

EDUCATION PLAN

2026/2027

AUTUMN SEMESTER

Institutional system of the European Union (BAI0035)

Business administration and management BSc

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

BAI0023 Business Communication

Business and Management Bsc in English

Week	Program
1. lesson	Basics of Communication
2. lesson	Communication Skills
3. lesson	Introducing Yourself
4. lesson	Introduction to Public Speaking
5. lesson	Students Introduction & Public Speaking Exercise (individual project)
6. lesson	Job Search (+ 1. mid term test)
7. lesson	CV / Resume
8. lesson	Motivation / Cover Letter, Thank You Letter, Business Correspondence
9. lesson	Presentation & Lecture
10. lesson	Discussion & Meeting (+ 2. mid term test)
11. lesson	Job Interview
12. lesson	Social Media Communication
13. lesson	End term test
14. lesson	Summary

Course:

The purpose of this subject is to acquaint students with the basics of effective interpersonal communication and its situations with the validation possibilities of "motivational" and "information" functions. Students learn about the role of business protocols, the foundations and formulas of European behavior culture. The basic model, functions and interactions of communication. The presentation, the lecture, the discussion, the meeting. The forms of nonverbal communication. Business correspondence. Etiquette and protocol in business.

Type of assessment and evaluation:

1. mid term test: 15 points
2. mid term test: 15 points
3. Individual project: 15 points
4. End term test: 55 points

The second mid-term test be replaced by participating in the Fáy Foundation's Digital Money Traps workshop.

Midterm tests can be replaced with individual assignments.

The course concludes with a practical grade, and class attendance is mandatory in accordance with the university's study and examination regulations.

Points		Grade
0	50	1
51	70	2
71	80	3
81	90	4
91	100	5

Education plan
BAI0023 Business Economics
Business and Management Bsc in English

Week	Program
1. lesson	Description of the course completion and requirements. Presentation of the semester's course program. Literature recommendations. The requirements of the individual project assignment.
2. lesson	Business Environment (pp. 2-34)
3. lesson	Understanding Business Ethics and Social Responsibility (pp. 34-70)
4. lesson	Entrepreneurship, New Ventures, and Business Ownership (pp. 70-102)
5. lesson	Understanding the Global Context of Business (pp.102-134)
6. lesson	1. mid term test
7. lesson	Managing the Business (pp. 136-168)
8. lesson	Organizing the Business (pp. 168-196)
9. lesson	Operations Management and Quality ((pp. 196-234)
10. lesson	Employee Behavior and Motivation (pp. 238-272)
11. lesson	Leadership and Decision Making (pp. 272-300)
12. lesson	Human Resource Management and Labor Relations (pp. 300-334)
13. lesson	2. mid term test
14. lesson	Summary, Colloquium preparation

Participation in the sessions:

- Lectures are an integral part of the training, so the Institution expects students to participate in the lectures (TVSz 8.§ 1.). Participation in the practical sessions is mandatory.
- The use of Moodle and RedMenta educational applications is expected in the sessions.

Semester requirement: colloquium

Colloquium admission condition: at least 50% completion of the closed assignments (40 points) and the individual assignment (10 points) written during the semester.

A pass grade can be obtained in the subject if the conditions described during the semester are met.

Type of assessment and evaluation:

5. mid term test: 20 points
6. mid term test: 20 points
7. Individual project: 10 points
8. Colloquium: 50 points

The grade is based on semester performance and colloquium performance.

Points		Grade
0	50	1 (Failed)
51	70	2 (Sufficient)
71	80	3 (Satisfactory)
81	90	4 (Good)
91	100	5 (Excellent)

BAI0031L – Marketing

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.

Course evaluation:

1. mid-year Zh paper: 15 points

2. mid-year Zh paper: 15 points

3. mid-year Zh paper: 15 points

Pair project task: 10 points

Total: 55 points.

