
- **Week 14:** Ethics in commerce

### **Attendance Requirements:**

- Attendance at practical sessions is mandatory. The maximum allowable absence for the semester is three times the weekly contact hours for the subject. If this limit is exceeded, the semester cannot be evaluated (Academic and Exam Regulations, Section 8, Paragraph 1).

### **Semester Requirement:**

- **Practical Grade**

### **Assessment Method and Schedule:**

- **Midterm Test**
- **Term Assignment**

### **Requirements for Mid-semester Checks:**

- A score below **60%** on the midterm test results in the invalidation of the subject for the semester.

**Grading Scale:**

The final practical grade is determined by the total points earned from the midterm test and the term assignment.

<b>Points</b>	<b>Grade</b>
0 – 60	1 (Fail)
61 – 70	2 (Pass/Sufficient)
71 – 80	3 (Satisfactory/Fair)
81 – 90	4 (Good)
91 – 100	5 (Excellent)

## Organizational Behaviour (BAI0043)

### Seminar

- **Week 1:** The subject of organizational behaviour.
- **Week 2:** Organizational performance.
- **Week 3:** Individual, group, organization, environment.
- **Week 4:** Individuals in the organization.
- **Week 5:** Personality and non-verbal signs.
- **Week 6:** Midterm Test 1
- **Week 7:** Motivation. Competences. Groups.
- **Week 8:** Power. Organizational policy.
- **Week 9:** Leadership. Behavioural culture.
- **Week 10:** Conflicts at organizational level.
- **Week 11:** Organizational changes.
- **Week 12:** Organizational learning.
- **Week 13:** Midterm Test 2
- **Week 14:** Summary

### Attendance Policy:

Attendance at seminar sessions is mandatory. The maximum allowable absence for the semester is three times the weekly contact hours of the subject. If this limit is exceeded, the semester cannot be evaluated (as per Section 8, Para 1 of the Academic and Examination Regulations - TVSZ).

### Assessment Method and Schedule:

Two midterm tests (ZH) will be held during the semester: in Week 6 and Week 13.

- **Semester Requirement:** Practical grade
- **Final Grade Calculation:** The final grade is determined by the average of the two midterm tests.
- **Failure Criteria:** If at least one of the midterm tests is a fail (insufficient), the semester concludes with a failing seminar grade.
- **Retakes:** A failing grade may be improved/corrected in accordance with the Academic and Examination Regulations (TVSZ).

## Applied Business Economics (BGZ1205)

### Semester Schedule

- Week 1: Introduction to course requirements and the assessment system. Presentation of the semester program. Recommended literature.
- Week 2: Activity systems and strategy: The fundamentals.
- Week 3: Marketing.
- Week 4: Innovation.
- Week 5: Human Resource Management.
- Week 6: 1st Midterm Exam.
- Week 7: Information and Knowledge Management.
- Week 8: Value-creating processes.
- Week 9: Supply Chains.
- Week 10: Production and Services.
- Week 11: Logistics.
- Week 12: Corporate Finance.
- Week 13: 2nd Midterm Exam.
- Week 14: Evaluation of semester performance; announcement of final practical grades.

### Attendance Policy

Attendance at practical sessions (seminars) is **mandatory**. The maximum allowable number of absences is three times the weekly contact hours. If this limit is exceeded, the semester cannot be evaluated (in accordance with Section 8.1 of the Academic and Examination Regulations - TVSz).

### Semester Requirement

Practical Grade (Term Grade)

### Method and Timing of Evaluation

Two midterm exams will be written during the semester. The announcement of practical grades and information regarding retake opportunities will take place during the 14th week of the study period.

### Midterm Performance Requirements

A performance of below 50% on the exams results in the invalidation of the semester for the subject.

### Final Grade Calculation

The final practical grade is determined by the **arithmetic mean** of the midterm exam grades. If any midterm exam is graded as "Fail" (1), the semester concludes with a failing practical grade. Rectifying a failing grade is possible according to the Academic and Examination Regulations.

