ACADEMIC PROGRAMMES IN FOREIGN LANGUAGES

CATALOGUE
2017-2018
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Dear Students/Partners,

It is our pleasure to introduce Pallasz Athéné University which was established as a merger of the Kecskemét College and the College of Szolnok. The university – following the traditions of the predecessor institutions – is a significant centre of higher education and research where students on BSc and MSc courses can get their diplomas in Engineering, Information Technology, Business Administration and Tourism, Agricultural- or Teacher training. A high-tech campus which meets all the requirements of a ‘smart-uni’ is under construction with the scheduled completion date of 2018.

The university - cooperating with its strategic partners - is the creator of the dual training model in Hungary. We have had built a strong relationship with the local companies, and by working out the dual education model based on German experiences, the institution has developed into a centre of practice based education and researches. Among others, we are very proud of the success of the Megalux solar car that came in third place at the Solar Challenge international competition organised in South Africa in 2016.

We are happy to welcome you to all our programmes and courses listed in this second issue of the Catalogue. As international relations have always played a very important role in the scientific, educational and cultural life of our institution and our primary aim is to strengthen the international endeavours of Pallasz Athéné University, we are firmly committed to taking the steps required to enhance the competitiveness of the diplomas gained here.

We are very glad that you are considering our University for your studies and we intend to do our utmost to make your studies rewarding and enjoyable. We hope you find many interesting ideas, places and impulses not only at the University, but also in cultural events in our region and in natural beauties of our country as well.

With this hope, we thank you for your interest.

Dr. Piroska Ailer
Rector
Pallasz Athéné University
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### CONTACT PERSONS AND ADDRESSES

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## INTERNATIONAL PROGRAMMES

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1. GENERAL INFORMATION

Herein let us introduce you the city of Kecskemét, the educational background and structure of Pallasz Athéné University providing useful information and primary notes about student services. For more detailed information about the topics below please visit the following website: http://www.uni-pae.hu/en_GB/home

1.1 LOCATION OF PALLASZ ATHÉNÉ UNIVERSITY

Three faculties of Pallasz Athéné University (Faculty of Engineering and Computer Science, Faculty of Horticulture and Rural Development, Teacher Training Faculty) are located in Kecskemét, while the Faculty of Economy is in Szolnok.

1.1.1 THE CITY OF KECSKEMÉT

Kecskemét – the county seat of Bács-Kiskun County – fusing all the beauty and values of the Great Hungarian Plain is situated in the middle of Hungary, approximately 85 kms from Budapest. The city – using its favourable geographical location – developed into the economic, administrative, educational and cultural centre of the region; it gives home for several institutions of fine arts, unique collections, and dignified festivals. The name of the city originates from the word „kecske” (meaning „goat”) and „mét” meaning “district”. The goat can be seen in the coat of arms as well above the platform with the motto of the city beneath it: „Neither height, nor depth frightens us.”

Kecskemét is one of the most dynamically developing settlements in Hungary. While the overall population of the country is decreasing, the number of inhabitants in Kecskemét is increasing. According to the 1980 census 92,047 people lived in Kecskemét, but by the year 2012, over 114,000 people inhabited the city. It is estimated that this number will reach 130,000 within the next 10 to 15 years. As a result, Kecskemét will most likely become the 7th largest city in Hungary.

1.1.2 THE CITY OF SZOLNOK

Szolnok – the seat of Jász-Nagykun-Szolnok County – lies in the heart of the Alföld (Great Hungarian Plain). The town is intersected by rivers Tisza and Zagyva, their flood basins and backwaters. With its population nearly 75,000 people, Szolnok is not the biggest but one of the most beautiful county seats of Hungary. The mention of its name conjures up the Tisza River, the Szigligeti Theatre, the Artists’ Colony, basketball, water sports and plenty of intact natural beauties, and built at the confluence of the two rivers and its residents have always been tough and industrious people.

Apart from the wildlife treasures of the river valleys, Szolnok owns another treasure: the wonders that our medicinal thermal waters make are known to many and are being discovered by more and more people every year. The attractiveness of the town is enhanced by a number of large-scale events that have grown into a tradition.
1.2 PALLASZ ATHÉNÉ UNIVERSITY

1.2.1 MISSION AND STRATEGY

Pallasz Athéné University (formerly known as Kecskemét College and Szolnok College) is an anthropocentric institution providing lifelong bonding and learning. The bedrock of its national and international competitiveness is derived from the application of most recent methods and devices. Pallasz Athéné University lives harmoniously together with its social and economic environment.

