

University of Miskolc, Faculty of Economics - 2022.

Course descriptions

Master of Business Administration (MBA)

Course Description																															
Course title:	Marketing Management																														
Neptun code:	GTMSK2431AM																														
Type (core, specialization, optional, dissertation, other):	Core																														
Lecture/ Seminar (practical); hours per week:	2+2																														
Name and position of lecturer:	Dr. Szabolcs NAGY, habil., PhD, Associate Professor																														
Contact of lecturer:	nagy.szabolcs@uni-miskolc.hu																														
Prerequisite course(s):																															
Language of the course:	English																														
Suggested semester: autumn /spring, 1-6	Autumn, 1																														
Number of credits:	5																														
Requirements (exam/practical mark/signature/report, essay):	end-term exam																														
Course objectives (50-100 words):	The objective of the course is to enable students to become better decision makers as marketing managers. Students shall gain deep insight into marketing management by analysing the marketing environment, customers and competition. They will learn how to use STP marketing to build strong brands and sell them effectively in both traditional and rapidly evolving digital markets. This course aims to place students in simulated "real world" decision making situations to improve team and individual decision making. Students will also learn the principles of marketing metrics.																														
Course structure:	<table border="1"> <thead> <tr> <th>Week</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Understanding the Marketplace. The 4 Ps vs 4Cs. Core Concepts. Satisfaction & Loyalty</td> </tr> <tr> <td>2.</td> <td>The Marketing Environment (Micro & Macro). SWOT. PESTLE. Porter's 5 Forces Model.</td> </tr> <tr> <td>3.</td> <td>Marketing Research & MIS. Quantitative Methods. 10 Steps in The MR Process. Qualitative Research Techniques. Focus Groups. In-Depth Interviews. Questionnaire design. Classification of Variables. Survey Research. Sampling.</td> </tr> <tr> <td>4.</td> <td>B2B. Analyzing Business Markets & Business Buying Behavior. Buy-Classes. Buy-Phases. Participants In The Business Buying Process. Vendor Analysis.</td> </tr> <tr> <td>5.</td> <td>B2C. Analyzing Consumer Markets & Buyer Behavior. Routine, Limited & Extensive Decision Making. Decision Making Process. Roles in the DMP. Influences on Consumer Behavior. Buying Persona. Customer Journey.</td> </tr> <tr> <td>6.</td> <td>Competition Analysis. Industry Competition Factors. Characteristics of Competitive Structures. Core Competency. Market Share. Share of Mind. Share of Heart.</td> </tr> <tr> <td>7.</td> <td>Portfolio methods: BCG. McKinsey-GE Matrix.</td> </tr> <tr> <td>8.</td> <td>STP Marketing: Segmentation & Targeting. Market Segments. Segmentation Process. Preferences Patterns. Segmentation Variables. Segment Profiles. MASDA Criteria. Market Targeting.</td> </tr> <tr> <td>9.</td> <td>Building Strong Brands. Brand Positioning. Identity & Image. Product Differentiation. Market Positioning. USP. UEP. Perceptual Mapping. Setting the Product and Branding Strategy. Product Levels. Consumer & Industrial Goods Classification.</td> </tr> <tr> <td>10.</td> <td>Brands. Brand Awareness. Branding Approaches. Derived Brands. Brand Extension. Labeling. Private Labels.</td> </tr> <tr> <td>11.</td> <td>Product Life Cycle (PLC). PLC Stages. New Product Development. The Kapferer Brand Identity Prism.</td> </tr> <tr> <td>12.</td> <td>Smart Pricing. Developing Price Strategies and Programs. Determinants of Price. Pricing Process. Pricing Objectives. Determining Demand. TCO. Estimating Cost. Setting the Price. Adapting the Price.</td> </tr> <tr> <td>13.</td> <td>Place decisions; Major Retailer Types. Location Decisions. Trends in Retailing. Push and Pull Strategy. E-commerce.</td> </tr> <tr> <td>14.</td> <td>Latest Trends in Promotion. Advertising, Sales Promotion, Public Relations, And Direct Marketing. The 5 Ms. Marketing Metrics & Consumer Experience (CX)</td> </tr> </tbody> </table>	Week	Topic	1.	Understanding the Marketplace. The 4 Ps vs 4Cs. Core Concepts. Satisfaction & Loyalty	2.	The Marketing Environment (Micro & Macro). SWOT. PESTLE. Porter's 5 Forces Model.	3.	Marketing Research & MIS. Quantitative Methods. 10 Steps in The MR Process. Qualitative Research Techniques. Focus Groups. In-Depth Interviews. Questionnaire design. Classification of Variables. Survey Research. Sampling.	4.	B2B. Analyzing Business Markets & Business Buying Behavior. Buy-Classes. Buy-Phases. Participants In The Business Buying Process. Vendor Analysis.	5.	B2C. Analyzing Consumer Markets & Buyer Behavior. Routine, Limited & Extensive Decision Making. Decision Making Process. Roles in the DMP. Influences on Consumer Behavior. Buying Persona. Customer Journey.	6.	Competition Analysis. Industry Competition Factors. Characteristics of Competitive Structures. Core Competency. Market Share. Share of Mind. Share of Heart.	7.	Portfolio methods: BCG. McKinsey-GE Matrix.	8.	STP Marketing: Segmentation & Targeting. Market Segments. Segmentation Process. Preferences Patterns. Segmentation Variables. Segment Profiles. MASDA Criteria. Market Targeting.	9.	Building Strong Brands. Brand Positioning. Identity & Image. Product Differentiation. Market Positioning. USP. UEP. Perceptual Mapping. Setting the Product and Branding Strategy. Product Levels. Consumer & Industrial Goods Classification.	10.	Brands. Brand Awareness. Branding Approaches. Derived Brands. Brand Extension. Labeling. Private Labels.	11.	Product Life Cycle (PLC). PLC Stages. New Product Development. The Kapferer Brand Identity Prism.	12.	Smart Pricing. Developing Price Strategies and Programs. Determinants of Price. Pricing Process. Pricing Objectives. Determining Demand. TCO. Estimating Cost. Setting the Price. Adapting the Price.	13.	Place decisions; Major Retailer Types. Location Decisions. Trends in Retailing. Push and Pull Strategy. E-commerce.	14.	Latest Trends in Promotion. Advertising, Sales Promotion, Public Relations, And Direct Marketing. The 5 Ms. Marketing Metrics & Consumer Experience (CX)
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Required readings:	<ol style="list-style-type: none"> 1. Nagy Szabolcs: Lecture notes, 2022 (Shared online with students) 2. Kotler, Philip, Gary Armstrong, Lloyd C. Harris, and Nigel Piercy. Principles of Marketing. European Edition. Harlow: Pearson, 2017. 3. Kotler – K. L. Keller: Marketing Management 14e, Pearson, 2011 4. Cesim Marketing Market Research Report, 2022 (Shared online with students) 5. Cesim Marketing Case Description, 2022 (Shared online with students) 6. Cesim Marketing Decision Making Guide, 2022 (https://sim.cesim.com/wicket/bookmarkable/com.cesim.simbrand.manual.SimBrandManualPage#platform-introduction) 																														