## BGZ1204 – Marketing management (English)

### Semester topics:

1. week	The relationship between management and marketing, the concept of strategy, its place in the corporate value creation process; the development and history of strategic thinking.
2. week	The place, role and functionality of marketing management and strategy in corporate strategy.
3. week	The steps to prepare a marketing strategy.
4. week	Parts of the macro and micro-environment, methods of analysis.
5. week	Analysis of the internal environment (taking stock of resources, capabilities; key success factors, key competences)
6. week	The vision and mission, creating the image.
7. week	The process of market segmentation, basic and descriptive variables; the process of segmentation, main and novel consumer segments.
8. week	The concept, process and possible mistakes of positioning.
9. week	Methodology for understanding the targeted consumer segments, market research methods, decision preparation and MIR.
10. week	Product and brand policy, types of product life curves, pricing.
11. week	Types of marketing communication and advertising, possible communication strategies at each stage of the product life cycle.
12. week	The marketing specificities of services, (the HIPI principle and the treatment of certain specifications).
13. week	<i>Specificities of marketing management of services I (process management and active customer policy, complaint management, customer satisfaction measurement).</i>
14. week	Specificities of marketing management of services II (methods of measuring consumer satisfaction).

### Participation in the sessions:

Participation in practical sessions is compulsory. The maximum number of absences per semester is three times the weekly contact hours of the subject. If this is exceeded, the semester cannot be assessed (TVSz 8.§ 1.)

### Mid-term requirement: Practical grade

1. Intermediate test: 15 points
2. Intermediate test: 15 points
3. Intermediate test: 15 points

**Total: 45 points**

**The method of evaluation:** During the semester, the students of the course will write 3 Midterm Zh's, each of 15 points, for a total of 45 points, which will be summed up at the end of the semester; the students will receive a final semester grade based on these 3 performance elements.

**How the mark is determined:** The grade is determined by the student's position on a 45-point scale; Satisfactory level from 51%.

**Macroeconomics (BGZ1202)**  
*Business and management Bachelor*

1. Introduction to microeconomics
2. The Macroeconomic perspective, size of economy, GDP
3. Economic growth and convergence
4. Unemployment
5. Inflation, tracking and limitations
6. The international trade and capital flows
7. The aggregate demand and supply model
8. Keynesian perspective
9. Neoclassical perspective
10. Money and banking, the role of banks
11. Monetary policy and bank regulation
12. Exchange rates and international capital flows
13. Government budgets and fiscal policy
14. Evaluation of the semester

**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)
    -

**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

**BAI0020 - Accounting 2.**  
Business Administration and Management BSc

<b>Week</b>	<b>Program</b>
<b>1. lesson</b>	Overview of the course syllabus.
<b>2. lesson</b>	Introduction to Financial Accounting (US GAAP)
<b>3. lesson</b>	The Accounting process
<b>4. lesson</b>	Financial Accounting and adjusting entries
<b>5. lesson</b>	The Classified Balance Sheet and Related Disclosures
<b>6. lesson</b>	Mindterm test 1.
<b>7. lesson</b>	Accounting for the Sale of Goods
<b>8. lesson</b>	Assigning Costs to Merchandise
<b>9. lesson</b>	Cash and Receivables
<b>10. lesson</b>	Mindterm test 2.
<b>11. lesson</b>	Accounting under IFRS 1.
<b>12. lesson</b>	Accountin under IFRS 2.
<b>13. lesson</b>	Make-up or retake midterm test
<b>14. lesson</b>	Revision class

**Attendance at classes:**

- Lectures form an integral part of the programme; therefore, the Institution expects students to attend lectures (Study and Examination Regulations, Section 8 (1)). Attendance at seminars is compulsory. Absences are only accepted within the limits permitted by the Study and Examination Regulations, Section 8 (1).

**Semester requirement: *Final exam (colloquium)***

Method and schedule of assessment

- **Type of exam:** *written examination consisting of theoretical questions and practical tasks based on the material covered during the semester*

- **Requirements for being admitted to the exam:** *For successful completion, at least 50% of two midterm tests must be passed, and the successful preparation and delivery of the presentation are also required.*

- **Recommended grade:** *A recommended grade may be awarded if the arithmetic average of the percentage results of the two midterm tests and the presentation reaches at least 71%.*

**- Make-up/retake midterm test:** *Students who were unable to take a midterm test during the semester may complete it in the framework of a make-up test in week 14. Also, in the 14<sup>th</sup> week, students have to opportunity to take a remedial test.*

**Calculation of the final grade:**

The final exam grade consists of two parts:

**Part 1:** 50% — result of the written final exam

**Part 2:** 50% — average percentage result of the two midterm tests and the presentation

**Grading scale:**

**0%–50%** — Fail (1)

**51%–60%** — Pass (2)

**61%–70%** — Satisfactory (3)

**71%–85%** — Good (4)

**86%–100%** — Excellent (5)

## BGZ1290 – Management of Value-Creating Processes

Semester topics:

Week 1	Description of course completion requirements and assessment system. Presentation of the semester course program.
Week 2	The concept of value and the value creation process; dimensions of customer value. Structure and organizational frameworks of value-creating processes.
Week 3	On value-creating processes: production, services, logistics.
Week 4	Interrelationships of value-creating process strategy.
Week 5	Performance objectives of value-creating process strategy.
Week 6	Development of new products and services.
Week 7	<b>1st midterm test.</b>
Week 8	Demand management; design of value-creating processes.
Week 9	Lean management
Week 10	Supply chain management: distribution, inventory management, procurement I.
Week 11	Supply chain management: distribution, inventory management, procurement II.
Week 12	Quality and quality management. Performance management.
Week 13	<b>2nd midterm test.</b>
Week 14	<b>Semester evaluation and comprehensive review practice.</b>

**Participation in the sessions:** The lectures are an integral part of the training, so the Institution expects the students to participate in the lectures (TVSz § 8.1.).

**Semester requirement: Colloquium**

**Evaluation method and schedule:** During the semester, **two midterm tests** will be written, based on which a recommended (offered) grade may be obtained.

- Type of exam: Written

**1st Midterm Test:** 45 points

**2nd Midterm Test:** 45 points

**Total:** 90 points

**Passing grade:** from 51%

**Score:**

80 – 90: 5 (excellent)

68 – 79: 4 (good)

57 – 67: 3 (satisfactory)

46 – 56: 2 (pass)

Students write **two midterm tests** during the semester, and the points obtained from these are added together at the end of the semester. Based on these two performance components, students receive their final semester grade.

**Method of determining the final grade:** The final grade is determined by the student's total number of points achieved on a 90-point scale.

**BGZ1203, BAI0116 Statistics I.** (*Business administration and management; Tourism and Catering*)

**LECTURES**

Week 1: Basic concepts of statistics. Statistical population and variables. Presentation of statistical series.

Week 2: Concept and types of ratios. Construction of statistical tables using summaries.

Week 3: Data filtering in MS Excel using the Pivot Table Wizard. Practical examples of ratio analysis: structure ratios, coordination ratios, dynamic ratios (base and chain indices), spatial comparison ratios, planning ratios and plan fulfilment ratios.

Week 4: Computed measures of central tendency I. (for raw data): arithmetic mean, standard deviation, quartiles.

Week 5: Computed measures of central tendency for data given in frequency tables: arithmetic mean, standard deviation.

Week 6: Computed measures of central tendency II.: geometric mean, harmonic mean, chronological mean, quadratic mean.

Week 7: Positional measures: mode, range, quartiles (lower quartile, median, upper quartile), box plot.

Week 8: Systematisation of methods for measuring dispersion. Standard deviation, relative dispersion.

Week 9: Index number calculation: value index, price index, volume index; base-period and current-period indices.

Week 10: Index number calculation: Fisher price index and volume index.

Week 11: Revision of index number calculation.

Week 12: Summary and revision.

Week 13: Solving end-term test tasks, revision.

Week 14: Solving complex problems based on acquired knowledge.

**PRACTICAL CLASSES (SEMINARS)**

Practice 1: Measurement scales and data sources. Statistical charts and rules of data visualization. Data filtering using the Pivot Table Wizard (Excel).

Practice 2: Concept and types of ratios. Construction of statistical tables using summaries. Presentation of ratio types based on an Excel database.

Practice 3: Dynamic ratios: base and chain indices, spatial comparison ratios, planning ratios and plan fulfilment ratios.

Practice 4: Revision of ratios, solving mid-term level tasks.

Practice 5: Interpretation of descriptive statistical measures for raw data. Calculation of mean and standard deviation.

Practice 6: Calculation of quartiles, range and box plot for raw data.

Practice 7: Interpretation of descriptive statistical measures for data given in frequency tables. Calculation of mean and standard deviation.

Practice 8: Definition of arithmetic, geometric, harmonic, chronological and quadratic means. Calculation in Excel.

Practice 9: Descriptive statistics and calculation of measures of central tendency through complex tasks. Practice of mid-term level exercises.

Practice 10: Index number calculation.

Practice 11: Practice of index number calculation, solving mid-term level tasks.

Practice 12: Summary, practice of mid-term level tasks.

Practice 13: End-term test.