The aim of the University is to preserve the traditions of the two merging colleges, to strengthen the results of the integration, to continuously renew by the inner and especially by the external challenges, even more in particular to be one of the leader institutions in the Central Eastern European region regarding its educational profile in sciences.

Our students are the real virtue of Pallasz Athéné University. Workmanship and human qualities of the graduated agricultural and technical engineers, business administrators, kindergarten teachers and pedagogues guarantee the reputation of the University.

Pallasz Athéné University constantly aims to implement novatory, competitive, flexible and high-standard training acting upon the changes of the economic and social life. The creation of an inspiring learning atmosphere for the students in order to develop their skills and to deploy their diverse individuality in the fields of agricultural, technical, economic, business and pedagogical sciences, will not lose sight of the artistical commitment.

Pallasz Athéné University contributes to the encouragement of Hungarian transborder higher education within the framework of offsite learning and close co-operational relations.

1.2.2. THE FACULTIES OF PALLASZ ATHÉNÉ UNIVERSITY

Pallasz Athéné University in Kecskemét and Szolnok is composed of four faculties.

1.2.2.1. FACULTIES IN KECSKEMÉT CAMPUS

Faculty of Engineering and Computer Science
– Department of Business and Management Sciences
– Department of Information Technology
– Department of Materials Technology
– Department of Science and Engineering
– Department of Vehicle Technology

  – Automotive Knowledge Centre
  – Knowledge Centre of Environment Protecting Technologies

Faculty of Horticulture and Rural Development
– Department of Horticulture

  – Farmland
  – Soil and Plant Examining Laboratory
  – Regional Counselling Centre
1. GENERAL INFORMATION

Teacher Training Faculty
- Basic Studies and Teaching Methodology Institute
- Foreign Languages and Further Education Institute
- Arts, Music and Physical Education Institute
  - Practice Training Cabinet (GYAKAB),
  - Research and arts groups (Local and Family History Research Group, Skills Development and Research Group, Hungarian Children’s Culture Methodology Group, Arts Group, Linguistics and Literature Research Group)
  - Observatory
  - Centre of Education Methodology
  - Practice Kindergarten and Practice Primary School.

(A new Faculty of Economics and Business Administration is planned to be launched in the future)

1.2.2.2. FACULTY OF ECONOMY IN SZOLNOK

Departments of the Faculty of Economy in Szolnok
- Department of Commerce, Marketing and International Business
- Department of Economics, Finance and Management
- Department of Tourism and Catering
The Faculty operates a three-star hotel, a restaurant and a practice kitchen.

1.2.3 EDUCATIONAL STRUCTURE OF PALLASZ ATHÉNÉ UNIVERSITY

Pallasz Athéné University is a significant educational centre of Hungary and Southern Plain Region offering trainings in engineering, informatics, business administration, agriculture and pedagogy. The institution provides a wide range of courses on different levels set to the needs of students opting to study here. The levels of the trainings are adjusted to the goals of the Bologna Declaration. Students can obtain a BSc, or a BA degree after completing the requirements of the six-eight -semester undergraduate courses. After passing the BSc courses, they can finish the four-semester master’s course and get an MSc degree.

Following the German example, at the initiative of Mercedes Benz Company, Kecskemét was the first in the country to introduce the dual training system, which meets the requirements of the job market in a more flexible way than the previous training systems. The characteristic feature of this training type is that the companies joining take part in the training and the students spend about the half of their study time at that company.

The four-semester higher vocational training, which is eligible for students who have passed the secondary school leaving exam, gives a qualification and a foundation for further studies. Post-graduate specialist courses are for those graduates who wish to deepen their knowledge in their own field or want to specialise in special areas of science.

Courses for adults mainly provide further education, but they also develop skills to expand employment opportunities as well as help those who plan to pursue a new career path. Courses, which fit the profile of the University, are regularly organised for those who are interested in joining.
1. GENERAL INFORMATION

The University offers language courses mainly in English and German at different levels but Hungarian language courses are also available for foreigners. Since the University is the regional centre of two language examination systems, not only our students are given the opportunity to take a language exam. Our open lecture series given by well-known lecturers are open for everybody who is interested in deepening their studies. The audience can get information about recent research results and their practical application. All of the courses offered in English by the University, introduced in this Catalogue, are available in Hungarian as well.

1.2.4 INTERNATIONAL RELATIONS, PROJECTS AND ERASMUS SCHOLARSHIP

Pallasz Athéné University cooperates with more than 70 European universities, actively promotes various international exchange programmes with special regard to ERASMUS+ KA1 and KA2, CEEPUS programmes, and takes part in different projects and networks. In addition, every year scientific conferences are organised with international participants. The University welcomes 20-40 Erasmus students each semester.