<p>Recommended readings:</p>	<p>1. Nagy, Szabolcs ; Hajdú, Noémi: Consumer Acceptance of the Use of Artificial Intelligence in Online Shopping: Evidence From Hungary, AMFITEATRU ECONOMIC 23 : 56 pp. 155-173. , 19 p. (2021)</p> <p>2. Nagy, Szabolcs. "E-commerce in Hungary: A Market Analysis." Theory, Methodology, Practice 12, No. 2 (2016). doi:10.18096/tmp.2016.03.03. http://tmp.gtk.uni-miskolc.hu/index.php?i=2826</p> <p>3. Dib, Allan. The 1-page marketing plan: get new customers, make more money, and stand out from the crowd. Miami, FL: Successwise, 2016.</p> <p>4. Criteria of Effective Marketing – Analysis of Corporate Marketing Activities in Hungary, in Proceed-ings of “Balance and Challenges” 9th International Scientific Conference, Miskolc, Lillafüred, Hunga-ry, ISBN:978-963-358-098-1 https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2710576</p> <p>5. 50 Marketing Blogs You Should Read Every Day http://blog.getvero.com/50-awesome-marketing-blogs/</p> <p>6. American Marketing Association (AMA) https://www.ama.org/Pages/default.aspx</p> <p>7. Brassington – S. Pettitt: Principles of Marketing, Prentice Hall, Pearson Education, 4th Edition, 2006</p> <p>8. 7 Marketing Trends To Watch Out For In 2017 https://www.forbes.com/sites/alfresco/2017/07/25/opening-up-possibilities-discussing-the-expansive-power-of-apis-with-mulesofts-founder-ross-mason/#1fcc39a654ac</p> <p>9. BCG: https://www.bcg.com/en-hu/default.aspx</p> <p>10. Molnár László, Piskóti István, Nagy Szabolcs, Molnárné Konyha Csilla: Strategy, Process and Product: Factors Influencing Market Success of Innovations In: Huizingh K R E, Conn, S., Torrkeli, M., Bitran, I. (ed.) The Proceedings of XXV ISPIIM Conference - Innovation for Sustainable Economy and Society (June 2014). Dublin, Ireland. International Society for Professional Innovation Management (ISPIIM), 2014. Paper 553222451. (ISBN:978-952-265-591-2)</p> <p>11. Nagy Szabolcs: Sustainable consumption, Nemzeti Tankönyvkiadó, ISBN 978-963-19-7245-0 http://www.tankonyvtar.hu/hu/tartalom/tamop425/0049_05_sustianable_consumption/adatok.html</p>
<p>Evaluation method:</p>	<p>Mid-Semester Tasks</p> <p>Online participation in CESIM's Marketing Simulation Game (previously SimBrand): Active participation of everyone in the decision-making process is required. Students whose team has not been registered and/or who do not actively participate in the simulation game will not receive a signature. If this is the case, the signature cannot be obtained this semester due to the nature of the simulation game. A maximum of 30 points can be obtained based on the stock price after the last round (simulated fiscal year) and the team's final ranking in the industry.</p> <p>Midterm Assignment: At the end of the semester, students will submit a presentation on their decision-making strategy highlighting the milestones of their decisions in each fiscal year. (20 points). What decisions did you make and why? What should have been done differently?</p> <p>Final exam: written test (true/false, essay questions, etc.) covering all topics covered in the lectures (50 points).</p> <p>Completion requirements and evaluation criteria for seminar grades and exams:</p> <p>Grading system:</p> <p>Total points (100) = Online written test in Redmenta (50 points) + simulation performance = share price and ranking (30 points) + written assignment (20 points)</p> <p>Grades: 80-100 points (1) 51-65 points (2) 66-75 points (3) 76-85 points (4) 86-100 points (5)</p>