Grade two (2): from 51%

Assessment method and schedule:

- Students of the course will write three midterm tests during the semester (in weeks 4, 8, and 12).
- Each midterm test is worth 15 points, for a total of 45 points,
- The Pair project task is worth 10 points,
- **Total points: 55 points**

How the mark is determined: Students receive their final grades based on these four performance components. Satisfactory level from 51%. Students who do not achieve the minimum score of 51% will receive a failing grade. They may retake the exam in writing twice during the exam period.

BAI0077 Economics
Pilot and Engineering BSc

Week	Program
1. lesson	Introduction to economics: scarcity and competition. Market: demand, supply and equilibrium. Comparative statics.
2. lesson	Consumer decisions.
3. lesson	Market demand, elasticity.
4. lesson	Short test. Profit maximization, supply decisions, market supply.
5. lesson	Supply in short and long run.
6. lesson	Applications (wage setting, etc.).
7. lesson	Midterm test.
8. lesson	Game theory: Normal form games.
9. lesson	Game theory: extensive form games.
10. lesson	Public goods and externalities. Public decisions.
11. lesson	Short test. Risk and uncertainty.
12. lesson	Asymmetric information.
13. lesson	Some macroeconomics: inflation, GDP, unemployment.
14. lesson	Final test.

Participation: The lectures are also an integrated part of the training, so the Institution expects the students to participate in the lectures (Section 8 § 1 of the). The provisions of the Study and Examination Rules are valid and applicable.

Course: Lecture and seminar.

Type of assessment and evaluation: Term mark based on written tests.

- minimum requirements for passing grade: see below.
- the subjects of tests: *the designated sections of the given literature; the topics, lectures and exercises that were presented and discussed in classroom during lectures and seminars; the concepts, models, analyses, arguments, relations, etc.*

Method of evaluation and grading: *The written exams (tests) are for 100 points and covers the material of the whole semester. The grades will be determined on the basis of the following scale:*

$0 \leq \text{points} \leq 50$	<i>failure</i>
$50 < \text{points} \leq 60$	<i>passing</i>
$60 < \text{points} \leq 70$	<i>satisfactory</i>
$70 < \text{points} \leq 80$	<i>good</i>
$80 < \text{points} \leq 100$	<i>excellent</i>

BGZ1109 Finance

Business and Management BSc

Week	Program
1. lesson	L: Why Finance? Time and risk. S: Overview of the course syllabus.
2. lesson	L: Consumer decision: no time. S: Basic financial concepts, investment and financing decisions
3. lesson	L: Intertemporal decisions. S: Forms of business enterprise and the principles of finance
4. lesson	L: discounting, inflation, WACC. S: Valuation of the money, management objectives
5. lesson	L: Perpetuity, annuity. S: Future Value (simple, compound interest)
6. lesson	L: Efficient markets, arbitrage. S: Present Value, Perpetuity I
7. lesson	L: Risk and risk attitudes. S: Practice, introduction of annuities
8. lesson	L: Uncertainty. S: Mindterm test 1.
9. lesson	L: Insurance markets. S: Future and Present Value of -Annuity I.
10. lesson	L: Portfolio I. S: Future and Present Value of -Annuity II.
11. lesson	L: Portfolio II. S: Future and Present Value of -Annuity III.
12. lesson	L: S: Midterm test 2.
13. lesson	L: Banking sector, financial institutions. S: Make-up or retake midterm test
14. lesson	L: Take away. S: Revision class

Participation: The lectures are also an integrated part of the training, so the Institution expects the students to participate in the lectures (Section 8 § 1 of the). The provisions of the Study and Examination Rules are valid and applicable.

Course: Lectures and seminar.

Type of assessment and evaluation: exam (colloquium) based on written tests.

