

Óbuda University Keleti Faculty of Business and Management														
GSXVG1EBNE		Enterprise Economics I												
Department:		Institute of Business Management 1084 Budapest, Tavaszmező u. 17.					ECTS:		3					
Training:		Full-time		Language:		English		Semester: 2019/20/1						
Training programme:		Erasmus, Business and management, Technical Management, Trade and marketing, Business Informatics												
Responsible professor for course:		Katona Ferenc		Professor:		Katona Ferenc								
Preliminaries:		-												
Number of classes (week/semester)		Weekly	Lecture:		2	Practice:		0	Laboratory:		0	Consultation:		0
Obtaining the grade:		Exam												
Requirements for signature:														
Grade is made up of:		<p>The written exam is evaluated as follows:</p> <p>0-50%: fail (1) 51%-63%: pass (2) 64%-76%: good (3) 77%-89%: very good (4) 90%-100%: excellent (5)</p>												
Goal of the subject:		<p>Students are able to get such knowledge via the processing of the course which will enable them to deal with economic and financial problems in the perspective of the companies. During the processing of the curriculum, students are introduced into the concept of enterprises, objectives, business environment, business forms, the concept of value creation, production processes, organizational forms, strategy creation and corporate marketing.</p>												
Requirements during the semester:		Tests												
Week		Topics (lecture)												
1.		Enterprise, purposes, environment, main characteristics of the company												
2.		Forms of entrepreneurship												
3.		Elements of the value-creating production process I.												
4.		Elements of the value-creating production process II.												
5.		Production planning calculations, needs calculations												
6.		Capacity and throughput calculation; Test												
7.		Time course of production, calculation of lead time												
8.		Massity, manufacturing systems												
9.		Organization of production systems												
10.		Organization of the company, basic forms of organization												
11.		Characteristics of organizational forms												
12.		Market Activity, Marketing Basics, Test												
13.		Introducing a new product, preparing for a new market entry												
14.		Repeat Test												
Week		Topics (practice)												
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8.														
9.														
10.														
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13.														
14.														

	Required literature
1	Kadocsa Gy. (2007): Entrepreneurial Management. Amicus Press, Budapest - München
2	Ppt Presentations of the lecturer.
3	
4	
	Recommended literature
1	Hisrich, R.D., Peters, M.P., Shepherd, D. (2016): Entrepreneurship. McGraw-Hill/Irwin
2	
3	
4	
Quality assurance method:	
	Developed competencies