

Name of subject:	BUSINESS FORECASTING	
Responsible instructor:	Dr. Beatrix Varga university docent, PhD	
Cooperating lecturers:	Dr. Roland Szilágyi university docent, PhD	
Weekly hours: 2	Assessment: colloquium	Number of credits: 4
Language of education:	English	
Requirements from former education:		
<p>TOPICS OF SEMINARS:</p> <ol style="list-style-type: none"> 1. General attributes of time series 2. Types of time series analysis (categories); spectral and time range analysis. 3. Deterministic time series analysis 4. Analysis of seasonality 5. Exponential smoothing methods 6. Moving average process, harmonic weighted partial trends 7. Stochastic time series analysis 8. Stationary time series; strong and weak stationarity 9. Pure random process and random walk 10. Moving average process (MA) 11. Autoregressive (AR) process, 12. Autoregressive moving average process (ARMA), 13. Autoregressive integrated moving average process (ARIMA). 14. Student presentations about the analysis of the chosen survey field. <p>Curriculum: Topics introduced on seminars and references.</p> <p>Abilities and knowledge developed by this subject:</p> <p>The student learns to analyse time series data, practical usage and limits.</p>		
Tasks during the semester:		
Create an own presentation and case study about a chosen topic.		
<p>References:</p> <p>Kirchgässner – Wolters –Hassler: Introduction to Modern Time Series Analysis Springer ISBN 978-3-642-44-029-8</p> <p>Raquel Prado: Time Series Modelling, Computation, and Interference ISBN: 978-1-4200-9336-0</p> <p>http://miskolc.infotec.hu/ (TAMOP – 4.1.2-08/1/A)</p>		
Notes:		

Course Descriptions - PhD - Enterprise Theory and Practice Doctoral School
Faculty of Economics – University of Miskolc – Hungary

Course title: Coaching	Neptun code:
	Course type:
Name and position of course coordinator: István Kunos, Ph.D., associate professor	
Name(s) and position(s) of teaching assistant(s):	
Suggested semester: spring	Prerequisite course(s): -
Weekly lecture+seminar hours: 1+1	Evaluation method: Oral exam
Credits: 3	Study format: full time and part time
Course objectives: With the help of this course, students can reach their goals and handle their social dilemmas much easier both in their private and business life. The exercise oriented course contains theoretical basics as well. Moreover, students having finished the course also can help others to tackle problems in their everyday life.	
Course content and structure: <ol style="list-style-type: none"> 1. Definition, content and process of coaching. 2. Psychological bases of coaching. 3. Self-insight. 4. Active listening, questioning technique. 5. Coaching tools and models. 6. Coaching in practice. 	
Evaluation method: Oral.	
Course assignments: Active attendance, successful presentation of mid-semester task.	
Course point distribution, examination format: Oral exam.	
Required reading: John Whitmore: Coaching for Performance, Nicholas Brealey, London, 2004	
Suggested reading: Jonathan Passmore: Excellence in Coaching, Kogan Page, London, 2006 Henry Kimsey-House, Karen Kimsey-House, Phillip Sandahl, Laura Whitworth: Co-Active Coaching: Changing Business, Transforming Lives, Nicholas Brealey, London, 2011	

Course title: Economic relations of Visegrad countries	Neptun code: GTERG4190A
	Course type: Elective
Name and position of course coordinator: Dr. Dániel Kuttor, ass. professor	
Name(s) and position(s) of teaching assistant(s):	
Suggested semester: Spring	Prerequisite course(s): ---
Weekly lecture+seminar hours: 0+2	Evaluation method: three-scale exam
Credits: 3	Study format: full time and part time
<p>Course objectives: The course aims to provide a comprehensive picture on the economic, social, political situation of East Central European countries. In the frame of the course the economic history of central part of Europe are going to be detailed presented, analyzed and discussed. During the semester further information, data and knowledge will be transferred about the current economic-politic relations of Visegrad Members. A modern, interactive environment is provided in a PC lab of the Institute. Each student will be equipped with an own computer during the lectures for making own analysis. The course wishes to create, form and strengthen the so-called "Central European identity".</p>	
<p>Course content and structure: Introduction, geographical limitation; Definition and characterization of East Central Europe, The "rebirth of Central Europe"; Overview of Economic History of East Central Europe, with special regard to the period from mid19th Century to 1989; The Euro-Atlantic integration of East Central Europe and its economic-politic effects; Social effects of transition; The current foreign economic relations of V4 countries (trade and capital flows, the role of MNCs and TNCs); Detailed analysis of the Czech Republic; Detailed analysis of Hungary; Detailed analysis of Poland; Detailed analysis of the Slovak Republic; Competitiveness of the region in global and continental comparison, R+D+I; Spatial effect of transition, regional inequalities in ECE; Fields of prospective cooperation (infrastructural development, energy sector, Roma and other minorities, trade cooperation, SMEs); Closure, presentations</p>	

Evaluation method:

Regularly visit the seminars and take an active part in them (max. 40 points).
Individual research activity; ie. write an essay related to the selected topic which are determined by the student and confirmed by the lecturer for max. 60 points (in extent of maximum 4500 words).
During the semester a few personal consultations are strongly recommended.

Course assignments:

The points are aggregated for evaluation (40 + 60 points maximum).

Ranking:

- up to 60 points: fail (1)
- up to 70 points: sufficient (2)
- up to 80 points: satisfactory (3)
- up to 90 points: good (4)
- up to 100 points: excellent (5)

Course point distribution, examination format:

See above the points' distribution. There is no exam within the course.

Required reading:

Blaas, Wolfgang - Foster, John: Mixed Economies in Europe (an Evolutionary Perspective on their Emergence, Transition and Regulation); Edward Elgar Publishing, Hants, 1992.
Paul Robert Magocsi: Historical Atlas of Central Europe (From the Early Fifth Century to the Present); Thames and Hudson, London, 2002.
Robert Bideleux - Ian Jeffries: History of Eastern Europe: Crisis and Change

Suggested reading:

Dabrowski, Marek - Slay, Ben-Neneman, Jaroslaw: Beyond Transition (Development Perspectives and Dilemmas); Ashgate, Hants, 2004.
Kocsis Károly: South Eastern Europe in Maps; GRI, Hungarian Academy of Science, Budapest, 2007.

- World Trade Organisation Reports;
- World Investment Reports;
- Transition Reports from EBRD;
- EUROStat Reports and Press Releases;

Publications of national statistical offices of Visegrad countries.

E-learning material:

Socio-economic situation of Central and Eastern Europe and its relations:

<http://i2agora.odl.uni-miskolc.hu/gtk-mutf/?lang=en>

Course title: Environmental Marketing	Neptun code: GTMSK414
	Course type: optional
Name and position of course coordinator: Dr Szabolcs Nagy, associate professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 2nd or 3rd or 4th	Prerequisite course(s):-
Weekly lecture+seminar hours: 2+0	Evaluation method:
Credits: 3	Study format: full time and part time PhD
<p>Course objectives:</p> <p>The main objective of this course is to deepen the students' knowledge of environmental marketing, a special approach to marketing to make it sustainable. Students will learn and analyze the differences between traditional and environmental marketing. They will be aware of the importance of sustainability and will take a closer look at how environmental marketing can contribute to sustainable consumption and production. Thereby, they might be responsible decision makers in their managerial roles in the future. This course is strongly supporting the paradigm shift in the way of thinking related to environmental issues. It focuses on the principles of sustainable marketing and how it can be used for behavior shaping.</p>	
<p>Course content and structure:</p> <ol style="list-style-type: none"> 1. The evolution of environmental marketing 2. Introduction to environmental marketing 3. Models of environmental marketing Part I 4. Models of environmental marketing Part II 5. The driving force model 6. The role of government in environmental marketing 7. Sustainable consumption 8. Green consumer 9. Models of environmentally friendly consumption 10. Attitudes and pro-environmental behavior 11. Values and pro-environmental behavior 12. Motivations of pro-environmental behavior 13. The impact of demographics on pro-environmental behavior 14. Sustainable corporate activities 15. Environmentally friendly products 	

Evaluation method: written assignment

Course assignments: Written assignment on an environmental marketing issue in 10-15 pages. Deadline: the last week of the semester. Students shall choose an environmental marketing issue to analyze deeply. They are to reach conclusions based on research findings then to present his/her solutions/scenarios related to the problem analyzed.

Course point distribution, examination format:

Total points: 100.