Course Description									
Course title:	Intermediate International Economics								
Neptun code:	GTGKG2033MNA								
Type (core, specialization, optional, dissertation, other):	specialisation								
Lecture/ Seminar (practical); hours per week:	2 lectures / 2 seminars per week								
Name and position of lecturer:	Zoltan Bartha, PhD - Associate Professor								
Contact of lecturer:	zoltan.bartha@ekon.me								
Prerequisite course(s):	none								
Language of the course:	English								
Suggested semester: autumn /spring, 1-6	spring 4								
Number of credits:	5								
Requirements (exam/practical mark/signature/report, essay):	exam								
Course objectives (50-100 words):	The purpose of the course is to introduce students to the topic of open economies, with special regards to the effect of global labour, capital and currency markets on the national economies. Through the exchange rate theories students understand how economic and exogenous shocks influence the economy, and their personal welfare.								
Course structure:	<table border="1"> <thead> <tr> <th>Week</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Methods of analysis in international economics, the economics approach.</td> </tr> <tr> <td>2.</td> <td>Benefits from trade. Trade theories</td> </tr> <tr> <td>3.</td> <td>Restricting international trade.</td> </tr> </tbody> </table>	Week	Topic	1.	Methods of analysis in international economics, the economics approach.	2.	Benefits from trade. Trade theories	3.	Restricting international trade.
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	4.	Protectionism and tariff analysis.
	5.	International capital movement - Intertemporal transformation curve
	6.	International labour movement - the Samuelson model
	7.	Exchange rate regimes and the current account
	8.	Interest rate parity condition
	9.	The law of one price, and the purchasing power parity condition
	10.	Statistics on real life price differences
	11.	Real exchange rate – short term equilibrium
	12.	Long term equilibrium of the exchange rate
	13.	Student presentations
Required readings:	Paul R. Krugman – Maurice Obstfeld: International economics – Theory and policy. Pearson 2003, Chapters 3, 4, 7, 8, 13, 14, 15, 16 and 17.	
Recommended readings:	Recent issues of The Economist: http://www.economist.com/ Robert A. Mundell: International economics. MacMillan 1968 Charles van Marrewijk: International economics: Theory, Application and Theory. Oxford 2007 James Gerber: International economics. Pearson, 2007	
Evaluation method:	Points are awarded for class participation (7.5%), project work in groups of two (30%), and final exam (52.5%).	

