

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Service Enterprise
Name of the subject in English:	Service Enterprise
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-SERVNT-03-EA
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Management
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 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:

Encouraging learners to study enterprise in a local as well as a global context, while enhancing their skills of investigation, analysis, interpretation, evaluation and practical problem-solving.

The aims are to enable students to:

- understand what it means to be enterprising, and the skills required to be enterprising
- develop the ability to work in an enterprising and independent way
- develop and apply knowledge, understanding and skills to contemporary enterprise issues in a range of local, national and global contexts
- appreciate the roles and perspectives of a range of other people and organisations involved in enterprise and the importance of ethical considerations
- investigate the world of work and entrepreneurial organisations
- develop the ability to communicate effectively, in a variety of situations, using a range of appropriate techniques
- make effective use of relevant terms, concepts and methods when discussing enterprise and enterprising behaviour.

SUMMARY OF THE CONTENT OF THE SUBJECT

Introduction, basic models, typology, methodology

Theory and practice of being entrepreneur, enterprising and/or building organisations involved in enterprise and

the importance of ethical considerations

Understanding enterprising behaviour.

Using of relevant terms, concepts and methods in context of Service Enterprise.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Presentation (individual and group work), tests and quizzes based on literature (knowledge!), precise notes.

EVALUATION OF THE SUBJECT:

Collecting points (max. 50 points / task) with the above mentioned: STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES.

Offered grade can be given: Yes.

OBLIGATORY READING LIST:

- *Enterprise and its business environment.* Goodfellow Publishers Ltd., cop. 2016
- *This is service design doing : applying service design thinking in the real world : a practitioner's.* O'Reilly Media, 2018
- Abbey, James R.: *Convention sales and services.* Waterbury Press, c2016
- Barringer, Bruce R.: *Entrepreneurship : Successfully Launching New Ventures.* Pearson, 2010
- Buswell, John,: *Service quality in leisure, events, tourism and sport. ,* 2017,2017
- Khalid, Raja Usman,: *(Sustainable) supply chain management at the base of the pyramid.* Kassel University Press, 2018
- Maister, David H.: *Managing the professional service firm.* Free Press, 1997
- Wirtz, Jochen: *Essentials of services marketing.* Pearson, cop. 2018

RECOMMENDED READING LIST:

- *Business and the sustainable development goals : measuring and managing corporate impacts.* Palgrave Pivot, 2019
- Niven, Paul R.: *Balanced scorecard evolution : a dynamic approach to strategy execution.* Wiley, [2014]