0-50 points (1), 51-60 points (2), 61-75 points (3), 76-85 points (4) and 86-100 points (5)

Required reading:

1. Nagy Szabolcs: Sustainable consumption, Nemzeti Tankönyvkiadó, 2011,
http://www.tankonyvtar.hu/hu/tartalom/tamop425/0049_05_sustianable_consumpti on/5958/index.html
2. Jacquelyn A. Ottman: The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding, January 2011, 978-1-906093-44-0 (hbk),
www.greenleaf-publishing.com/newrules

Suggested reading:

3. Nagy Szabolcs, Piskóti István, Molnár László, Marien Anita: The Relationship Between Values And General Environmental Behaviour, Economics And Management 17:(1) Pp. 272-278. (2012)
4. Vinod Kumar, Zillur Rahman, A.A. Kazmi, Praveen Goyal: Evolution of Sustainability as Marketing Strategy: Beginning of New Era. Procedia - Social and Behavioral Sciences, Volume 37, 2012, Pages 482-489 http://ac.els-cdn.com/S1877042812007926/1-s2.0-S1877042812007926-main.pdf?_tid=788246fc-17dd-11e4-ab5d-00000aab0f27&acdnat=1406720250_de8043dbb709e353c0fda36f1ce44b43
5. Nagy Szabolcs, Piskóti István, Molnár László, Marien Anita: Environmentally conscious behaviour in Hungary In: Paulo Rita (szerk.) 41 th EMAC Conference: Marketing to Citizens Going beyond Customers and Consumers. Konferencia helye, ideje: Lisszabon, Portugália, 2012.05.22-2012.05.25. Lisszabon: ISCTE Business School, 2012. Paper 45. (ISBN:978-989-732-004-0)
6. Nik Ramli, Nik Abdul Rashid, Nor Irwani Abdul Rahman, Shaiful Annuar Khalid: Environmental Corporate Social Responsibility (ECSR) as a Strategic Marketing Initiatives -Procedia - Social and Behavioral Sciences, Volume 130, 15 May 2014, Pages 499-508 http://ac.els-cdn.com/S1877042814029681/1-s2.0-S1877042814029681-main.pdf?_tid=d9e223e0-17dd-11e4-9a6e-00000aab0f6c&acdnat=1406720413_1d8a8f91f44b4e10fc60c39096bb98a7
7. Nagy Szabolcs, Piskóti István: Values and Environmentally Conscious Behaviour (ECB) in Hungary In: José Carlos Pinho (szerk.) 6th International Congress on Public and Non-Profit Marketing. 79 p. Konferencia helye, ideje: Braga, Portugália, 2007.06.14-2007.06.15. Braga: Universidade do Minho, pp. 1-10.

Name of subject: Finance	Neptun code: GTÜPZ4611A
	Nature of subject: Required for specialisation
Name of tutor, status : Dr. Sándor Bozsik Ph.D, associate professor	
Tutors taking into the education, status: None	
Semester: 3A	Prerequisites:
Number of hours (le+se): 2+0	Way of exam: u+k
Credit score: 5	Course: regular
<p>Aim and duty of subject: The aim of the subject is firstly to deepen the financial knowledge of the participants by reading and presenting financial articles. Secondly the participants should create a scientific paper related to both the finance and their particular research field. Thirdly they should present their scientific findings in the course. These three goals help to improve their methodological and presentational skills, and enhance their financial knowledge.</p>	
<p>Course content and structure: Introduction to Financial Theories The main purpose of the corporates Time value of money, investment appraisal Efficient markets. Portfolio theory Capital structure Dividend policy Derivatives, Option pricing Presentations I. Presentations II. Presentations III. In the course we discuss the main findings of famous financial papers, and get acquainted with the recent researches related to the particular topic. After listening the presentations we evaluate them if they meet the scientific criteria, if they have got relevance, and how the paper can be improved.</p>	
<p>Course assignments Attendance required at a 70% of total seminars.</p> <p>20 points – presentation of a famous financial paper 20 points – writing a scientific paper between 5 and 10 pages 20 points – verbal exam on the main findings of corporate finance Additional points can be earned by active work in the seminars.</p>	
<p>Course point distribution, examination format: Total scores: 60 points. 0-30 unsatisfactory (1); 31-37 satisfactory (2); 38 – 45 average (3); 46 – 53 good (4); 54 – 60 excellent (5)</p>	

References: Slides and the following references

Required reading:

1. Copeland/Weston: Financial Theory and Corporate Policy Addison Wesley Prentice Hall 2005 ISBN: 9780321127211

Suggested reading:

1. Bodie, Z. – Kane, A. – Marcus, A.J.: Investments, McGraw–Hill Primis. 2003 ISBN: 9780073530703

2. Brealey-Myers: Principles of Corporate Finance McGraw&Hill 2010 ISBN: 978-0078034763

3. Damodaran Aswath: Corporate Finance Theory and Praxis Wiley 2001 ISBN: 0471283320

SYLLABUS

**Human Resource Management
for Ph.D. students
2nd Semester, 2016/2017 academic year**

Instructor:	<i>István Kunos, Ph.D.</i>
Responsible Department:	
Neptun Code:	
ECTS Credits:	4
Hours/Week:	2
Prerequisite:	-
Assessment:	<i>exam and oral presentation</i>

LECTURE TOPICS

1. Topics of Human Resource Management, Methodological Diversity. New approach of HR by Coaching, Stories and Fables.
2. Effective Human Communication.
3. Development of Social Relations.
4. Leadership Development.
5. Tricks in sales.
6. Efficient Negotiations.
7. Relevance of Attitude to Change.
8. Self-Management.
9. Time-Management.
10. New Challenges and Answers.
11. Future of HR.
12. Situational Exercises.
13. Presentations.

Required Book: Daniel White: Coaching Leaders: Guiding People who guide others, Jossey-Bass, New York, 2013

General Requirements: Attendance, Active Class Participation, Successful Presentation of an Individual Task.

Course program

Course title: INTERNATIONAL MARKETING	Neptun code: GTMNM401 GTMNM401L
	Course type: O
Name and position of course coordinator: Dr. László DANKÓ, PhD., Associate Professor	
Name(s) and position(s) of teaching assistant(s): Dr. Noémi HAJDÚ, PhD., Senior Lecturer	
Suggested semester: 4.	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0/week, 9+0/semester	Evaluation method: Exam
Credits: 4	Study format: full time and part time
Course objectives: Under the subject, Ph.D. students can get information and learn the environment of the international marketing, and can adopt its management techniques. The basis of the course is the knowledge of the international marketing subject and the lecturer's own research.	
Course content and structure: Difference in international marketing defined, problems of the definition Impact of the cultural environment and analysing methods on international marketing Social environment of the international marketing in the context of the world economy Preparation for decision-making and information sources in the international marketing International marketing of the consumer goods, the consuming society Industrial product strategies of international markets, including the Asian markets Pricing strategies on the international markets. Transfer-pricing – money-laundering issues International distribution strategies under the shadow of global entities Promotion strategies of the international markets, role of the personal communication Applying the international marketing strategy Euro-marketing International marketing for small and medium size enterprises (SME) in Central-Eastern Europe – practical experiences. The lecturer of this course is a qualified, experienced international marketing coach.	

Evaluation method:

Course assignments:

Course point distribution, examination format:

Written material and oral presentation.

Required reading:

Cateora, Ph.- Ghauri P.: International Marketing McGraw Hill/Irwin Int. 2014 , 4th ed.

Journal of International Marketing <http://journals.ama.org/loi/jimk>

Suggested reading:

J.C. Usunier-Lee: Marketing Across Cultures, Prentice Hall 2013. Fifth Edition

Course Descriptions - PhD - Enterprise Theory and Practice Doctoral School
Faculty of Economics – University of Miskolc – Hungary

Course title: Methods of Market Analysis	Neptun code: GTMSK417
	Course type: Compulsory course related to the research topic
Name and position of course coordinator: Dr. László Molnár, assistant professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 2S	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0/week	Evaluation method: a+k
Credits: 4	Study format: full time and part time
<p>Course objectives: The task and objective of course 'Methods of Market Analysis' is to deepen the students' professional knowledge in the field of market analysis and market research and improve their methodological skills as well. The students have to use this acquired theoretical and practical knowledge in their field of research in order to improve their empirical research skills. After completion of the course students will be able prepare research plans and carry out empirical researches in order to answer research problems of marketing discipline.</p>	
<p>Course content and structure: Introduction to market analysis, market research and marketing research, basic definitions Defining the research problem and the research objectives Planning market analyses, market researches and marketing researches, the significance of research design Setting up research questions and hypotheses Basics of model creation, types of models (process, structural, hybrid) Operationalization variables, marketing scales Developing a sample plan, design the sample plan Dealing with field work and data quality issues Confirmation of hypotheses: how can we confirm or disprove hypotheses? Testing methods of hypothetical models Interpret research results Case study I.: marketing research problem solving in consumer markets Case study II.: marketing research problem solving in business markets</p>	

Evaluation method:

Course assignments:

Mid-semester, individual student work: choosing a branch or a (consumer or business) market in connection with own field of research; analyzing it; planning a research (secondary, qualitative, quantitative) and carrying out a pilot research

- written report (max. 25 points): submission deadline: 3 weeks before the end of semester
- presentation (max. 25 points): in the last 3 weeks of the semester

Course point distribution, examination format:

Mid-semester performance (max. 50 points) + written exam (50 points)

Point limits: 0-50 points: fail, 51-62 points: pass, 63-74 points: satisfactory, 75-86 points: good, 87-100 points: excellent

Required reading:

Lilien – Rangaswamy: Marketing engineering, Trafford, 2004 (given parts)

Bruner II: Marketing Scales Handbook, GCBII Productions, 2013

Suggested reading:

Burns – Bush: Marketing Research, Pearson, 2010

Janssens – Wijnen – De Pelsmacker – Van Kenhove: Marketing Research with SPSS, Prentice Hall, 2008

Arbuckle: IBM SPSS Amos 21 User's Guide, IBM, 2012 (given parts)