Course Description		
Course title:	Network Economics	
Neptun code:	GTGKG250MNA	
Type (core, specialization, optional, dissertation, other):	elective	
Lecture/ Seminar (practical); hours per week:	2 lectures per week	
Name and position of lecturer:	Zoltan Bartha, PhD - Associate Professor	
Contact of lecturer:	zoltan.bartha@ekon.me	
Prerequisite course(s):	none	
Language of the course:	English	
Suggested semester: autumn /spring, 1-6	spring	
Number of credits:	3	
Requirements (exam/practical mark/signature/report, essay):	project work and exam	
Course objectives (50-100 words):	The course presents general microeconomic and macroeconomic models that have special importance in the age of networked computer systems and shows the challenges the society and the labour market face in the next decade. Having finished the course students will have a good understanding of the way information- and knowledge-related businesses work and will get to know methods that help to reap the benefits of the networked economy.	
Course structure:	Week	Topic
	1.	The age of the intelligent machines – trends & consequences
	2.	Key features of the digital age – economic impact
	3.	The benefit of the new technologies – how to measure it
	4.	The spread – costs and dangers
	5.	Paretian distribution - Is inequality on the rise?
	6.	AI trends
	7.	What should we do to be prepared?
	8.	Microeconomics approach; Social surplus
	9.	Lock-in
	10.	Network effect
	11.	Scalability
	12.	Student presentations
	13.	Student presentations
Required readings:	Bartha, Zoltán: Network Economics. Carl Shapiro – Hal R. Varian: Information Rules. Harvard Business Review Press, 1998. ISBN-13: 978-0875848631	

Recommended readings:	MIT Initiative on the Digital Economy: http://ide.mit.edu/publications Anna Nagurney: Network Economics. http://supernet.isenberg.umass.edu/Austria_Lectures/fintros1.pdf Kranton: Reciprocal Exchange. http://public.econ.duke.edu/~rek8/reciprocalexchange.pdf Andrew McAfee and Erik Brynjolfsson: The Second Machine Age. W. W. Norton & Company, 2014. ISBN 978-0-393-35064-7 Nick Bostrom: Superintelligence: Paths, Dangers, Strategies. Oxford University Press, 2014. ISBN-13: 978-1501227745
Evaluation method:	Points are awarded for class participation (10%), project work (40%), and final exam (50%).

Course Description		
Course title:	Organisational Behaviour and Leadership	
Neptun code:	GTVSM2170MA	
Type (core, specialization, optional, dissertation, other):	Core	
Lecture/ Seminar (practical); hours per week:	2+2	
Name and position of lecturer:	Mariann Veresné Somosi PhD professor, Daniella Kucsma assistant lecturer	
Contact of lecturer:	szvsm@uni-miskolc.hu, szvkd@uni-miskolc.hu	
Prerequisite course(s):	none	
Language of the course:	English	
Suggested semester: autumn /spring, 1-6	autumn 3	
Number of credits:	5	
Requirements (exam/practical mark/signature/report, essay):	exam	
Course objectives (50-100 words):	The aim of the subject is to introduce topic of organisation behaviour. The student can learn about conflict management, managing cultures, managing change. Get many information leadership management. Organisation and development knowledge is useful for the student in the business life.	
Course structure:	Week	Topic
What is Organizational Behaviour? Definition of Organizational Behaviour.	1.	Definition and introduction
Organizational structure and design.	2.	Exercises (The Holacracy)
Managing Change	3.	Case study
Decision-Making Process.	4.	Exercises (Decision Tree)
Managing Conflict (Five stile of Conflict)	5.	Case study, type of the organstaions conflict
Group Dynamics and Organizational Processes (Group and Team)	6.	Belbin Test
Managing Cultures	7.	Power, politics and culture
Managing Human Resource (Training and Development, Performance Management)	8.	Type of Performance Management
Managing Communications	9.	Driving forces behind knowledge and learning
Managing Knowledge and Learning	10.	Communication practice
Managing Individuals	11.	MBTI test
Innovation is the organisation	12.	Student presentation
Charteristics of Globaliztaion	13.	Student presentation