- minimum requirements for taking an exam: none.
- the subjects of tests: *the designated sections of the given literature; the topics, lectures and exercises that were presented and discussed in classroom during lectures and seminars; the concepts, models, analyses, arguments, relations, etc.*

Method of evaluation and grading: *Based on the results of the tests the students receive a recommended grade (based on the points achieved, which is worth a total of 100), which they can accept and do not have to take the exam, or if they do not accept it, they have to take the exam. The written exams (tests) are for 100 points and covers the material of the whole semester. The grades will be determined on the basis of the following scale:*

$0 \leq \text{points} \leq 50$	<i>failure</i>
$50 < \text{points} \leq 60$	<i>passing</i>
$60 < \text{points} \leq 70$	<i>satisfactory</i>
$70 < \text{points} \leq 80$	<i>good</i>
$80 < \text{points} \leq 100$	<i>excellent</i>

BAI0113 Public economics
Business and Management BSc

Week	Program
1. lesson	S: Review of consumer decisions and partial equilibrium. L: Why government? Market failures.
2. lesson	S: Review of general equilibrium. L: Public goods
3. lesson	S: Public goods L: Externalities.
4. lesson	S: Externalities. L: Welfare (GDP)
5. lesson	S: Tax incidence, taxes tax collection. L: Short test.
6. lesson	S: Impact of taxes on private decisions, and some tax rules. L: Corporate taxation, VAT, income taxes.
7. lesson	S: Midterm test. L: Tax elasticity, DWL.
8. lesson	S: International tax competition. L: Welfare (Kaldor, Hicks, Scitovsky)
9. lesson	S: Public policy evaluation. L: Local public finances
10. lesson	S: Local public decisions. L: Public debt problem
11. lesson	S: Government decisions and public revenues and expenditures, and debt. L: Short test.
12. lesson	S: Public choice: voting. L: Government failures.
13. lesson	S: OECD and EU data. L: Choice between government and market failures.
14. lesson	S: Final test. L: Take away, Summary.

Participation: The lectures are also an integrated part of the training, so the Institution expects the students to participate in the lectures (Section 8 § 1 of the). The provisions of the Study and Examination Rules are valid and applicable.

Course: Lecture and seminars.

Type of assessment and evaluation: Term mark based on written tests.

- minimum requirements for passing grade: see below.
- the subjects of tests: *the designated sections of the given literature; the topics, lectures and exercises that were presented and discussed in classroom during lectures and seminars; the concepts, models, analyses, arguments, relations, etc.*

Method of evaluation and grading: *The written exams (tests) are for 100 points and covers the material of the whole semester. The grades will be determined on the basis of the following scale:*

$0 \leq \text{points} \leq 50$	<i>failure</i>
$50 < \text{points} \leq 60$	<i>passing</i>
$60 < \text{points} \leq 70$	<i>satisfactory</i>
$70 < \text{points} \leq 80$	<i>good</i>
$80 < \text{points} \leq 100$	<i>excellent</i>

Statistics 2. (BGZ1103)

Teaching week	Lecture	Practise
1. week	Theoretical foundations of statistical examinations, review of statistical definitions (standard deviation, average)	Review of descriptive statistical measurement
2. week	Theoretical foundations of hypothesis testing I.	Practice of hypothesis testing I.
3. week	Theoretical foundations of hypothesis testing II.	Practice of hypothesis testing II.
4. week	Theoretical foundations of hypothesis testing III.	Practice of hypothesis testing III.
5. week	Theoretical foundations of hypothesis testing IV.	Practice of hypothesis testing IV.
6. week	Theoretical foundations of hypothesis testing V.	Practice of hypothesis testing I.
7. week	Examination of statistical relations	Practice of association, correlation and mixed relations
8. week	Examination of statistical relations II.	Mid-term test
9. week	Exploring of the popular online sampling methods with using digital platform	Creating questionnaire, interpretation of the results
10. week	Exploring of the popular online sampling methods with using digital platform II.	Creating a digital presentation to be shown the results of the statistical examination
11. week	Theory of regression	Practice of regression
12. week	Review of the semester	Preparing for the end-term test
13. week	Solution of typical test exercises	End-term test
14. week	Solution the tasks given in the endterm test	Retake end-term test

Participation in Classes:

- Lectures are an integral part of the training program; therefore, the Institution expects students to attend lectures. (TVSz §8.1)
- Attendance at practical classes is mandatory. The maximum allowable absence during the semester is three times the weekly number of contact hours for the subject. Exceeding this limit results in the semester being deemed unassessable. (TVSz §8.1)

Semester Requirement: Colloquium

Assessment Method and Schedule:

- Type of exam: written and oral
- Condition for exam admission: Attendance at practical classes, without overstep the allowable absence, and completing two tests with result equal or above 51 %. Both of tests can be retaken once.

