

Óbuda University Keleti Faculty of Business and Management										
GSXUG1BMNE		Business Economics								
<b>Department:</b>		Institute of Business Management 1084 Budapest, Tavaszmező u. 17.					<b>ECTS:</b>		5	
<b>Training:</b>		Full-time		<b>Language</b>		English		<b>Semester:</b> 2019/20/1		
<b>Training programme:</b>										
<b>Responsible professor for course:</b>		Dr. Takácsné Prof. Dr. György Katalin		<b>Professor:</b>		Dr. Takácsné Prof. Dr. György Katalin				
<b>Preliminaries:</b>		-								
<b>Number of classes (week/semester)</b>		Weekly	<b>Lecture:</b>	2	<b>Practice:</b>	2	<b>Laboratory:</b>	0	<b>Consultation:</b>	0
<b>Obtaining the grade:</b>		Exam								
<b>Requirements for signature:</b>		The requirements include: midterm test, presentation and activity on the seminars.								
<b>Grade is made up of:</b>		Essey and presentation on a special topic of business economics (6-8 pages, min 10 minutes): 30 %; case study characterising an enterprise (15-20 pages, following the requirements of the closing thesis): 30 %, closing exercise (written): 40 %.								
<b>Goal of the subject:</b>		The aim of the course is to explore businesses from a contingencialist point of view; relations to their environment along with their internal processes. The general characteristics, such as the work and power structures, business functions of organisations, questions of resource management from wider aspect, value creating processes and financial aspects of investment strategies and general operations are also discussed.								
<b>Requirements during the semester:</b>		During the semester it is required an assey and presentation on a special topic of business economics (6-8 pages, min 10 minutes) and to present a case study characterising an enterprise (15-20 pages, following the requirements of the closing thesis.) A closing excercise on the last week of the semester, reaching at least 51 %.								
<b>Week</b>		<b>Topics (lecture)</b>								
1.		Organisational objectives - business organisations								
2.		Theory of firms								
3.		Production, value chain								
4.		Business environment - macro								
5.		International business environment - globalisation								
6.		Micro-level business environment								
7.		Micro-level business environment								
8.		Financial statements. Capital structure.Role of foriegn capital.								
9.		Investment decisions, Cost and profit analysis								
10.		Organisational structures								
11.		Life cycle of the enterprise and its finances								
12.		Competitiveness - marketing aspects of business operations								
13.		Change and change strategies in organisations								
14.		Corporate social responsibility - role of managers								
<b>Week</b>		<b>Topics (practice)</b>								
1.		Case study based on literature - general economic environment								
2.		Theory of Costs								
3.		Profit and economic variables I.								
4.		Profit and economic variables II.								
5.		Macro environment analysis methods (PEST, PESTEL, STEEP)								
6.		Micro-level business environment - the five forces of competition								
7.		Micro-level business environment - resource analysis, resource management								
8.		Presentations I Cost and profit analysis								
9.		Investment decisions, Cost and profit analysis - calculations								
10.		Presentations II								
11.		Presentaitons III								
12.		Core competencies								
13.		Managing of business risks								
14.		Presentations IV								

Required literature	
1	Campbell - Craig (2005) Organisations and the Business Environment, Routledge.
2	Savov R, Takács-György K: Selected chapters from strategic management
3	
4	
Recommended literature	
1	Turèeková,N. – Svetlanská, T. – Takács I. (2016): Business Economics – International V4 Studies. Nitra. International Visegrad Fund's, Visegrad University, Studies Grant No. 61200004. 109. p
2	Materials and ppt-s given during the semester.
3	
4	
<b>Quality assurance method:</b>	
Developed competencies	