Recommended readings:	<p>1. French, Ray – Rayner, Charlotte – Rees, Gary – Rumbles, Sally (2008): Organizational Behaviour, John Wiley & Sons, Ltd. Sussex</p> <p>2. Huczynski, Andrzej – Buchanan, David (1991): Organizational Behaviour. An Introductory Text. 2nd ed. Prentice Hall</p>
Evaluation method:	<p>Written exam – theoretical and practical parts (50-50%). 50% in each part has to be reached for the successful exam.</p> <p>Theoretical part: multiple choice test; practical part: exercises. Assessment: on a 5-grade scale: 0-50%: fail (1); 51-62%: pass (2); 63-74%: average (3); 75-87%: good (4); 88-100%: excellent (5).</p>

Course Description		
Course title:	World economics	
Neptun code:	GTVGT212MA	
Type (core, specialization, optional, dissertation, other):	optional	
Lecture/ Seminar (practical); hours per week:	2 seminars - 2 lectures	
Name and position of lecturer:	Dora Szendi, PhD, assistant professor	
Contact of lecturer:	regszdor@uni-miskolc.hu	
Prerequisite course(s):	-	
Language of the course:	English	
Suggested semester: autumn /spring, 1-6	autumn, 1	
Number of credits:	5	
Requirements (exam/practical mark/signature/report, essay):	exam	
Course objectives (50-100 words):	The main objective is to give theoretical and methodological background to the studies and explanation of the World economic processes and effects; and to represent the determining big regions of the World economy (both traditional and emerging centres). Beside this the course gives an overview of the international factor flow (products, services; labour, capital) and its development effects.	
Course structure:	Week	Topic/lecture
	1.	Main statistical dates of the world; The development of the world economy
	2.	The volume of global migration, its directions and effects
	3.	International organisations as the main regulators of the world economy
	4.	The main actors and characteristics of modern world trade
	5.	The 'geography' of foreign investments; The operating characteristics of transnational corporations and their impact on the development of the world economy
	6.	The economic role of the Triad in today's 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.	India's role and relations in the world economy
	10.	Russia's role and relations in the global economy
	11.	The role of China in the world economy and its international relations
	12.	The role and relations of Japan in the world economy
	13.	The role of Brazil in the world economy and its international relations; The role of the Middle East in the world economy
Required readings:	<p>Topic of lectures and practical courses.</p> <p>Z. Nagy – D. Kuttor – T. Sebestyén Szép (2013): International and Regional Economic Relations. Miskolc, E-learning material.</p>	

Recommended readings:	<p>ATKearney: Global Cities 2018: Learning from the East – Insights from China’s Urban Success https://www.atkearney.com/documents/20152/1136372/2018+Global+Cities+Report.pdf/21839da3-223b-8cec-a8d2-408285d4bb7c</p> <p>Centre of Regional Science, Vienna: Smart cities: Ranking of European medium-sized cities, 2007. http://www.smart-cities.eu/download/smart_cities_final_report.pdf</p> <p>Oil – The Economist http://www.economist.com/news/special-report/21698438-rentier-system-trouble-big-oil-producing-states-and-beyond-black-gold</p> <p>Parsons (2010): Black Gold and Fool’s Gold: Speculation in the Oil Futures Market; Center For Energy and Environmental Policy Research, Massachusetts http://www.mit.edu/~jparsons/publications/Reprint_228_WC.pdf</p> <p>PWC: Black gold: The road ahead, Middle East Capital Projects & Infrastructure snapshot https://www.pwc.com/m1/en/publications/documents/blackgold.pdf</p> <p>BBVA: Economic Analysis (2016), Oil Prices: Black Gold or a Black Hole? https://www.bbvaesearch.com/wp-content/uploads/2016/02/160212_US_OilPricesOutlook.pdf</p> <p>Forbes: The pros and cons of Globalization; Mike Collins (2015) http://www.forbes.com/sites/mikecollins/2015/05/06/the-pros-and-cons-of-globalization/#99ce1e22170a</p> <p>McKinsey Global Institute (2016): Digital globalization: The new era of global flows, Executive summary</p> <p>Thilo Hanemann and Mikko Huotari: Chinese FDI in Europe and Germany http://rhg.com/wp-content/uploads/2015/06/ChineseFDI_Europe_Full.pdf</p>
Evaluation method:	<p>Assignment: analysis and presentation of one actual issue of the World economy in 2-3 persons groups.</p> <p>Evaluation: The good problem solving of the issue represents 25% in the annual grade.</p> <p>The replacement of the objective: It is possible until the last week of the semester.</p> <p>Getting the signature: The requirement for the signature is the participation in the lectures and practical courses, and creating the group work and presentation.</p> <p>Requirement of the exam: signature.</p> <p>Grading: The grading will be calculated according the evaluation of problem solving issue and the written exam. Grading: from 60% - satisfactory, 70% - average, 80% - good, 90% - excellent</p> <p>Grading exam: five degree scale (1-5).</p>