Two modules for international students are available at the Teacher Training Faculty: Kodály and the Contemporary Hungarian Music Education. This is a special ERASMUS full musical study programme, based on the Kodály method and contemporary music educator’s concepts. The length of the course is: 1 or 2 semesters.

ELICIT (European Literacy and Citizenship Education) Module: Improving competences of European citizens.

1.3 STUDENT SERVICES

1.3.1 STUDENT IDENTITY CARD

Officially registered Faculty students are entitled to hold student ID cards. Information as to where and how students should apply for their ID cards can be found in the Welcoming Letters and other University information material at the University’s international office.

Steps of the process:
1. Students need to visit the National Office for obtaining the legal Identification Documents, where personal details are registered and a photo is taken of the student free of charge.
2. The student receives a form with a barcode which should be taken to the Registrar’s Office.
3. The actual application costs 1,400 HUF. This fee can be paid electronically through the NEPTUN system.
4. The student will receive the student ID by post when it is ready.
1. GENERAL INFORMATION

1.3.2 HEALTH CARE AND SOCIAL SECURITY

Students studying at the University must have medical and health insurance for the duration of their stay in Hungary. EU citizens can prove health insurance with a valid E-111 form with which they are entitled to the same health care services as Hungarian citizens.

1.3.3 ACCOMMODATION, COST OF LIVING

For the Erasmus incoming students the University offers a place in the so called Erasmus Hostel (Jókai utca) which is 4 minutes’ walk from the Teacher Training Faculty in Kecskemét and in another hostel (Nagy Lajos Király krt.) which is 10 minutes by bicycle (bikes are provided).

The University operates other student hostels under the following addresses:
Homokbánya Student Hostel, H-6000 Kecskemét, Homokszem utca 3-5.
Lővei Klára Student Hostel, H-6000 Kecskemét, Piaristák tere 5.
In Szolnok:
College of Szolnok Dormitory, H-5000 Szolnok, Mártírok útja 8-10,
The new campus in Kecskemét is also planned to include a hostel for around 400 students.

The living conditions in Hungary are close to Western standards. The variety and quality of goods and services come up to the European expectations. Living expenses vary between 230-280 EUR/month (excluding accommodation), depending on one’s needs and level of comfort. The minimum wage in Hungary is HUF 127,500 gross (EUR 410) which allows for a very modest living.

1.3.4 CAMPUSES AND INFRASTRUCTURE

1.3.4.1. EDUCATIONAL AND ADMINISTRATIVE INFRASTRUCTURE
Central Building of Pallasz Athéné University; Rector’s Office; Chancellor’s Office in Kecskemét

Faculty of Engineering and Computer Science (GAMF)
The building complex of the Faculty of Engineering and Computer Science provides a pleasant environment for learning with its well-equipped building and airy courtyard.
The second largest building of the campus is the Neumann building, which is the centre for information technology training. It provides the facilities for the training of computer engineers and information technologists with its computer laboratories. The training of vehicle engineers started in 2012, when the new course was supported by one and a half billion HUF investment, which made it possible to install the most modern technology. The plastic- and rubber technological laboratory is the only one of its kind in the whole country. The pneumatics laboratory belongs to the four FESTO educational centres in Hungary. Specialists from abroad regularly take part in continuing training at the robotics laboratory. The University’s material scanner laboratory has some external contracts for the use of its modern devices. The newly established laser laboratory contributes to the expansion of laser research. The welding shop has been renovated recently and is therefore the most up-to-date training workshop in the
southern region of the Great Hungarian Plain. The CNC laboratory has also received some new machinery in the recent past.
Address: H-6000 Kecskemét, Izsáki út 10.

**Faculty of Horticulture and Rural Development**
The building of the Faculty of Horticulture is situated in one of the residential suburbs of Kecskemét, close to the town centre. Following the renovation of the main auditorium, a new computer room and a Microbiological laboratory have also been established in the building within the framework of an EU tender. The greenhouses and display gardens set out in the fields on campus all contribute to its practical design for training purposes.
Address: H-6000 Kecskemét, Erdei Ferenc tér 1-3.