Tantárgy neve: Development and evaluation of controlling systems	Tantárgy neptun kódja:
	Tantárgy jellege: Compulsory related to the research topic
Tantárgyfelelős neve, beosztása: Zoltán Musinszki, Ph.D., associate professor	
Oktatásba bevont oktatók neve, beosztása: -	
Javasolt félév: 4. T (spring)	Tárgyfelvétel előtanulmányi feltétele: -
Óraszám (ea+gy): 2+0 / week	Számonkérés módja: signature + examination
Kreditpont: 4	Tagozat: full time / part time
<p>Tantárgy feladata és célja: The primary aim of the subject is to know and develop the phylogeny of the connection between the decision- maker and decision- supporter, and- through this- the elements of controlling systems. The criticism against the previous controlling- and costing systems from the 1980's both in the Anglo- Saxon, and in the German literature, and the effect of it on the methodology get emphatic role in the hystorical overview.</p>	
<p>Tantárgy tematikus leírása: Early controlling systems The scientific management school Liability based accounting The control as a management function and Robert N. Anthony Peter Horvath and the German school The Rise and Fall of Management Accounting: H. Thomas Johnson and Robert S. Kaplan's work Strategic controlling, strategic cost systems Process-oriented cost systems, ABC, PKR, Indicators, scorecards, strategic benchmarking systems Factors affecting the development of the controlling system The development opportunities of accounting systems, from financial accounting to controlling Controlling at the organization The human aspects of controlling Chapters from the history of decision support- the first presentation Controlling functions- the second presentation</p>	

Számonkérés módja:

Az aláírás megszerzése:

Preparation and presentation of two papers.

A vizsgára bocsátás feltétele:

-

Gyakorlati jegy/kollokvium teljesítésének módja, értékelési szempontjai:

The students work up individually two topic areas (history of decision support, controlling functions in corporate practice) in writing, then- in the examination period- they protect their works orally. The assessment of papers, presentations and oral colloquiums happens on a five-point scala.

Kötelező irodalom:

Anthony, R. N. – Govindarajan, V. (2014): Management Control Systems, McGraw Hill,
Chandler, A. D. (1995): The visible hand. 13th edition, Harvard University Press,
Cambridge, Massachusetts, London,
Drury, C. (2015): Management and Cost Accounting, 9th edition, Cengage Learning EMEA,
Johnson, H. T. – Kaplan, R. S. (1987): Relevance lost. The Rise and Fall of Management
Accounting. Harvard Business School Press, Boston,
Kaplan, R.S. – Cooper, R. (1997): Cost & Effect, Using Integrated Cost Systems to Drive
Profitability and Performance. Harvard Business School Press,

Ajánlott irodalom:

Atkinson, A. A. et al. (2011): Management Accounting: Information for Decision-Making
and Strategy Execution, Pearson, 6th edition,
Blocher, E. et al. (2012): Cost Management: A Strategic Emphasis, McGraw-Hill Education,
6th edition,
Kaplan, R.S. – Anderson, S. R. (2007): Time-Driven Activity-Based Costing: A Simpler and
More Powerful Path to Higher Profits. Harvard Business School Press,
Kaplan, R. S. – Norton, D. P. (1996): The Balanced Scorecard: Translating Strategy into
Action, Harvard Business School Press,
Kaplan, R. S. – Norton, D. P. (2006): Alignment: Using the Balanced Scorecard to Create
Corporate Synergies: How to Apply the Balanced Scorecard to Corporate Strategy.
Harvard Business School Press,
Kaplan, R. S. – Norton, D. P. (2004): Strategy Maps: Converting Intangible Assets into
Tangible Outcomes. Harvard Business School Press,
Merchant, K. – Van der Stede, W. (2011): Management Control Systems: Performance
Measurement, Evaluation and Incentives, Pearson, 3rd edition,

Name of the course: Impact of international accounting on the domestic practice	Code of the course: Type of the course: TK
Responsible for the subject: Dr. Pál Tibor Ph.D professor	
Contributor teacher: -	
Semester: A	Prerequisites: -
Number of lessons (l+p): 12+6	Assessment: S+E
Creditpoints: 4	Type of the programme: part time training
<p>Course objectives: The aim of the course is to raise awareness of the effects, which are being achieved in accounting rules and the related practice in Hungary for decades. These effects - in parallel with the economy and information technology development achievements, and social changes - shaped to a large extent the professional and scientific thinking and business practice, and are challenges for the rule-creators and -adopters (managers, accountants, auditors). Students will be able to interpret international accounting impacts on different socio-economic formations (economic systems, institutions, etc) accounting systems, assess their consequences and prepare and formulate recommended steps for reaching optimal output.</p>	
<p>Topics of the lessons: The place and role: evolution and development of national and international accounting standard systems in the theory and practice of accounting. The development of national accounting in recent decades, economic and social changes, crises. The concept of international accounting standards, evolution and development. Accounting rules and practices in The United States - the US - GAAP. Significant and important issues in accounting of the european states. The European Union and accounting. Convergence in international practice. The concept of the Hungarian National Accounting Standards. The International Accounting Standards and International Financial Reporting Standards. Framework and their application. International standards adopted by the European Union, and their application requirements and possibilities in Hungary. The role and importance of accounting principles in the enforcement of international standards in Hungary. IFRS for SME - Standards and small and medium-sized enterprise sector. The potential impacts of the economic crisis on the financial statements. The relation between the changes in the national regulation in 2016 and the IAS-IFRS system.</p> <p>The curriculum is processed first based on the lectures and the related selected literatures, on the other hand, the knowledge is acquired within the framework of practical exercises and independently processed case studies for each of the standards.</p>	

Signature:

During the semester: processing and comparison assigned standards with the Hungarian regulations, particularly with regard to the differences in the presentation. Minimum requirement: to achieve 50% of the total score.

Assumption of exam:

Signature

Exam:

Oral exam.

Compulsory literature:

- Dr. Pál Tibor: Innovatív számviteli rendszerek Miskolci Egyetem 2011 2. fejezet
- Pál Tibor: A számviteli alapelvek szerepe és jelentősége, a nemzetközi standardok érvényesülése Magyarországon. "Válság a pénzügyekben - pénzügyek a válságban" Tudományos konferencia. Nyugat-magyarországi Egyetem Közgazdaságtudományi Kara, Magyar Okleveles Adószakértők Egyesülete Sopron 2009. szeptember 29-30. http://spek.hu//index.php?page=konf_anyagok
- A Számvitel-Adó-Könyvvizsgálat c. folyóirat Heti Válasz Kiadó, Budapest, utolsó két évfolyamának témához kapcsolódó cikkei

Referenced literature:

- Lakatos László Péter - Kovács Dániel Máté - Madarasiné Dr. Szirmai Andrea - Mohl Gergely - Rózsa Ildikó: Nemzetközi Pénzügyi Beszámolási Standardok elmélete és gyakorlata – 2013 MKVK Budapest 2014.
- Clare Finch: A Student's Guide to IFRS Third Edition, Kaplan Publishing, 2011: http://api.ning.com/files/jnGKJh3gfcf2f0vpcOrCDyg2GY4HJCEF9LNFYZ71WSQJJt7o3BdqEuYAtQ4N1r684ABn5xkf*bpFvyXp9Eg9QBHkskRBsLT-/AStudentsGuidetoIFRSEd3sample.pdf
- www.ifac.org
- www.mkvk.hu

SYLLABUS

**Organizational Theory
for Ph.D. students
1st Semester, 2016/2017 academic year**

Instructor:	<i>István Kunos, Ph.D.</i>
Responsible Department:	
Neptun Code:	
ECTS Credits:	4
Hours/Week:	2
Prerequisite:	-
Assessment:	exam and oral presentation

LECTURE TOPICS

- 1-3. Humans in organizations. Personality theory. Formal and informal leading. Factors having influence on our behavior. Personality types and traits. Structure of personality. Principal groups of personality factors. Values, attitudes. Perceptual errors. Attributional theory.
4. Leadership competences. Methods of measurement. Types of leaders.
5. Decision-making styles. Theory and practice. Situational practices to evaluate and categorize decision-making styles.
6. Style theory. In-group cooperational styles. Ohio and Blake-Mouton models.
- 7-8. Situational management. Hersey-Blanchard's theory. Practical viewpoints. Test to identify preferable styles. Case studies for better understanding.
9. Contingency theory. Tannenbaum-Schmidt's theory. Vroom and Yetton's normative model. Fiedler's theory. Integrated contingency theory.
10. Type theory. Maccoby's theory. Lebel's categories. Burns's typology.
- 11-12. Organizational forms and leadership. Organizational form-dependent leadership.
- 13-14. Leadership development. Theory and practice to develop leadership skills.

Required Book: Hersey – Blanchard – Johnson: Management of Organizational Behavior, Prentice Hall, 2007.

General Requirements: Attendance, Active Class Participation, Successful Presentation of an Individual Task.