- During the semester a recommended grade can be awarded, if the result of two written tests are above 60 % (not the sum of the results, but separately both test).
- During the exam period, the exam may be taken up to three times.

Type of Colloquium: Written and oral

Written Exam Material: Content covered in lectures and practical classes, as well as the distributed educational materials.

Grading Method: A recommended grade may be awarded based on the successful mid-term and end-term test completed during the semester. During the exam period, the exam may be taken up to three times, covering the full semester material. Percentage-based Evaluation of the Written Exam:

- 0–50%: Fail (1)
- 51–60%: Pass (2)
- 61–75%: Satisfactory (3)
- 76–85%: Good (4)
- 86–100%: Excellent (5)

Accounting I. (BGZ1104)

Semester topics:

Week 1	Description of the requirements of the subject. Presentation of the subject program of the semester. Literature recommendations. Basic concepts of accounting
Week 2	Assets And Liabilities & Equity Classification
Week 3	Non-current assets/Current assets, Equity/Liability
Week 4	Classification of balance sheet items.
Week 5	Balance Sheet Making
Week 6	1st midterm test
Week 7	Impact of economic operations
Week 8	Opening and closing balance sheet
Week 9	Complex economic events
Week 10	Impact of economic operations on the company's results
Week 11	Preparation of the profit and loss account
Week 12	Basics of Bookkeeping
Week 13	2nd midterm test
Week 14	Semester evaluation and comprehensive review practice.

Participation in the sessions: 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: Colloquium

Evaluation method and schedule: During the semester, 2 exams will be written, from which you can get an offered grade (medium – good – excellent).

- Exam type: Written
- Condition of admission to the exam: participation in the sessions

1. Mid-term test: 45 points
 2. Mid-term test: 45 points
- Total: 90 points

Point limits:

- 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.

INTRODUCTION TO TOURISM (BAI0099)

Session 1: Tourism Essentials

Definitions and concepts of tourism; tourist, visitor and excursionist; domestic, inbound and outbound tourism; the tourism system; major stages in the historical development of tourism; tourism as a social and economic phenomenon

Session 2: The Destination

The concept of a destination; types of destinations; attractions; tourism infrastructure and superstructure; destination competitiveness; destination life cycle; DMOs and destination management

Session 3: The Economic Consequences of Tourism

The role of tourism in the economy; GDP, employment and income generation; the multiplier effect; direct, indirect and induced impacts; foreign exchange earnings; tourism leakage; economic dependence

Session 4: The Environmental Consequences of Tourism

Tourism and the natural environment; positive and negative environmental impacts; land use; water and energy consumption; waste generation; biodiversity; carbon footprint; climate change and tourism

Session 5: The Social and Cultural Consequences of Tourism

Host–guest relationships; cultural exchange; acculturation; commodification; demonstration effect; authenticity; social conflicts; overtourism; the role of local communities

Session 6: Sustainable Tourism

Sustainable development; principles of sustainable tourism; economic, social and environmental sustainability; Sustainable Development Goals (SDGs); responsible tourism; regenerative tourism; resilience; tourism carrying capacity

Session 7: Visitor Attractions and Events

Natural and human-made attractions; primary and secondary attractions; heritage tourism; theme parks; museums; cultural and sporting events; festivals; event tourism; visitor management

Session 8: Hospitality

The concept of the hospitality sector; types of accommodation; hotel classification; food and beverage services; restaurants; the sharing economy; Airbnb and alternative accommodation; service quality and guest experience