Course Description		
Course title:	Decision Making Theory and Methods	
Neptun code:	GTVSM2004MA	
Type (core, specialization, optional, dissertation, other):	Specialization	
Lecture/ Seminar (practical); hours per week:	2+2	
Name and position of lecturer:	Károly BALATON, DSc; professor emeritus, Gabriella METSZŐSY, assistant lecturer	
Contact of lecturer:	szvbk@uni-miskolc.hu, szvmg@uni-miskolc.hu	
Prerequisite course(s):	-	
Language of the course:	English	
Suggested semester: autumn /spring, 1-6	Autumn (1 st)	
Number of credits:	6	
Requirements (exam/practical mark/signature/report, essay):	exam	
Course objectives (50-100 words):	Decision theory and methods is part of leadership science. The aim of the subject is to introduce the approaches and solutions of multi-attribute decision problems that incorporate difficult or non-quantifiable business decision criteria. Development of formalised description of decision problems and problem solving competences is a goal of the subject.	
Course structure: Lectures	Week	Seminars
Basic definitions, decision matrices.	1.	Expected value-based decision-making
Single-attribute utility theory.	2.	Construction of single-attribute utility function
Independence conditions, decomposition forms.	3.	Single-attribute risky decisions
Multi-attribute utility theory - decision-making.	4.	Analysis of additive independence

Simple ranking methods.	5.	Utility and mutual utility independence
Voting principles and ranking methods.	6.	Construction of decomposition forms
Outranking methods; PROMETHEE II.	7.	Multi-attribute utility-based decision-making
Analytic Hierarchy Process.	8.	Multi-attribute utility-based decision-making
Rationality, bounded rationality.	9.	Ranking methods, voting methods
Decision psychology. Group decision methods; Arrow's theorem.	10.	PROMETHEE II.
Probability-influencing factors	11.	Analytic Hierarchy Process with consistent matrices
Heuristics.	12.	Analytic Hierarchy Process with inconsistent matrices
Paradoxes.	13.	Exercises
Required readings:	<p>Course material (ppt); downloadable at www.szervez.uni-miskolc.hu</p> <p>Saaty, T.L.: Decision making with the analytic hierarchy process, International Journal of Services Sciences, 1. (1), 2008.</p> <p>Brans, J.P. – Vincke, P.H.: A Preference Ranking Organisation Method, Management Science, 31. (6). pp647-656., 1985.</p>	
Recommended readings:	<p>P.C. Fishburn: Utility theory for decision making, Wiley, 1970.</p> <p>Zanakis, S.H., Solomon, A., Wishart, N., Dublisch, S.: Multi-attribute decision making: A simulation comparison of select methods, European Journal of Operational Research, pp.507-529., 1198.</p>	
Evaluation method:	<p>Instructor's signature: Participation at the lectures and seminars (70%).</p> <p>Exam: Written / Oral exam – theoretical and practical parts (50-50%). 50% in each part has to be reached for the successful exam.</p> <p>Theoretical part: multiple choice test; practical part: calculation exercises.</p> <p>Grading: 0-50%: fail (1); 51-62%: pass (2); 63-74%: average (3); 75-87%: good (4); 88-100%: excellent (5).</p>	

Course Description		
Course title:	Managerial Economics	
Neptun code:	GTGVG296M	
Type (core, specialization, optional, dissertation, other):	core	
Lecture/ Seminar (practical); hours per week:	2 Lectures + 1 Seminar /week	
Name and position of lecturer:	Ágnes HORVÁTH, PhD, associate professor	
Contact of lecturer:	agnes.horvath@uni-miskolc.hu	
Prerequisite course(s):	-	
Language of the course:	English	
Suggested semester: autumn /spring, 1-6	spring, 2	
Number of credits:	4	
Requirements (exam/practical mark/signature/report, essay):	signature and written exam	
Course objectives (50-100 words):	Having finished the course, students will understand the functioning and motivational factors of business organizations. They will know the main problems of different economic evaluation and decision preparation methods and they will be able to analyze the economic problems with using the most appropriate methods. This course develops those skills that are necessary for comprehension of economic relationships, phrasing of information needs for decisions and elaboration of decision-making aspects, furthermore it develops capability of economic-technical language usage.	
Course structure:	Week	Topic
	1.	Introduction to managerial economics. Key measures and relationships. Revenue, cost, and profit. The return requirement as a global guiding principle of business activity.
	2.	Cost terminology. Cost behavior patterns and cost-volume-profit relationships. Cost curves. Short-run cost functions in the real life. Estimating of linear cost functions.
	3.	Break even chart. Break even analysis for single-product companies. Three variants of break even point.
	4.	Break even points for multiple-product firms and service companies. Using cost-volume-profit models for sensitivity analysis.
	5.	Midterm exam 1
	6.	Cost concepts for decision making. Opportunity cost concept in product costing. Product cost variants. Traditional Cost Accounting Methods and the Activity Based Costing method.