Course title: Public Economics	Neptun code: GTGVÖ400A
	Course type: Elective
Name and position of course coordinator: Zoltán Bartha, associate professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 3 rd (Autumn)	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0	Evaluation method: three-scale exam
Credits: 3	Study format: full time and part time
<p>Course objectives: The main objective of the course is to show and teach students how they can use formalised mathematical models to highlight every day economic policy problems. After discussing the best known models of public economics during the classes, students will be able to put forward their own economic policy suggestions and recommendations.</p>	
<p>Course content and structure: Economics and the wealth of nations Efficiency and equality – the choice between the two and the role of government Institutions and the rule of law Asymmetric information and the political principal-agent problem, the role of courts in keeping the contracts Political support and public policy Rent seeking, rent extraction and corruption. Capturing the state: De Soto effect Externalities, and the Nash equilibrium of public decisions The role of government in taking care of externalities: regulating, taxing and nationalising The Arrow theorem, and the rules of political decisions: majority rules in decision making The normative and positive approach of government’s role. The problem of optimal taxation Good governance and social capital: institutional possibility frontier Social capital and civic culture: differences and similarities</p>	
<p>Evaluation method: Student performance is assessed in a three-scale system (fail, pass, pass with distinction); the evaluation is based on the level of class participation (taking part in class discussions) and a final essay, the topic of which is agreed with the instructor in advance.</p>	
<p>Course assignments: The topic of the essay should be a real life problem that is in line with the research topic of the student, and the essay should elaborate on how the model(s) of public economics can be used to formalise that problem.</p>	
<p>Course point distribution, examination format: 0-50%: fail; 51-80%: pass; 81-100% pass with distinction Points can be accumulated with class discussion (50) and the writing of a final essay (50).</p>	

Required reading:

Jean Hindriks, Gareth D. Myles: Intermediate Public Economics, second edition. MIT Press, 2013.

Arye L. Hillman: Public Finance and Public Policy: Responsibilities and Limitations of Government. Cambridge University Press, 2003.

Hernando De Soto: The Other Path. Basic Books, 1989.

Suggested reading:

O. Hart, A. Shleifer, R. Vishny, The Proper Scope of Government: Theory and an Application to Prisons, *Quarterly Journal of Economics*, 112 (4), 1997, PP. 1126-1161.

E. Glaeser, A. Shleifer, The Rise of the Regulatory State, *Journal of Economic Literature*, 41(2), 2003, PP. 401-425

M. McGuire and M. Olson, The Economics of Autocracy and Majority Rule: The Invisible Hand and the Use of Force, *Journal of Economic Literature*, 34 (1), 1996, pp. 72-96

C. Prendergast, The Limits of Bureaucratic Efficiency. *Journal of Political Economy*, Vol. 111(5), 2003, pp. 929-958

A. Shleifer, R. Vishny. Corruption. *Quarterly Journal of Economics*, 108(3), 1993, pp. 599-617.

Course Descriptions - PhD - Enterprise Theory and Practice Doctoral School
Faculty of Economics – University of Miskolc – Hungary

Course title: Modern market theory	Neptun code: GTGKG4...
	Course type: Compulsory
Name and position of course coordinator: Sáfrányné Dr. Gubik Andrea, Associate professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 4th	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0	Evaluation method: Exam
Credits: 4	Study format: full time and part time
<p>Course objectives: Using the latest advances in microeconomic theory, including transaction st analysis, game theory, contestability, and information economics, the course focuses on providing students with a clear, unified structure for analyzing theories and empirical evidence about the organization of industries.</p>	
<p>Course content and structure: Introduction and theory Microeconomic foundations Market structures I. Competition Market structures II. Monopolies, monopsonies and dominant firms Market structures II., cartels, oligopoly Market structures III. Product differentiation and monopolistic competition Industry structure and performance Business practices: price discrimination Information Dynamic models Decision making over time: durability Market clearing - how markets clear: theory and facts</p>	
<p>Evaluation method:</p> <p>Course assignments: Active participation in class discussions</p> <p>Course point distribution, examination format: The grading will be based on three components: Active participation in class discussions 10% Providing a written synthesis of an assigned reading 50% Presentation 40%</p>	

Required reading:

Pepall, L., Richards, D., Norman, G. (2010). Contemporary Industrial Organization: A Quantitative Approach. Wiley

Carlton, D.W., Perloff, J.M. (2005). Modern Industrial Organization. Pearson (ISBN 978-0321180230)

Martin, S. (2004). Advanced industrial economics. Malden: Blackwell

Suggested reading:

Hey, J.D. (ed.)(1992). The future of economics. Oxford: Blackwell 0 631 18487 2

Colin F. Camerer Behavioral game theory: Experiments in strategic interaction. New York: Russell Sage Found (ISBN 978 0 691 09039 9)

Frischtak, C.R., Newfarmer, R.S. Dunning, J.H. (ed.) (1994). Market structure and industrial performance. London: Routledge. (ISBN 0 415 08559 4)

Title of Subject: Social Marketing Paradigms	NEPTUN code of subject: GTMSK411
	Type of Subject: compulsory
Lecturer: Dr Szabolcs Nagy, PhD, Associate Professor	
Co-lecturer: Prof. Dr István Piskóti, CSc, Full Professor	
Suggested Semester: 3rd	Preliminary learning conditions: -
No. of Lessons: 2+0	Recitation: end-term examination
Credit: 4	Type of Course: Doctoral School (PhD)
Brief description and objectives of the subject: The main objectives of the subject are to give deep insight into social marketing; to analyze the differences between traditional and social marketing and to introduce students into the special research methods of social marketing. The subject aims to investigate the different approaches to social marketing, including its definition, theoretical concepts, frames and models. Students will learn the latest research methodologies in social marketing and will have an insight into some specific fields of application of social marketing such as city and settlement marketing, health marketing and sustainable marketing. Moreover, students will learn how to shape behavior.	
Description of topics involved: Frames of Social Marketing. Approaches to Social Marketing. Social Marketing in marketing science. Society as the focus of marketing. Integrated model of Social Marketing – concept of stakeholder management. Findings of the empirical research for testing the model. –Applications of Social Marketing. Specialties of the marketing of public service organizations, civil and not-for profit organizations. City and settlement marketing. Marketing of health, health consciousness, behavior shaping, development of communities. Sustainable consumption. Green marketing. Models of green marketing.	
Written assignment – Students will compose and submit a comprehensive analysis of a social problem/case with proposals regarding how to solve the problem. The chosen social problem/case should be closely related to the individual research field of the PhD student. Students will make a final presentation of their findings and will answer questions concerning their research project and the subject in general.	

Obligatory Literature:

1. Alan R. Andreasen: Social Marketing in the 21st Century, Georgetown University, 280 pages, SAGE Publications, ISBN 9781412916349, 2006
2. Sergeant,A.(2009): Marketing Management for Nonprofit Organizations, Oxford Press
3. Nagy Szabolcs: Sustainable consumption, Budapest: Nemzeti Tankönyvkiadó, 2011., ISBN: 978-963-19-7245-0
4. Piskóti, I. (2012): The Social Problem Sensitivity of the Hungarian Population and Their Social Marketing Sensitivity THEORY METHODOLOGY PRACTICE : CLUB OF ECONOMICS IN MISKOLC (ISSN: 1589-3413) 8: (1) pp. 59-67.

Proposed Literature:

5. Piskóti,I.-Nagy,Sz.-Molnár,L.-Marien,A (2012): Elements and an empirical analysis of an integrated social marketing model in Hungary. In: Paulo Rita (szerk.) 41 th EMAC Conference: Marketing to Citizens Going beyond Customers and Consumers. Lisbon, Portugal, 2012.05.22-2012.05.25, ISCTE Business School, 2012. Paper 11. (ISBN:978-989-732-004-0)
6. Kotler,P.-Lee,N.RE. (2009): Up and Out of Poverty:The Social Marketing Solutions Pearson Whartoon School Publishing
7. David Russell, Gillian Sullivan Mort, Margee Hume: Analysis of management narrative to understand social marketing strategy: The case of 'Branding Logan City 'Australasian Marketing Journal (AMJ), Volume 17, Issue 4, November 2009, Pages 232-237
8. Dominique Crié, Jean-Charles Chebat: Health marketing: Toward an integrative perspective. Journal of Business Research, Volume 66, Issue 1, January 2013, Pages 123-126

Course title: Strategic and Innovation Management	Neptun code:
	Course type: Required for specialization
Name and position of course coordinator: Károly Balaton, professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 2 nd semester	Prerequisite course(s): none
Weekly lecture+seminar hours: 2+0	Evaluation method: seminar work + colloquium
Credits:	Study format: full time and part time
<p>Course objectives: To get the PhD students acquainted with the classic concepts of Strategic management, which are relevant even today. To discuss the latest theories and methodologies of strategic research and innovation management. To provide guide lines for the students to establish their strategic management or related area research.</p>	
<p>Course content and structure:</p> <ul style="list-style-type: none"> - Review of the major topics of master level strategic management courses; - To discuss the theoretical foundations and methodologies of strategy research; - Classical concepts of strategy: strategic choice, organizational ecology-based approach, bounded rationality in strategic decisions; - Methods of analysing strategic processes; - Strategic alliances and networks; - The resource and capability based approach to strategy; - The role of organizational learning in strategic management; - The influence of new information technologies on strategic management; - Management of innovations; - Management of strategic changes; - The newest strategic approaches which have appeared in the 21st century. 	
<p>Evaluation method:</p> <p>Course assignments: class participation and activity, plus a home essay.</p>	

Course point distribution, examination format: written exam at the end of the semester

Required reading:

- English language journal articles specified in the syllabus,
- Tushman, M.L. and Anderson, (2004): Managing Strategic Innovation and Change. Oxford University Press, Chapters: 3, 7, 20, 39.