Session 9: Intermediaries

Tour operators and travel agents; package travel; online travel agencies (OTAs); Global Distribution Systems (GDS); digital platforms; the changing role of intermediaries; disintermediation and reintermediation

Session 10: Transport

The role of transport in tourism; air, road, rail and water transport; low-cost airlines; cruise tourism; mobility; accessibility; sustainable transport; environmental impacts of transport

Session 11: Government and Tourism

The role of government in tourism; tourism policy; regulation; tourism development; national and local tourism organizations; international organizations; UN Tourism; tourism safety and security; crisis and risk management

Session 12: Tourism Demand

The concept and characteristics of tourism demand; factors influencing demand; travel motivations; push and pull factors; tourist typologies; consumer behavior; decision-making processes; tourism trends and demand forecasting

Session 13: Tourism Marketing

Characteristics of tourism marketing; segmentation, targeting and positioning; the marketing mix; destination marketing; branding; digital marketing; social media; online reviews; customer and tourist experience

Session 14: Tourism Futures

Factors shaping the future of tourism; digitalisation; artificial intelligence; automation; virtual and augmented reality; climate change; demographic change; resilience; ethics; sustainability; the tourist of the future

Participation in classes:

Lectures form an integral part of the course; therefore, the Institution expects students to attend the lectures.

Semester requirement: *completion of the course with a practical grade.*

Method of assessment: *successful completion of an individual semester paper with a minimum score of 51%.*

Schedule of assignments:

Submission deadline: full-time students: 23 October 2026;

Maximum score available: 50 points

Topic: Comprehensive Analysis of a Selected Tourism Destination, Product or Service within the Tourism System

- ***Task:*** Students should demonstrate and apply the key concepts and relationships covered during the semester through the example of a freely selected tourism destination, attraction, event, or tourism product.
- ***Length:*** 17–10 pages
- ***Assessment criteria:*** Particular emphasis will be placed on independent analysis and the formulation of well-founded conclusions.
- ***Minimum requirement:*** A score below 51% on the semester paper will result in failure to complete the course requirements for the semester. An insufficient practical grade may be improved in accordance with the Academic and Examination Regulations.

Recommended Literature:

- Cooper, C. – Ruhanen, L. (2026): *Essentials of Tourism*. 5th ed. SAGE, London
- Page, S. J. (2025): *Tourism Management*. 7th ed. Routledg
- Cook, R. A. – Hsu, C. H. C. – Taylor, L. L. (2025): *Tourism: The Business of Hospitality and Travel*. 7th ed. Pearson
- Page, S. J. – Connell, J. (2020): *Tourism: A Modern Synthesis*. 5th ed. Routledge
- Fletcher, J. et al. (2018): *Tourism: Principles and Practice*. 6th ed. Pearson

TOURISM GEOGRAPHY (BTV1110)

Session 1: A Geographical Approach to Tourism and Tourist Motivation

Relationship between geography and tourism; space, place and location; spatial relationships; definitions of tourism; tourists and excursionists; tourism-generating and tourism-receiving regions; tourist motivation; push and pull factors; formation of tourism demand

Session 2: Geographical Resources for Tourism

Natural and human-made tourism resources; landscape, relief, water resources and biodiversity; settlements, built heritage and culture; classification of tourist attractions; accessibility and tourism infrastructure

Session 3: Weather, Climate and Seasonality in Tourism

Difference between weather and climate; climate as a tourism resource and limiting factor; climatic zones; sun-, snow-, wind- and precipitation-dependent tourism; tourism seasonality; winter-sun tourism and ski tourism

Session 4: Tourism Destinations and Destination Image

Concept and geographical scales of tourism destinations; countries, regions, cities and resorts as destinations; destinations as concentrations of tourism resources; image, perception and identity; tourism space and mental images

Session 5: Spatial Impacts of Tourism and Environmental Consequences

Positive and negative impacts of tourism; spatial concentration; environmental pressures; water and energy consumption; waste production; transport impacts; landscape transformation; biodiversity loss; overuse of tourism areas