Practice 14: End-term test for correction (optional)

### **Participation in the sessions:**

Participation in 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 (Study and Examination Regulations (TVSz) § 8.1.)

### **Type of assessment and evaluation: examination in written**

**Evaluation method and schedule:** writing the end-term test

### **Evaluation:**

Achieving a performance on the end-term test with a minimum passing rate of 60%. The material of the end-term test is the material presented in the practical lessons, as well as the material of the literature specified in the course description. If the result of the end-term test is below 60 %, it can be corrected once in the semester. Unsuccessful correction of the end-term test can cause invalid classification of the semester and applying for the exam will be refused. Correction of the end-term test is possible according to the Study and Examination Regulations. Achieving up to 70 % result on the end-term test, student becomes eligible for recommended mark as an exam result.

### **Participation in the sessions:**

Participation in 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 (Study and Examination Regulations (TVSz) § 8.1.)

## **Hospitality (BAI0107)**

### **Thematic:**

1. Concept of hospitality, introduction
2. Place and role of hospitality in the national economy
3. Domestic and international history of hospitality
4. Role of gastronomy in tourism and leisure activities
5. Hungarian cuisine
6. Conditions for the development of hospitality (personal and material resources)
7. Forms of hospitality (open and closed hospitality)
8. Areas of activity of hospitality
9. Business network of hospitality
10. Market of hospitality
11. Gastronomic evolution and trends
12. Relationship between hospitality and tourism
13. Marketing specifics in hospitality
- 14. Practice exam**

The subject ends with a practical grade. Participation in practical sessions is mandatory. The permissible amount of absence per semester in full-time education is three times the number of weekly contact hours of the subject. If this is exceeded, the semester cannot be evaluated (TVSz, § 8, 1).

✓ **Practical assignment (prerequisite for taking the practical exam):**

Based on preliminary discussions, students conduct research on a given tourism topic and present their findings in a 10-15 minute PowerPoint presentation.

✓ **Practical exam:**

A written exam based on the material covered during the semester.

### **Literature:**

JOHN WALKER – JOSIELYN WALKER (2019): Introduction to Hospitality (8th Edition), Published by Pearson, 432 p.

## Supply Chain Management (BGZ2211)

### 1. Course Objectives

The aim of the course is to provide students with comprehensive knowledge of the theoretical foundations, operational mechanisms, and strategic importance of Supply Chain Management (SCM). The course contributes to the development of a systemic understanding of corporate processes and enhances practical problem-solving skills.

### 2. Semester Schedule

Teaching Week	Seminar / Practice Topic
Week 1	Definition, development, and significance of Supply Chain Management
Week 2	Participants of the supply chain and forms of cooperation
Week 3	Supply chain structures and networks
Week 4	Supply chain strategies and competitive advantage
Week 5	Demand management in the supply chain
Week 6	Forecasting methods and the bullwhip effect
Week 7	Midterm Test 1
Week 8	Procurement and supplier relationship management
Week 9	Production management and capacity planning
Week 10	Inventory management and inventory strategies
Week 11	Warehousing and distribution systems. Transportation decisions in the supply chain
Week 12	Information flow and digital SCM systems
Week 13	Risk management and resilient supply chains
Week 14	Sustainable supply chain management and course summary
Week 15	Midterm Test 2
Week 16	Evaluation of semester performance and announcement of final grades

### 3. Attendance Requirements

Attendance at practical sessions is compulsory.

The permitted number of absences during the semester corresponds to three times the weekly contact hours of the course. Exceeding this limit results in the semester being considered invalid in accordance with the Study and Examination Regulations (Section 8(1)).

#### **4. Semester Requirements**

The course is completed with a practical grade.

Participation in a remedial course is provided during the semester.

#### **5. Assessment Method and Schedule**

During the semester:

- Week 7: Midterm Test 1
- Week 15: Midterm Test 2
- Week 16: Announcement of results and information on retake opportunities

#### **6. Requirements for Continuous Assessment**

Performance below 50% on the midterm tests results in the semester being considered invalid.

#### **7. Grading System**

The final grade is based on the results of the two midterm tests.

- Midterm Test 1: maximum 25 points
- Midterm Test 2: maximum 25 points
- Total: 50 points

#### **Grading Scale:**

<b>Points</b>	<b>Grade</b>
0–25 points	Fail (1)
26–30 points	Pass (2)
31–39 points	Satisfactory (3)
40–45 points	Good (4)
46–50 points	Excellent (5)

a midterm test is graded as fail, the semester concludes with a fail practical grade. Retaking a failed practical grade is possible in accordance with the Study and Examination Regulations.