Suggested reading:

Mintzberg, H, Ahlstrand, B. and Lampel, J. (1998): Strategy safari. Oxford: Blackwell

Course title: Tools of Spatial Analysis	Neptun code:
	Course type:
Name and position of course coordinator: Géza Tóth PhD, associate professor	
Name(s) and position(s) of teaching assistant(s):	
Suggested semester:	Prerequisite course(s):
Weekly lecture+seminar hours: 2+0	Evaluation method: submitted paper
Credits:	Study format: full time and part time
<p>Course objectives: The aim of the course is the practical demonstration of some methodological devices of the regional analyses on actual examples. It is also intended that the students acquire practical skills that they can apply in the doctoral preparation, as well as in the subsequent scientific work.</p>	
<p>Course content and structure: The course deals with some basic questions of spatial analysis, and then with the possibilities for the measurement of regional differences. We talk about the gravity and potential models and their use. We will talk about the opportunities of the measuring of spatial autocorrelation. We talk about the methodological and analytical aspects of accessibility. We talk about the multivariate regression and path model. Besides introducing the two-dimensional spatial regression analysis there will be presented some GIS assisted spatial analysis.</p> <ol style="list-style-type: none"> 1. Shift share analysis 2. Spatial inequality 3. Gravity model 4. Potential model and accessibility 5. Path model 6. Spatial autocorrelation 7. Using GIS in spatial analyses 	
<p>Evaluation method:</p> <p>Course assignments: The appearance of classes.</p> <p>Course point distribution, examination format: Writing and presentation of an 18-20 page paper and in related topics</p>	

Required reading: Nemes Nagy József (szerk.) (2005): Regionális elemzési módszerek. Regionális Tudományi Tanulmányok 11. ELTE Regionális Földrajzi Tanszék–MTA-ELTE Regionális Tudományi Kutatócsoport, Budapest
Dusek Tamás (2004): A területi elemzések alapjai. Regionális Tudományi Tanulmányok 10. ELTE Regionális Földrajzi Tanszék–MTA-ELTE Regionális Tudományi Kutatócsoport, Budapest
Tóth Géza (2005): Az autópályák szerepe a regionális folyamatokban. KSH, Budapest
Tóth Géza (2013): Bevezetés a területi elemzések módszertanába, Miskolci Egyetemi Kiadó, Miskolc
Dusek Tamás (2012): Bidimensional Regression in Spatial Analysis *Regional Statistics 2*: 61–73.

Suggested reading:

Nemes Nagy József (2009): Terek, helyek, régiók. A regionális tudomány alapjai. Akadémiai Kiadó, Budapest
Varga Attila (2009) Térszerkezet és gazdasági növekedés. Akadémiai Kiadó, Budapest.
Varga Attila (2002): Térökonometria *Statisztika Szemle* 80 (4): 354–370.
Pénzes János (2012): Changes in the Spatial Income Structure of North-eastern Hungary After the Change of Regime *Regional Statistics 2*: 90–107

Course title: MANAGERIAL ECONOMICS	Neptun code:
	Course type: required for specialisation - research topic
Name and position of course coordinator: Mária Illés, professor	
Name(s) and position(s) of teaching assistant(s):	

Suggested semester: 3	Prerequisite course(s): Scientific Problems of Business Economics
Weekly lecture + seminar hours: 2+0	Evaluation method: written and oral exam.
Credits: 4	Study format: full time and part time
<p>Course objectives: The main purpose of teaching of this subject is to survey the most important knowledge that is necessary for managerial activities, at the same time to develop those skills that are necessary for comprehension of economic connections, phrasing of information for decisions and elaboration of decision-making aspects. This subject applies so approach that is claps the fields of management and emphasizes the presentation of the connections of theory and practice, and analysis of several calculations and estimate methods of practice. The central problem of it is the economic requirement of return. The subject examines and interprets this question in different dimensions.</p>	
<p>Course content and structure:</p> <ol style="list-style-type: none"> 1. The return requirement as a global guiding principle of business activity. Expressive and deceptive profitability indicators. Measuring problems of profitability. 2. The main elements of company's interest structure, connections of interest and decision-making. Ownership and management control. 3-7. Model analysis and example edit in the following topics: the economic content of the net present value; calculation and analysis of the Fisher's rate; calculation of aggregate capital needs; the real reinvestment rate assumptions; evaluation of investment projects with unorthodox cash flow patterns. 8. Methods for the economic evaluation of investment decisions that have no measurable yield effect. 9. Cost behaviour and cost-volume-profit relationships. Cost curves. Short-run cost functions in the real life. The methods of estimating linear cost functions. 10. Break even chart. Three variants of break even point. Break even points in multi-product firms. Cost concepts for decision making. Interest effects on costs appearances. 11. Profitability analysis of products. Deceptive ranking indicators. Product costing. Product cost variants. Opportunity cost concept in product costing. Price calculating variants by different aspects. 12. The main causes of the difference between market value and book value of fixed assets. 	
<p>Evaluation method:</p> <p>Course assignments: For each teaching hour homework should be prepared (in 1.5-2.5 pages length). After discussing homework the next step is working up the other parts of the relevant day's syllabus.</p> <p>Course point distribution, examination format: The mark consists of: semester work 50%, 50% oral exam.</p>	

Required reading (may be expanded during the semester):

- Arnold, John – Hope, Tony: Accounting for Management Decisions, Prentice Hall International (UK) Ltd, 1990
- Garrison, Ray H.: Managerial Accounting. Concepts for Planning, Control, Decision Making. Business Publications, Inc. Plano, Texas, 1988.
- Illés, M.: The Structural Problems of Pricing Approach in Hungary. Club of Economics in Miskolc, TMP, Nr.1, pp. 21-32. 2014.
- Illés, M.: Scientific Problems of Modern Approach of Net Present Value. Club of Economics in Miskolc, TMP Nr. 1, pp. 29-35. 2007.
- Illés, M.: The Effects of Inflation on Business Profits and Business Assets. European Integration Studies, Miskolc, Nr. 1, pp. 35-45. 2010.
- Illés, M.: Transforming the Net Present Value for a Comparable One. Club of Economics in Miskolc, TMP Nr.1, pp. 24-32. 2012.
- Illés, M.: Links between Net Present Value and Shareholder Value form a Business Economics Perspective. Club of Economics in Miskolc, TMP, Nr. 2, pp. 31-36. 2012.
- Illés, M.: Fisher’s Rate and Aggregate Capital Needs in Investment Decisions. Club of Economics in Miskolc, TMP, Nr.1, pp. 21-32. 2014.
- Illés M.: Practical Usability Problems in Business Economics. Advances in Economics and Business 2016. 11. Vol. 4(11), pp. 607 - 623
- Illés M.: The Real Reinvestment Rate Assumption as a Hidden Pitfall. 'Club of Economics in Miskolc' TMP Vol. 12, Nr. 1, pp. 47-60. 2016.
- Mulligan, James G.: Managerial Economics. Strategy for Profit. International Student Edition, 1989.

Course title: Marketing Theory	Neptun code: GTMSK416
	Course type: compulsory core course
Name and position of course coordinator: Professor Dr. István Piskóti	
Name(s) and position(s) of teaching assistant(s): Dr. Szabolcs Nagy, Ass. Professor	
Suggested semester: 2.	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0	Evaluation method: Examination
Credits: 4	Study format: full time and part time

Course objectives:

The objective of this course is to introduce theoretical and methodological approaches to marketing. The marketing literature provides an overview of debates of the last few years on the basis of which major marketing features and development processes are summarised. Apart from introducing marketing schools and their marketing thoughts, the course also covers various research models and provides students with the opportunity for discussing adaptation and development challenges and promoting theoretical and methodological PhD research work.

Course content and structure:

Marketing – philosophy, science or function? - General theory of marketing – Theory and realism, creation and criteria of theories– Marketing paradigms – The economics, psychological and sociological basis of marketing– Marketing Approaches and Views – Innovation and marketing - Cultural aspects of marketing – Research Methods for Verification of Marketing Theories – Strategic marketing - Social impacts of marketing: results and damages – Marketing ethics –

Evaluation method:

Exam prerequisites and obtaining a signature: class attendance (min.50%), giving a presentation on a topic chosen from a list and preparing a debate.

Colloquium and evaluation criteria: a credit is earned by passing an oral exam. A set of exam questions related to the assigned reading is compiled. Or a credit can be earned by writing a research study on a topic of the student's research area (preliminary agreed with the course convenor), presenting the research findings and defending the research study.

Evaluation: giving a presentation 40% + an oral exam or a research study and its presentation 60%

Required reading:

Balker,M.J.-Saren,M.(2013): Marketing Theory - A Student Text - Sage Publication,London
Carl Eric Linn(2010): General Theory of Marketing - Stockholm
Varadarajan (2015) Strategic marketing, marketing strategy and market strategy AMS Rev (2015) 5: 78-90
Piskóti,I.(2016): Marketing-driven Innovation Model and its Success Factors in. Piskóti-Molnár (edit) Effective innovation and marketing solutions Verlag GlobeEdit 11-38.