Session 6: Social and Cultural Geography of Tourism

Society and culture; host–guest relationships; cultural change; commodification; demonstration effect; acculturation; authenticity; social conflicts; overtourism and local communities

Session 7: Economic Geography and the Economic Impacts of Tourism

Tourism and regional economies; tourism revenues; employment; multiplier effect; economic leakage; seasonality; economic dependency; regional inequalities

Session 8: Tourism and Global Development

Centre–periphery relationships; global development inequalities; Global North and Global South; tourism as a development tool; tourism in developing countries; poverty reduction; pro-poor tourism and community-based tourism

Session 9: Climate Change and the Geography of Tourism

Impacts of climate change on tourism; sea-level rise; heatwaves; water scarcity; changing snow conditions; wildfires; coral reef degradation; geographical redistribution of tourism destinations; adaptation and mitigation

Session 10: Crises, Disasters and the Resilience of Tourism Destinations

Natural disasters; pandemics; earthquakes, volcanic activity, floods and wildfires; geopolitical conflicts; terrorism; COVID-19; destination image during crises; tourism resilience

Session 11: Protected Natural Areas and Tourism

National parks; UNESCO natural heritage; biosphere reserves; IUCN categories; nature-based tourism; ecotourism; visitor management; carrying capacity

Session 12: Tourism Planning and Destination Management

Relationship between planning, policy and management; spatial planning; destination development; stakeholder management; zoning; visitor management; carrying capacity and spatial conflicts

Session 13: Sustainable Tourism and Sustainable Destinations

Sustainable development; sustainable tourism; ecotourism, green tourism and alternative tourism; Sustainable Development Goals; greenwashing; overtourism and undertourism; regenerative tourism; challenges of measuring sustainability

Session 14: The Future Geography of Tourism and Course Review

Future tourism flows; demographic change; technological development; digitalisation; artificial intelligence; mobility; climate change; emerging destinations; polar tourism; space tourism; future sustainability challenges

Participation in classes:

Lectures form an integral part of the course; therefore, the Institution expects students to attend the lectures.

Semester requirement: *completion of the course with a practical grade.*

Method of assessment: *successful completion of an individual semester paper with a minimum score of 51%.*

Schedule of assignments:

Submission deadline: full-time students: 23 October 2026;

Maximum score available: 50 points

Topic: A Comprehensive Tourism Geography Analysis of a Selected Tourism Destination

- **Task:** *The aim of the semester paper is for students to independently apply the knowledge of tourism geography acquired during the semester to a comprehensive analysis of a selected tourism destination.*
- *Merely presenting the tourist attractions and services of the destination is not sufficient. The primary objective of the assignment is to analyse the destination's geographical characteristics, tourism resources, spatial features, seasonality, impacts of tourism, sustainability challenges, and future development opportunities. Students are expected to draw independent conclusions based on relevant academic literature and statistical sources and to formulate their own development proposals.*
- **Length:** *10–15 pages*
- **Assessment criteria:** *Particular emphasis will be placed on independent analysis and the formulation of well-founded conclusions.*
- **Minimum requirement:** *A score below 51% on the semester paper will result in failure to complete the course requirements for the semester. An insufficient practical grade may be improved in accordance with the Academic and Examination Regulations.*

Recommended Literature:

- *Mason, P. (2023): Geography of Tourism: Image, Impacts and Issues. 2nd edition. Goodfellow Publishers, Oxford.*
- *Nelson, V. (2021): An Introduction to the Geography of Tourism. 3rd edition. Rowman & Littlefield.*
- *Boniface, B. – Cooper, C. – Cooper, R. (2024): Worldwide Destinations: The Geography of Travel and Tourism. 9th edition. Routledge.*
- *Williams, S. – Lew, A. A. (2015): Tourism Geography: Critical Understandings of Place, Space and Experience. 3rd edition. Routledge.*
- *Hall, C. M. – Page, S. J. (2014): The Geography of Tourism and Recreation: Environment, Place and Space. 4th edition. Routledge.*