	7.	Capital budgeting 1. Fundamentals of business efficiency analysis. The time value of money, time factors. The special meaning of net present value and internal rate of return in orthodox cash flow patterns. The ranking problem.
	8.	Capital budgeting 2. Evaluation of unorthodox cash flow patterns. The payback period method. Methods for the economic evaluation of investment projects that have no measurable yield effect.
	9.	Analysis of profitability. Expressive and deceptive profitability indicators. Measuring problems of profitability.
	10.	Demand and pricing. Price calculating variants by different aspects.
	11.	The main causes of the difference between market value and book value of fixed assets. Amortization. The effects of inflation on business profits and business assets.
	12.	Midterm exam 2
	13.	Practical usability problems in business economics and managerial economics.
Required readings:		<p>Lecture and seminar notes.</p> <p>Illés, M.: Vezetői gazdaságtan. Kossuth Kiadó, 2002 (467 pages; ISBN:963 09 4349 2) Chapters of the Managerial Economics book are being translated.</p> <p>Illés, M.: Scientific Problems of Modern Approach of Net Present Value. Club of Economics in Miskolc, TMP Nr. 1, pp. 29-35. 2007.</p> <p>Illés, M.: Transforming the Net Present Value for a Comparable One. Club of Economics in Miskolc, TMP Nr.1, pp. 24-32. 2012.</p> <p>Illés M.: Practical Usability Problems in Business Economics. Advances in Economics and Business 2016. 11. Vol. 4(11), pp. 607 - 623</p> <p>Illés, M.: The Effects of Inflation on Business Profits and Business Assets. European Integration Studies, Miskolc, Nr. 1, pp. 35-45. 2010.</p> <p>Heisinger, K. – Hoyle, J.: Managerial Accounting, Version 1.0. Saylor Foundation, 2012. ISBN 13: 978-1-4533452-9-0. https://www.saylor.org/site/textbooks/Managerial%20Accounting.pdf</p>
Recommended readings:		<p>Illés, M.: The Structural Problems of Pricing Approach in Hungary. Club of Economics in Miskolc, TMP, Nr.1, pp. 21-32. 2014.</p> <p>Principles of Managerial Economics. Saylor Academy, 2012 https://www.saylor.org/site/textbooks/Principles%20of%20Managerial%20Economics.pdf</p> <p>Sztanó, I. – Veress, A: Management accounting (2013). Revised by: Túróczi, I. Budapesti Gazdasági Főiskola - Budapest, 2010 http://www.tankonyvtar.hu/hu/tartalom/tamop412A/0007_a2_1038_1039_1041_bavezetoisamvitel_eng/2_cost_accounting_82K8E2AsNqNdZMRP.html</p>
Evaluation method:		<p>Obtaining a signature is automatic, there are no requirements. Successful examination is the requirement of the course.</p> <p>There are 2 options:</p> <p>1. Inter-semester opportunity: 2 midterm exams in the semester during the teaching period Midterm exam 1 (Maximum points: 50, Minimum points: 25) Midterm exam 2 (Maximum points: 50, Minimum points: 25) Midterm exams are optional. Midterm exam 1 is from the first half of the material. Midterm exam 2 is from the second part of the material. If both midterm exams are successful (at least 25 point from 50 points from both parts), there is no complex exam. The midterm exams together worth maximum 100 points.</p> <p>OR</p> <p>2. Complex written exam in the exam period: Maximum points: 100, Minimum points 50 points There is a complex written exam in the exam period from the whole material. The exam will be made through the e-learning system of the university. Scoring system: 0-49 points: 1 (fail), 50-64 points: 2 (pass), 65-74 points: 3 (satisfactory), 75-84 points: 4 (good), 85-100 points: 5 (excellent)</p>