Suggested reading:

Burton,D.(2001): Critical marketing theory: the blueprint? = European Journal of Marketing, Vol. 35. No. 5/6. p. 722-743.
Moorthy,K.S.(1993): Theoretical Modelling of Marketing in. Journal of Marketing Vol. 57 (April), 92-106
Hunt,S.D.(1991): Marketing Theory: Conceptual Foundations of Research in Marketing, Homewood,IL:Irwin
Kuss,A.(2013): Marketing-Theorie – Eine Einführung – Springer Verlag Berlin

Subject name: PROJECT MANAGEMENT	Code of the course: Type: Compulsory related to research topic
Lecturer's name, and status: Viktor Molnar, PhD; associate professor	
Contributor:	
Suggested semester: 3 rd	Prerequisites: -
Contact hours (lec+sem): 2+0	Type of assignment: examination
Credits: 4	Type of studies: full-time
Objectives of the course: The course focuses on learning process and indicator approach of project management with the help of solving case studies and analysing case-centric papers. Students will learn the management techniques of project implementation through best practices and will be able to apply project toolset effectively in case of general and special projects. During the lectures some important methods will be learned in simulated IT environment, focusing on project monitoring and financial operations.	

Description:

1. Approaches of project management work and leadership. Project management processes.
2. PMO architecture. Portfolio management. Project success; role of stakeholders.
3. Project planning methods and conditions of their application in general and special projects.
4. Definition and monitoring of key performance metrics. First presentation.
5. Assessment methods of risks. Risk management solutions.
6. Project control and conditions of application.
7. Project implementation: monitoring, change control, motivation, problem solving.
8. Project closure and sustainment. Second presentation.
9. Management of research projects.
10. Major elements, data types, transactions of SAP PS module.
11. Gaining information from the system.
12. Project building and release.
13. Plan revision and change control.
14. Financial project control. Financial operations.
15. Complex tasks.

Type of assignment:

Two short project works, two presentations, IT-lab tasks (SAP PS) during the semester; written examination in the examination period.

Getting the signature: Minimum 50 percent fulfilment of each project work and presentation.

Requirement of the exam: signature

Grading and Evaluation:

Written examination (50 percent); project works and presentations (20 percent); laboratory tasks (30 percent). The exam is passed if the performance in the written exam is at least 50 percent and the total performance (all the assignments) is at least 50 percent.

Essential readings:

- Verzuh, E. (2011): The Fast Forward MBA in Project Management, Wiley.
- PMI (2013): A Guide to the Project Management Body of Knowledge.
- Handouts (papers, case studies) and slides of lectures.

Further readings:

- Lockyer, K. – Gordon, J. (1995): Project Management and Project Network Techniques, Financial Times Management.

Subject: PUBLIC UTILITY COMPANIES	Neptun code:
	Type of course: Compulsory related to the research topic (Required for specialisation – research topic)
Lecturer: Kádárné Dr. Horváth Ágnes, associate professor	
Co-Lecturers:	
Semester: 2	Preconditions: -
No.of Lessons: 2+0/week	Requirement: colloquium
Credit: 4	Courses: full-time and part-time
Aim and task of subject: The main goal of subject is expanding horizons and improving methodological preparedness of students in the topic of public utilities.	

Main topics:

1. Specialities of management in network-based public utility companies.
2. Necessary of price regulation in case of public utilities. Methods of price regulation. Rate of return regulation. Price cap regulation. Analysis of price formulas.
3. Demonopolization, privatization, deregulation in the public utility sector. Conceptual disorder in the literature.
4. Restructuring public utilities for competition. Unbundling of vertically integrated structures within public utility sector. Separation of non-competitive and competitive activities.
5. Separation of costs of the universal services within a company. Pricing and price regulation of universal services in network industries.
6. Unbundling in electricity market. Unbundling in natural gas market.
7. Methodological characteristics of cutting overhead costs applied by the Hungarian state.
8. Unbundling in the railway sector.
9. Unbundling in telecommunications.
10. Trends and experiences in privatization of water utilities - international and domestic cases
11. Price regulation in district heating sector.
12. National characteristics of the municipal waste management. Transformation of the ownership system.
13. Return on equity in case of public utility companies. Characteristics of market value of the company.
14. Other public utilities.
15. Press releases in the topic of public utilities.

Requirements:

Requirements of the signature are: doing homework at an appropriate level, regular presence and active participation in the lessons. The sessions typically act as a forum for discussion of the homework previously done and other parts of the curriculum. The weight of the mid-semester tasks in the grade is 50%.

The exam conditions: obtaining the signature.

Requirements of the colloquium and evaluation criteria: Grade of the exam consists of two parts: the results of the mid-semester tasks (weight 50%) and the mark of the oral exam (weight 50%).

LEARNING MATERIAL: (under continuous expansion and upgrade)

- Brigham, E.F and Bankston, T.A.: The relationship between a utility company's market price and book value. November 1, 1973.
http://warrington.ufl.edu/centers/purc/purcdocs/papers/7304_Brigham_The_Relationship_Between.pdf
- Brigham, E.F.,and Pettway, R.H.: Capital budgeting by public utilities. 1973.
http://warrington.ufl.edu/centers/purc/purcdocs/papers/7303_Brigham_Capital_Budgeting_by.pdf
- Bitrán, G. and Arellano, P.: Regulating Water Services. Sending the Right Signals to Utilities in Chile. The World Bank Group. March 2005. Note Number 286.
- Dagdeviren, H: "Waiting for Miracles: The Commercialization of Urban Water Services in Zambia." Development and Change 39 (2008)
- Estache, A. – Perelman, S. – Trujillo, L.: Infrastructure Performance and Reform in Developing and Transition Economies: Evidence from a Survey of Productivity Measures. World Bank Policy Research Working Paper 3514, February 2005.
- Filbeck, G. and Hatfield, P.: Public utility companies: institutional ownership and the share price response to new equity issues. Journal of Financial and Strategic Decisions. Volume 12 Number 2 Fall 1999 pp. 31-38.
- Lobina, E. – De La Motte, R.: Making water privatisation illegal: - new laws in Netherlands and Uruguay. Public Services International Research Unit. 28 November 2009.
- Renzetti, S. – Dupont, D.: Ownership and Performance of Water Utilities. Greener Management International 42, Summer 2003.
- Stanford V. Berg – John Tschirhart: Natural monopoly regulation: Principles and practice. Cambridge Univ. Press, 1988.
- Troesken, W.: Regime Change and Corruption: A History of Public Utility Regulation. Conference papers. In: Glaeser, E. L. and Goldin, C. editors: Corruption and Reform: Lessons from America's Economic History. Published in March 2006 by University of Chicago Press. pp. 259-261
<http://www.nber.org/chapters/c9986.pdf>
- Wallsten, S. – Kosec, K.: „Public or Privat Drinking Water? The Effects of Ownership and Benchmark Competition on U.S. Water System Regulatory Compliance and Household Water Expenditures” Brookings Institution. Working Paper 05-05. (March 2005)
- Weide, J.H.V: Mississippi power company rate of return. 2012.
<http://www.pub.nf.ca/applications/NP2012CostOfCapital/files/rfi/CA-NP-275.pdf>
- The World's Biggest Public Companies.
http://www.forbes.com/lists/2006/18/Utilities_Rank_2.html

FURTHER READING:

- Hempling, S.: Regulating Public Utility Performance: The Law of Market Structure, Pricing and Jurisdiction. American Bar Association, 2015. ISBN-10: 1627222928, ISBN-13: 978-1627222921
- Viscusi, W. K. – Vernon, J. M. – Harrington, J. E. : Economics of Regulation and Antitrust. The MIT Press, Cambridge, Massachusetts- London, England, 1995.

Course title: Research methodology	Neptun code:
	Course type:
Name and position of course coordinator: Károly Balaton, professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 1st semester	Prerequisite course(s): no
Weekly lecture+seminar hours: 2+0	Evaluation method: Course paper
Credits:	Study format: full time and part time
<p>Course objectives: To get PhD students acquainted with the theoretical foundations of management research, their background in philosophy of science and the possible quantitative and qualitative methods. To provide guidance for students to select the theoretical background and methodology of their doctoral research work.</p>	
<p>Course content and structure:</p> <ul style="list-style-type: none"> • The theoretical background of scientific research work: possibilities and limitations of acquiring scientifically based knowledge; • Research philosophies in management and organizational research; • Selecting research philosophy for the research topic; • The characteristics of positivist and interpretative research philosophies; • Characteristics of research methods, and possibilities of their application; • Quantitative and qualitative methods in management research; • The method of triangulation; • Content and formal requirements of writing the dissertation; • Rules of presenting and publishing research results; • The legal and ethical rules of scientific research work. 	
Evaluation method: class participation and research plan preparation	
<p>Course assignments:</p> <ul style="list-style-type: none"> • Class participation and activeness; • Writing and presenting a research plan. 	
<p>Course point distribution, examination format:</p> <ul style="list-style-type: none"> • 50% of class participation, 50% of research plan writing and presentation. 	
<p>Required reading:</p> <ul style="list-style-type: none"> • Easterby-Smith, Mark, Tjorpe, Richard and Jackson, Paul R.: Management Research, Third Edition. Los Angeles et al.: Sage 	
<p>Suggested reading:</p> <ul style="list-style-type: none"> • Babbie: The methods of social science research. 	