Public Management (BGZ1108)

Business Administration and Management BSc

Teaching Week	Seminar / Practice Topic
Week 1	Introduction to Public Management – concepts, scope, and characteristics of the public sector.
Week 2	Historical foundations of public management – classical public administration theories, bureaucracy.
Week 3	The paradigm of New Public Management (NPM) – market-oriented reforms.
Week 4	Governance and the changing roles of government – state, market, and civil society.
Week 5	Strategic management in the public sector – planning and goal-setting.
Week 6	Organizational structures and models in the public sector.
Week 7	<i>1. Mid-term written test</i>
Week 8	Public finances and budget management.
Week 9	Performance management and evaluation in the public sector. Quality management and the development of public services.
Week 10	E-government and digitalization in public management.
Week 11	Ethics, transparency, and anti-corruption tools.
Week 12	The relationship between public policy and public management.
Week 13	<i>2. Mid-term written test</i>
Week 14	Evaluation of semester performance, announcement of practical grades.

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)).

Semester Requirements

The course is completed with a practical grade.

Participation in a remedial course is provided during the semester.

Assessment Method and Schedule

During the semester:

- Week 7: Midterm Test 1
- Week 13: Midterm Test 2
- Week 14: Announcement of results and information on retake opportunities

Requirements for Continuous Assessment

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

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:

Points	Grade
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.

Course Title: Information Technology in Logistics Services (BGZ2112)

Business Administration and Management BSc

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	Introduction to Logistics Information Technology
Week 2	The Role of Information Systems in Logistics
Week 3	Logistics Processes and Information Flows
Week 4	Enterprise Resource Planning (ERP) Systems in Logistics
Week 5	Warehouse Management Systems (WMS) and Inventory Management
Week 6	Transportation Management Systems (TMS) and Transport Information Systems
Week 7	<i>1. Mid-term written test</i>
Week 8	Barcodes, RFID and Automatic Identification Technologies
Week 9	IoT, Sensors and Real-Time Data Collection in Logistics
Week 10	Digital Supply Chains and Data Sharing
Week 11	Artificial Intelligence, Automation and Robotics in Logistics
Week 12	Logistics Data Analytics, Decision Support and Performance Measurement
Week 13	<i>2. Mid-term written test</i>
Week 14	Evaluation of Semester Performance and Course Summary

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 13: Midterm Test 2
- Week 14: 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:

Points	Grade
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.

Financial Management of Logistics Activities (BGZ2113)

Business Administration and Management BSc and Higher Vocational Education (FOSZK)

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	Introduction to the Financial Management of Logistics Activities
Week 2	Fundamentals of Logistics Costs and Cost Management
Week 3	Planning and Analysis of Logistics Costs
Week 4	Inventory Management and Inventory Financing
Week 5	Financial Aspects of Procurement and Supplier Relationships
Week 6	Financial Aspects of Transportation and Freight Operations
Week 7	<i>1. Mid-term written test</i>
Week 8	Warehousing and Logistics Infrastructure Financing
Week 9	Logistics Investments and Investment Appraisal
Week 10	Pricing and Profitability of Logistics Services
Week 11	Cash Flow, Liquidity and Working Capital Management in Logistics
Week 12	Logistics Financial Performance Measurement and Risk Management
Week 13	<i>2. Mid-term written test</i>
Week 14	Evaluation of Semester Performance and Course Summary

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 13: Midterm Test 2
- Week 14: 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:

Points	Grade
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.