Course Description	
Course title:	Project Management
Neptun code:	GTVIM2072MA
Type (core, specialization, optional, dissertation, other):	Core
Lecture/ Seminar (practical); hours per week:	2+1
Name and position of lecturer:	Mariann Veresné Somosi PhD professor, Rita Szabó PhD student
Contact of lecturer:	szvsm@uni-miskolc.hu, szvrita@uni-miskolc.hu
Prerequisite course(s):	none
Language of the course:	English
Suggested semester: autumn /spring, 1-6	spring 2
Number of credits:	4

Requirements (exam/practical mark/signature/report, essay):	exam	
Course objectives (50-100 words):	The objectives of the course is to provide a brief introduction to general issues of project management. This course examines project management roles and environments, the project life cycle and various techniques of work planning, and control and evaluation to achieve project objectives.	
Course structure:	Week	Topic
What is Project Management? Project Management Basics	1.	Definition and Introduction
Project Definition	2.	Project Life Cycle
Project Planning	3.	GANTT diagram
Project Fulfilment Strategy	4.	Feasibility Study
Project Succes Factors	5.	Stakeholder analysis
Resource Planning and Costing	6.	Work breakdown structure
Network Planning	7.	Network planning methodologies
Risk Management	8.	Monitoring and Scheduling
Project Control	9.	Project Close Out
Monitoring Projects	10.	Case Study
Project Manager Skills	11.	Project documentation
Project Scope Management	12.	Student Presentations
Seminars: SAP Project Management module, and Case study	13.	Exam
Required readings:	Eric, Verzuh: Project Management, 2003.	
Recommended readings:	PMBOK® GUIDEA Guide to the Project Management Body of Knowledge Project Management Institute, Four Campus Boulevard, Newtown Square 2000.	
Evaluation method:	Written exam – theoretical and practical parts (50-50%). 50% in each part has to be reached for the successful exam. Theoretical part: test; practical part: SAP case study. Assessment: on a 5-grade scale: 0-50%: fail (1); 51-62%: pass (2); 63-74%: average (3); 75-87%: good (4); 88-100%: excellent (5).	

Course Description		
Course title:	Quality Management	
Neptun code:	GTVVE2008MA	
Type (core, specialization, optional, dissertation, other):	Specialization	
Lecture/ Seminar (practical); hours per week:	2+2	
Name and position of lecturer:	László Berényi, PhD dr habil, associate professor	
Contact of lecturer:	szvblaci@uni-miskolc.hu	
Prerequisite course(s):	-	
Language of the course:	English	
Suggested semester: autumn /spring, 1-6	autumn, 3	
Number of credits:	5	
Requirements (exam/practical mark/signature/report, essay):	exam	
Course objectives (50-100 words):	Having finished the course students will be able to define the parameters of quality and customers satisfaction in connection with the own business. They can overlook the establishment process of the ISO 9001 standard. Business excellence evaluation show a new way of business development. Case studies and other practices draw up the main mistakes and prepare the students for being able to manage a successful quality management solution.	
Course structure:	Week	Topic
	1.	Product-quality and Quality management

	2.	Quality Control (QC), Quality Assurance (QA), Quality management (QM)
	3.	Historical development of the toolset in the 20th century
	4.	Models of Quality Management
	5.	7 old tools of quality
	6.	The Japanese and the US way (video case-study)
	7.	ISO 9000 standard-family
	8.	ISO 9001 management concept
	9.	ISO 9001 requirements
	10.	ISO 9004 overview
	11.	Quality audit. Performing a quality audit. Possibilities of a second-party audit
	12.	In search of Excellence: video case-study
	13.	Business Excellence
Required readings:	Berényi L. (2013). Fundamentals of Quality Management. Saarbrücken: LAP Vivek (2005). Quality management system handbook for product development companies, Boca Raton: CRC Press. Griffith G. (2003). Quality Technician's Handbook. London: Pearson	
Recommended readings:	Kanji, G.K., Asher, M. (1996). 100 Methods for Total Quality Management. London: SAGE Oakland, J.S. (1992). Total quality management, Oxford: Butterworth-Heinemann. Foster, S.T. (2011). Managing Quality Integrating the Supply Chain. London: Pearson	
Evaluation method:	Submitting tasks in the Moodle-system for the signature. Writing a mid-term test or a final test. Evaluation: 50-62% pass, 63-75% satisfactory, 76-88% good, 89-100% excellent.	