## BGZ 1204 – Marketing management (*english*)

### Subject themes and semester requirements

#### Semester topics:

1. week	The relationship between management and marketing, the concept of strategy, its place in the corporate value creation process; the development and history of strategic thinking.
2. week	The place, role and functionality of marketing management and strategy in corporate strategy.
3. week	The steps to prepare a marketing strategy.
4. week	Parts of the macro and micro-environment, methods of analysis.
5. week	Analysis of the internal environment (taking stock of resources, capabilities; key success factors, key competences)
6. week	The vision and mission, creating the image.
7. week	The process of market segmentation, basic and descriptive variables; the process of segmentation, main and novel consumer segments.
8. week	The concept, process and possible mistakes of positioning.
9. week	Methodology for understanding the targeted consumer segments, market research methods, decision preparation and MIR.
10. week	Product and brand policy, types of product life curves, pricing.
11. week	Types of marketing communication and advertising, possible communication strategies at each stage of the product life cycle.
12. week	The marketing specificities of services, (the HIPI principle and the treatment of certain specifications).
13. week	<i>Specificities of marketing management of services I (process management and active customer policy, complaint management, customer satisfaction measurement).</i>
14. week	<i>Specificities of marketing management of services II (methods of measuring consumer satisfaction).</i>

#### Participation in the sessions:

Participation in practical sessions is compulsory. The maximum number of absences per semester is **three times** the weekly contact hours of the subject. If this is exceeded, the semester cannot be assessed (LER 8.§ 1.)

#### Semester requirement: Practical grade

- Students of the course will write three midterm tests during the semester (in weeks 4, 8, and 11).
- Each midterm test is worth 10 points, for a total of 30 points.
- Week 13: Practical grade test: Covers all material from the semester, but requires a minimum of 25 points (limit) during the semester.

- Below 25 points: The result: 1, (Fail). One opportunity to retake the exam (Practical grade test) during the exam period.

**How the mark is determined:** Practical grade test 40 point, The grade is determined by the student's position on a 40-point scale; Satisfactory level from 51%.

## **Corporate finance (BAI0034)**

### **Global Financial Architecture & Capital Markets Ecosystem**

Week 1) Capital Markets, Key Market Segments

Week 2) Financial Market Infrastructure

### **Market Participants (Who does what and why?)**

Week 3) Investment Banks, Asset Managers & Institutional Investors

Week 3) Strategic Game Kickoff (30 min)

Week 4) Private Capital and Commercial Banks

Week 4) Strategic Game - 2nd round (30 min)

### **Transaction Execution (How transactions happen?)**

Week 5) IPO Process, Debt Issuance

Week 5) Strategic Game – 3rd round (30 min)

Week 6) Mergers & Acquisitions, Leveraged Buyout (LBOs, MBOs)

Week 6) Strategic Game – 4th round (30 min)

**Midterm test** – Week 7) - Review, practice for the test, Midterm test

### **Commercial Banks in Detail**

Week 8) Balance Sheet mechanics, RWA, Repos

Week 8) Strategic Game – 5th round

Week 9) Liquidity, ALCO, Bank funding

Week 9) Strategic Game – 6th round

### **Market Presence & Competitive Positioning**

Week 10) League Tables, Advisory ranking, Underwriting ranking

Week 10) Strategic Game – 7th round

Week 11) Market Cycles: Credit, Liquidity, Regulator

Week 11) Strategic Game – 8th round

### **Advanced Topics**

Week 12) Structured products, Securitization, CLOs

Week 12) Strategic Game – 9th round

Week 13) Derivative overlays, Financial crises, Shadow banking

Week 13) Strategic Game – final round, reflections

**Final Test** – Week 14) Review, practice for the test, Final Test

### **Tools**

- Smart phone (please bring it to the class for the QUIZ)
- Optional: laptop with Excel (Microsoft Office)

### **Requirements**

- Participation – missing no more than 2 lectures / practices. Participation will be logged via Quiz (Kahoot)
- 50% or higher result on both tests
- In case of passing both tests, exam grade is offered over 75% (4 or 5)
- Pass the exam

Test I – 40%

Test II – 40%

Strategic game – 20%

**Evaluation:**

Below 50%	fail (1)
51-61%	pass (2)
62-74%	satisfactory (3)
75-87%	good (4)
88-100%	excellent (5)