Logistics Information Systems (BGZ2904)

Business Administration and Management BSc

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	Introduction to Logistics Information Systems
Week 2	Information Flow and Data Management in Logistics
Week 3	Structure and Functions of Logistics Information Systems
Week 4	Enterprise Resource Planning (ERP) Systems and Their Applications in Logistics
Week 5	Warehouse Management Systems (WMS)
Week 6	. Transportation Management Systems (TMS)
Week 7	<i>1. Mid-term written test</i>
Week 8	Integrated Supply Chain Information Systems
Week 9	. Automatic Identification: Barcodes, RFID and IoT
Week 10	<i>Logistics Databases, Data Security and Information Protection</i>
Week 11	Logistics Data Analytics and Decision Support Systems
Week 12	Digitalization, Artificial Intelligence and Automation in Logistics
Week 13	<i>2. Mid-term written test</i>
Week 14	Evaluation of Semester Performance and Course Summary

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 13: Midterm Test 2
- Week 14: 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:

Points	Grade
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.

Corporate Valuation and Resource Management (BGZ1110)

Business Administration and Management BSc

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	Introduction to Corporate Valuation and Resource Management
Week 2	Corporate Resources and Resource Management
Week 3	Financial Analysis of a Company
Week 4	Factors Influencing Corporate Value
Week 5	Financial Statements and Information for <u>Corporate Valuation</u>
Week 6	Income-Based Valuation Methods and DCF
Week 7	<i>1. Mid-term written test</i>
Week 8	Cost of Capital, Risk and WACC
Week 9	Market-Based and Asset-Based Valuation Methods
Week 10	Investment Decisions and Corporate Value Creation
Week 11	Resource Planning, Efficiency and Capacity Management
Week 12	Comprehensive Corporate Valuation and Case Study
Week 13	<i>2. Mid-term written test</i>
Week 14	Evaluation of Semester Performance and Course Summary

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 13: Midterm Test 2
- Week 14: 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:

Points	Grade
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.

BAI0041 Sociology
Lecturer: Dr Anikó Kálmán
BSc in Business and Management, Colloquium.

Week	Program
1. lesson	Introduction, the aim and requirements of the course
2. lesson	Complexity as a new normality
3. lesson	The changing spaces of the lifelong learning environment in the 21st century
4. lesson	Global trends shaping education and leading to the paradigm shift of lifelong learning
5. lesson	The teaching organization as a learning organization
6. lesson	<i>Reading diary and group discussion/student presentation</i>
7. lesson	Education in the innovation society Innovation (Finland as a good example)
8. lesson	New labour market challenges in the Innovation Society
9. lesson	The New Role of Higher Education: Knowledge Triangle
10. lesson	Work and learning in contemporary environment (World Economic Forum)
11. lesson	The global labour market requirements and trends: (OECD, EU, ILO, ASEM)
12. lesson	<i>Student Group presentation and discussion of the chosen topic</i>
13. lesson	<i>Student Group presentation and discussion of the chosen topic</i>
14. lesson	Evaluation and feedback

Type of assessment and evaluation:

- Pre-conditions for taking examination:

Method of grading:

The course is based on active student participation, including students choosing a topic from the suggested list and making presentations using the mind map as a tool.

Students will also have to submit their reflections on minimum two items in the reading list focusing on different problems (reading diary - about one page with explication). After choosing a topic from the list, and reviewing the relevant literature, each student presents the topic briefly (1-2 slides).

In the second half of the semester, teams of cooperating students will have to deliver a presentation related to some items in the reading list and start a group discussion about it.

In doing this, students check and evaluate each other and by the end of the course they write an assignment as a team (4-5 pages).

The 3 credit course counts with 90 hours of autonomous student learning and mentoring through digital platforms in addition to the 14 hours spent in contact lessons. Students are encouraged to propose readings supporting their knowledge.

To sum up, in this course, students will need to participate in all these learning activities.

Pre- Questions: to be answered in the first class

Reading diary (at least 2 items in the reading list)

Presentation: min. 15 minutes

Essay paper (4-5 pages) (groupwork)

Assessment (grading) is based on:

Attendance (10%)

Participation in classroom discussions (10%)

Presentation (30%)

Essay Paper (50%)

Students will be offered an examination grade based on their achievement in coursework. However, those who fail to fulfil any of the above requirements will be required to take the examination.

Education plan

Microeconomics and Basic of Economics (BGZ1102 és BAI0117)

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)
 -

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