Course title: SCIENTIFIC PROBLEMS OF BUSINESS ECONOMICS	Neptun code:
	Course type: required for specialisation - research field
Name and position of course coordinator: Mária Illés, professor	
Name(s) and position(s) of teaching assistant(s): Klára Szűcsné Markovics, lecturer	
Suggested semester: 1	Prerequisite course(s): none
Weekly lecture + seminar hours: 2+0	Evaluation method: oral examination
Credits: 5	Study format: full time and part time
Course objectives: The main purpose of this course is to study of business economics as a scientific discipline, simultaneously to discuss and to understand of the significant academic problems of this scientific area. In addition to the getting of new knowledge, the course is to develop students' skills for academic work.	

Course content and structure:

1. Business economics as a scientific discipline. The purposes and the main fields of business economics research. Links between microeconomics, business economics, and managerial economics.
2. The terminology of business economics. General characteristics. The importance of defining clear categories. The hypothetico-deductive method. Experiment for the application of the concept of hypothetico-deductive method to the student's own research topic.
3. The cost curves in microeconomics and the cost functions in business economics. Usage of the opportunity cost in business economics.
4. What is the profit maximization, and how does it work in modern economies?
5. The total return requirement on the company level. Dissimilar levels of abstraction in research of business economics and finance. Different operating profit requirements for equity and for debt in finance. The real role of the debt interest as the "tax shield".
6. Scientific problems of modern approach of net present value.
7. Transforming the net present value for a comparable one.
8. Links between net present value and shareholder value form a business economics perspective.
9. The Fisher's rate and the role of it in finance and business economics.
10. Aggregate capital needs in investment decisions.
11. The real reinvestment rate assumptions. Evaluation of investment projects with unorthodox cash flow patterns.
12. The effects of inflation on business profits and business assets.
13. Scientifically unresolved issues originating within business economics.
14. The labor market as an element of corporate environment. The necessity of the natural rate of unemployment. The appearance of features and the estimation possibilities of the natural rate of unemployment in the literature (NAIRU). The essence of Weitzman model and analysis of the literary criticism.
15. Enterprise models in terms of sustainability. Analysis of social enterprises and social cooperatives in the context of sustainability.

Evaluation method:

Course assignments:

For each lessons homework should be prepared (in 1.5-2.5 pages length). After discussing homework the next step is working up the other parts of the relevant day's syllabus.

Course point distribution, examination format:

The mark consists of: semester work 50%, 50% oral exam.

Required reading (may be expanded during the semester):

Some papers contain very lengthy derivatives and proofs. They are not included in the exam material.

- Arshad, A.: Net Present Value is better than Internal Rate of Return. *Interdisciplinary Journal of Contemporary Research in Business* December 2012 Vol. 4, NO 8 pp 211-219
- Franz, Wolfgang: Will the (German) NAIRU Please Stand up? Discussion Paper No. 03-35. Centre for European Economic Research, 2003.
- Grunberg, L: The Share Economy: Conquering Stagflation by Martin L. Weitzman. *Review The American Political Science Review*, Vol. 80, No. 1 (Mar., 1986), pp. 316-317)
- Illés, M: Scientific Problems of Modern Approach of Net Present Value. *Club of Economics in Miskolc*, TMP Nr. 1. pp. 29-35. 2007.
- Illés M.: The Expansion Tendency of False Methods suggested for Managerial Decisions. Conference paper, 2001
- Illés, M.: The Effects of Inflation on Business Profits and Business Assets. *European Integration Studies*, Miskolc, Nr. 1. pp. 35-45. 2010.
- Illés, M.: Transforming the Net Present Value for a Comparable One. *Club of Economics in Miskolc*, TMP Nr.1. pp. 24-32. 2012.
- Illés, M: Links between Net Present Value and Shareholder Value form a Business Economics Perspective. *Club of Economics in Miskolc*, TMP, Nr. 2., pp. 31-36. 2012.
- Illés, M.: Fisher's Rate and Aggregate Capital Needs in Investment Decisions. *Club of Economics in Miskolc*, TMP, Nr.1. pp. 21-32. 2014.
- Illés M.: The Real Reinvestment Rate Assumption as a Hidden Pitfall. '*Club of Economics in Miskolc*' TMP Vol. 12., Nr. 1., pp. 47-60. 2016
- Illés M.: Practical Usability Problems in Business Economics. *Advances in Economics and Business* 2016. 11. Vol. 4(11), pp. 607 - 623
- Illés M.: Enterprise Models in Terms of Sustainability. '*Club of Economics in Miskolc*' TMP Vol. 12., Nr. Spec. Iss. 2016
- Matthews R. C. O.: The Share Economy: Conquering Stagflation. by Martin L. Weitzman. *Journal of Economic Literature*, Vol. 23, No. 2 (Jun., 1985), pp. 658-660
- Nordhaus, W.: Can the Share Economy Conquer Stagflation? *The Quarterly Journal of Economics*, Vol. 103, No. 1. (Feb., 1988), pp. 201-217. (Without microeconomic-mathematical models.)
- [Rathour, V.: Business Economics an Introduction. 2011.](#)
(http://www.b-u.ac.in/sde_book/bcom_be.pdf)
- Shuttleworth, M.: Hypothetico-Deductive Method. 2008. (<https://explorable.com>)
- Vroom, G. & Mccann, B. T. (2009): Ownership structure, profit maximization, and competitive behavior. Working Paper, WP-800. IESE Buienss School, University of Navarra.
http://mba.americaeconomia.com/system/files/paper_IESE.pdf
- Weitzman, M. L.:The Share Economy. Harvard University Press, Cambridge, Mass, 1984.
- Weitzman M.L. Comment On "Can the Share Economy Conquer Stagflation?" Author(s). *The Quarterly Journal of Economics*, Vol. 103, No. 1 (Feb., 1988), pp. 219-223

Subject:	COMPARATIVE ECONOMIC SYSTEMS	
Lecturer:	Prof. dr. Benedek József	
Co-Lecturers:	no	
No.of Lessons:	Assessment: Exam	Credit:
Language of the subject	Hungarian / English	
Preliminary learning conditions:		
<p>SUMMARY OF LECTURES:</p> <p>1.-2. Methods of international comparisons 3. Indicators of territorial disparities 4.-5. Territorial development 6.-7. The development of economic world-systems 8. Capitalistic production systems: fordism and post-fordism 8.-9. The dynamic of centers and peripheries in the world-system 10. Economically growing peripheries 11. European transition economies 12. Mixed economies 13.-14. Comparative analysis of regional economic policies</p> <p>LEARNING MATERIAL: Lecture notes (in pdf. format).</p> <p>Brief description of the subject: The course develops abilities in using the method of comparison in international world-system analysis.</p> <p>Mid-semester task: Written material and oral presentation.</p> <p>Further reading: 1. <i>Journal of Comparative Economics</i> 2010, 38(1): 1-110. [http://www.elsevier.com/wps/find/journaldescription.cws_home/622864/description#description] 2. Maddison, Angus (2001) <i>The World Economy – A Millennial Perspective</i>. Paris: OECD Publications. [available at: http://theunbrokenwindow.com/Development/MADDISON%20The%20World%20Economy-A%20Millennial.pdf] 3. Knox, P., Agnew, J. (2003) <i>The Geography of the World Economy. An Introduction to Economic Geography</i>. London: Arnold. 4. The Vienna Institute for International Economic Studies [http://publications.wiiw.ac.at/]. 5. Wallerstein, I. (2005) <i>World-Systems Analysis</i>. Duke University Press. 6. Djankov et co. (2003) <i>The New Comparative Economics</i>, NBER Working Paper Series Nr. 9608, Cambridge.</p>		
Comments: no		

Course title:	International financing (PhD, mandatory subject related to the research topic)	Neptun code:
Lecturer:	dr. Kovács Levente	
Contributing lecturer:	---	
Weekly lecture+ seminar hours: 2+0/week	Evaluation method: Oral examination	Credits: 4
Prerequisite course(s):		
<p>Course content and structure:</p> <ol style="list-style-type: none"> 1. Directions and areas of the globalization in the financial space 2. Time evolution of the financial systems 3. Spatial (geographic?) evolution of the financial systems 4. Functions of the financial markets 5-6. Structural organizations of the international financial system 7. Universalization of the financial service providers 8. The institutional investors 9. Transnationalization of the financial markets 10-11. The structure of the financial systems/policies 12. International financial risks 13-14. Systemic crises of the financial markets 		
<p>Course objectives:</p> <p>Course outline: themes to be acknowledged, abilities and skills to be developed Examining time and spatial evolution of financial systems, and revealing the relations between the financial markets and the globalization, exploring and demonstrating relations and casual links</p>		
<p>Evaluation method:</p> <p>Preparing and presenting essay (individual work)</p>		

Required and suggested reading

R.E. Bailey: The Economics of Financial Markets (2005), Kiadó: Cambridge University Press, ISBN: 978-0-521-61280-7
de Haan – Oosterloo – Schonmaker: Financial Markets and Institutions (2015), Kiadó: Cambridge University Press, ISBN: 978-1-107-53936-5
Gál Zoltán (2010): Pénzügyi piacok a globális térben, Akadémia Kiadó
Lőrincné Istvánffy Hajna (2004): Nemzetközi pénzügyek, Aula Kiadó
Vígvári András (2008): Pénzügy(rendszer)tan, Akadémia Kiadó
Erdős Mihály - Mérő Katalin (2010): Pénzügyi közvetítő intézmények, Akadémia Kiadó

