

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Managerial (Business) Economics
Name of the subject in English:	Managerial (Business) Economics
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-MANBEC-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English, Hungarian
Institute or department responsible for the subject:	Institute of Economics and Business Science
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Managerial Business Economics wishes to teach the future managers a practical overview by which they will be able to see all the business procedures of a company on an integrated way.

SUMMARY OF THE CONTENT OF THE SUBJECT

The subject offers an overall view of all the business functions that make any company operate. It starts with the business environmental analysis then it goes to the topic of customer wishes, market analysis and marketing. It goes on with a practical approach of how the financial procedures of a company are affected by real business events. Based on this general view, the subject overviews some basic steps of how to make a business plan of a company. The subject also covers of some important human resource-management related questions and reviews how HR policy can affect customer value offered by the company to its consumers.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

In lectures students are expected to take active parts in the consultation of the company business functions: to ask if they have any questions and also to discuss the material by real life- examples.

In the practical lessons - based on their own business ideas - they should start making their complex business plan step-by step as we move on with the topics of the lectures. "Using" their seminar teacher as a mentor and advisor in this project is fully promoted and recommended.

EVALUATION OF THE SUBJECT:

All students must make a business plan as a complex essay - based on descriptive and analytical elements - starting from a service- or product based business idea decided by themselves. Students can work in groups with members of 1,2,3 or maximum 4 people - forming their group in their own decision.

The required outputs of the business plan is

(a) a 10-12-page word document (based on the structure decided and introduced by the lecturer at the beginning of the semester) and

(b) a ppt-presentation of the business plan - it should be presented to the classmates and the lecturer at the 3 last seminar-occasions of the semester.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- BPM 2009: *Business process management : 7th international conference, BPM 2009, Ulm, Germany, September 8-10, . Springer, 2009*
- Robbins, Stephen P.: *Fundamentals of management.* Pearson, cop. 2017