Other remarks -

Subject name: Space economics	Code of the course: GTERG4090 Type: compulsory
Lecturer's name, and status: Dr. György Kocziszky professor	
Contributor: -	
Suggested semester: 2/Spring	Prerequisites: -
Contact hours (lec+sem): 2+0/week	Type of assignment: exam
Credits: 4	Type of studies: PhD full time/part time
<p>Objectives of the course: Improving the knowledge in space economics, and developing knowledge in connection with modelling regional processes.</p>	
<p>Description:</p> <ol style="list-style-type: none"> 1. Definition and function of space economics. 2. Connection of time and space, opportunities of space targeting, regionalism. 3. The role of location in the economy. 3.1. Optimisation methods of location selection. 3.1.1. Agricultural location theories. 3.1.2. Industrial location theories. 3.1.3. Theory of central places. 3.2. Complex location selection methods. 4. Definition of spatial economic growth, its measurement and indicators. 4.1. Theories of spatial economic growth. 4.1.1. Neoclassical growth theory. 4.1.2. Post-Keynesian growth theory. 4.1.3. Endogenous growth theory. 5. Spatial economic development. 5.1. Schools of development theories. 5.1.1. Evolution theories. 5.1.2. Cultural theories. 5.2. Sustainability of development. 6. Causes of spatial inequalities. 6.1. Polarization theories. 6.2. Measuring spatial inequalities. 7. Spatial economic convergence. 7.1. Beta convergence. 7.2. Sigma convergence. 7.3. Convergence clubs. 8. Expected development directions of the discipline. 	
<p>Type of assignment:</p> <p>Getting the signature: active participation on theoretical courses. Requirement of the exam: Semester exercise: written elaboration of given subject materials. Grading and Evaluation: oral exam.</p>	
<p>Essential readings: Edwards M.E. (2007): Regional and Urban Economics and Economics Development Theory and Methods. Auerbach Publications. pp. 19-205.</p> <p>Further readings: Dicken P./Lloyd P. (1999): Standort und Raum. UTB. Verlag, Stuttgart. Benedek J./Kocziszky Gy. Térgazdaságtan. Egyetemi Kiadó, Miskolc. (<i>Space economics</i>).</p>	

Course title: World Economics	Neptun code: GTERG 4080A
	Course type: Compulsory
Name and position of course coordinator: Zoltán Nagy PhD	
Name(s) and position(s) of teaching assistant(s):	
Suggested semester: 3. (A)	Prerequisite course(s): ---
Weekly lecture+seminar hours: 2+0	Evaluation method: oral exam
Credits: 4	Study format: full time and part time
<p>Course objectives:</p> <p>The aim of the course is to present the evaluation of world economy, the formation and determining processes of inequalities and to highlight interdependences. Analysis of the competition of the different territorial units in the world economics (cities, companies, national economies), revealing the problems and growing possibilities of the world economics.</p>	
<p>Course content and structure:</p> <ol style="list-style-type: none"> 1. The development of the world economy 2. Place of world economy in the world order, problems of the world order 3. World economy in the third millennium 4. Globalization and regionalism 5. Inequalities and interdependences in the world economy 6. Shifting of the main points in world economy 7. The role and relations of the United States of America in the world economy 8. The role and relations of the European Union in the world economy 9. The role and relations of Japan in the world economy 10. The role and relations of the BRIC countries in the world economy 11. Transnational companies in the international competition 12. Territorial distribution of foreign investments 13. Competitiveness of national economies 14. Reliefs of the economy: the role of towns, cities, large cities, mega cities and global cities 	
<p>Evaluation method: oral exam</p> <p>Course assignments: Written material and oral presentation</p> <p>Course point distribution, examination format:</p>	
<p>Required reading:</p> <p>Haggett, P.: Geography. A Global Synthesis. Pearson Education Limited, 2001, Harlow. Institute of World- and Regional Economics 2014: International and Regional Economic Relations.</p> <p>Suggested reading:</p> <p>UNCTAD: World Investment Report 2016. United Nations Publication, New York-Geneva, 239 p. World Economic Forum: The Global Competitiveness Report 2016-17. Geneva, 2016. Dicken, P.: Global shift - sixth edition. The Guilford Press, New York, London 2012. Maddison, A: The World Economy. OECD 2007</p>	

Course title: Economic Theory	Neptun code: GTGKG401A
	Course type: Core
Name and position of course coordinator: Zoltán Bartha, associate professor	
Name(s) and position(s) of teaching assistant(s): -Aladár Nagy, professor emeritus	
Suggested semester: 1 st (Autumn)	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0	Evaluation method: Exam
Credits: 4	Study format: full time and part time
Course objectives: The main purpose of the course to provide a short overview on modern Economics and develop the analytical competence of our PhD-students	
Course content and structure: Introduction on modern Economics How does the assymetric distribution of information affect the economic model Discussion: Asymmetrically informed agents (Akerlof's market for lemons) No information on future events - What happens, if rational decision making breaks down? Discussion: Minsky's financial cycle Winners and losers of international trade Discussion: The Stolper-Samuelson theorem Can/should the economy be moved towards equilibrium? Discussion: The Keynesian multiplier Too little information. The role of trust. Discussion: The Nash-equilibrium Financial markets, and the freedoms of the financial market Discussion: The Mandell-Fleming trilemma	
Evaluation method: Student performance is assessed in a five-scale system; the evaluation is based on the level of class participation (taking part in class discussions) – 10 points; student presentation – 10 points; and a final exam – 20 points.	
Course assignments: The topic of the student presentation is set during the first class. The typical assignment is the processing of a research paper published on the topics discussed during the course.	
Grading: 0-19 points – Fail (1); 20-24 points – Pass (2); 25-29 points – Medium (3); 30-34 points – Good(4); 35-40 points – Excellent (5)	
Required reading: New Frontiers in Economics Ed. by M. Szenberg and L. Ramrattan - Cambridge University Press, 2004 The six articles from The Economist disseminated among students	
Suggested reading: Akerlof, George A. Explorations in Pragmatic Economics. Oxford University Press, 2005. Weeks, John. A Critique of Neoclassical Macroeconomics. Palgrave Macmillan, 1989. Acemoglu, Daron - Laibson, David & List, John. Macroeconomics. Pearson 2015.	

Course title: Macroeconomic business environment

Neptun code:

Course type:

Name and position of course coordinator: dr. Pulay Gyula associate professor

Name(s) and position(s) of teaching assistant(s): dr. Pulay Gyula associate professor

Suggested semester:	Prerequisite course(s):
Weekly lecture + seminar hours: 2+0	Evaluation method: oral exam
Credits:	Study format: full time and part time

Course objectives: To introduce students to macroeconomic policies significantly affecting the business environment. During the course basic terms, main macroeconomic contexts, objectives and instruments of the fiscal, the monetary and employment policies will be presented. Through the acquisition of the course material students will be able to evaluate the role of these policies in shaping the macroeconomic business environment and the impact of changes in these policies on businesses. Special attention will be played on the EU requirements related to the given policies.

Course content and structure:

1-2. The economic role of the state and its temporal changes

3-4. The notion of the government sector, its structure and scope

15. The concept of the central government budget, its objectives, structure, its impact on the business environment

6-7. Requirements and rules of the fiscal responsibility

- The concept of monetary policy, its objectives, instruments and its impact on business environment

9-10. The basic concepts of employment policy, its objectives, instruments, and its impact of labour market environment for businesses

Evaluation method:

Course assignments:

Participation on the seminars, holding a short lecture

Course point distribution, examination format:

Oral exam, based on 16 predefined questions. Everyone is pulling two questions. The grade will be developed on the basis of the responses to the two questions.

Required reading:

16. Presentations

17. Joseph E. Stiglitz , Jay K. Rosengard: Economics of the Public Sector (Fourth Edition) W.W.Norton Co. 3-5 chapters

Suggested reading:

8. Domokos László - Pulay Gyula – Pethő Krisztina – Pongrácz Éva: The Role of the State Audit Office of Hungary in Stabilising Public Finances =Public Finance Quarterly 2015 4. volume p. 415-432.
9. Pulay Gyula - Máté János - Németh Ildikó - Zelei Andrásné: Budgetary risks of Monetary Policy with special regard to the Debt rule =Public Finance Quarterly 2013. 1 volume p. 11-34.
10. Pulay Gyula: Preparations of the State Audit Office of Hungary for the Analysis of the Macroeconomic Risks to the State Budget =Public Finance Quarterly 2011. volume 3. p. 331-344.
11. Pulay Gyula: The necessity of reforming the role the state plays in economy = Public Finance Quarterly 2010. 3 volume p. 419-434.
12. Báger Gusztáv – Pulay Gyula – Vigvári András: The main characteristics of the operation of the Hungarian state and the directions of necessary changes = (Public Finance Quarterly 2010. 2. volume p. 223-250.
13. Báger Gusztáv – Pulay Gyula: Analysis of the macroeconomic risks of budgeting =Public Finance Quarterly 2008. 3. volume p. 384-401
14. Cseres-Gergely Zsombor, Varadovics Kitti: Labour market policy tools February 2014.– April 2015. In. The Hungarian Labour Market 2015. p. 174-198
www.econ.core.hu/kiadvany/mt.html