**Teacher Training Faculty**
The recently renovated building complex of the Faculty of Teacher Training has a special atmosphere because it includes a kindergarten, too, while its primary practice school operates in the building of the Faculty of Horticulture. Classrooms and meeting rooms, such as the banquet hall, the council hall and the lecture hall are located in the main building. The building walls frequently display decorative art and art exhibits created by the artists who teach at the college. The IT Centre, which is popular among the students, is located in the main building, too. The most modern building on the campus is the Centre of Methodology with multifunctional rooms. The building includes a dance room and a Natural Sciences centre as well. On top of the Methodology building there is an observatory; it contains an astronomical telescope for observing the Sun and other celestial bodies. The Faculty is the regional centre of the European Consortium for the Certificate of Attainment in Modern Languages (ECL).
Address: H-6000 Kecskemét, Kaszap út 6-14.

**Campus in Szolnok- Faculty of Economy**
The campus lies on both sides of the River Tisza. The Educational buildings can be found in the beautiful sport and recreational area of the town of Szolnok, the Residence Hall and the library in the centre of the city – the two are connected by Central Europe’s longest pedestrian and bicycle bridge. At the College of Szolnok the Student and Alumni Office coordinates the different additional services that students are provided with. The hub of student social life is the residence hall. Several different programmes take place all year long ranging from self-knowledge trainings to graphology seminars open to all campus students and most of the major social events of the college are organized in the premises of the residence hall. The International Club regularly provides events to gain international experience by watching movies, listening to music or participating in free discussions.
Address: H-5000 Szolnok, Tiszaligeti tér 14. and Mártírok útja 8.

**New Campus in Kecskemét**
The formerly known College of Szolnok and Kecskemét College was merged in July 2016 and continued to operate as one institution under the name of Pallasz Athéné University. A new campus is under construction and is going to include business and economics educational and central administrative buildings, a library, a student hostel and a cultural centre. The scheduled completion date of the new campus is 2018.
1.3.4.2. OTHER INSTITUTIONS

Scholar Centre
Address: H-6000 Kecskemét, Homokszem út 3-5.

Faculty of Horticulture Practice Farmland
Address: H-6000 Kecskemét – Kísáfai 181.

Faculty of Horticulture Botanical Garden
Address: H-6000 Kecskemét, Ceglédi út 2.

Petőfi Sándor Practice Primary School and Kindergarten
- Primary School, Address: H-6000 Kecskemét, Erdei Ferenc tér 1-3.
- Kindergarten, Address: H-6000 Kecskemét, Kaszap utca 6-14. and Bocskai utca 19.

Campus in Szolnok - Building „B”
The building has eight professional laboratories on more than 570 m². One of the most interesting laboratories is equipped with active demonstration models of renewing energy generation such as four different kinds of solar collectors, a solar cell system and a windmill. H-5000 Szolnok, Tiszaligeti sétány 53.

1.3.5 LIBRARIES
You can find a library and a computer room at each faculty of Pallasz Athéné University.

Faculty of Engineering and Computer Science
Following the opening of the new Sports Hall, the University was able to convert the site of the former gymnasium in order to enlarge the Library and Information Centre, together with the Technical and Pedagogical Specialist Library. With this expansion the basic area of the library doubled and the Information Centre became an imposing communal meeting point. Numerous computer rooms are available for the students at the Department of Information Technology, too.

Faculty of Horticulture and Rural Development
The Library, incorporating the Special Horticultural Library of the Information Centre, has also been renewed. It is not just a library where students may obtain the technical books and materials needed for their studies but with its friendly big halls, the Centre also functions as a communal meeting point.

Teacher Training Faculty
The Pedagogical and Information Centre Library contains a vast amount of books, magazines and videos covering numerous subjects. Equipped with computers, it also serves as an electronic learning centre and research archive for future pre-school and primary school teachers. It functions as a meeting place for students between lectures and seminars, too.
1. GENERAL INFORMATION

Scholar Centre
The building includes different spaces for various functions such as lecture, office and computer rooms, and an entire floor of apartments, an Internet café room, and a canteen. You can also find there a recreational area with saunas, a Jacuzzi bath and bowling courses.

The library of the new campus will be at your service on Izsáki út in 2019.

Campus in Szolnok - Library and Distance Learning Centre
The library is a public college library considering its collection and sphere of activity; however, it is also a specialist library on the fields of foreign economy, commerce, tourism, marketing or enterprise. It was founded in 1993 and has more than one hundred thousand documents and more than one hundred kinds of periodicals. The library is well equipped with computers and rooms to read or prepare for lessons or exams.

1.3.6 SPORTS FACILITIES

Faculty of Engineering and Computer Science
The Sports Hall, named after Olga Törös, the Olympic gymnast from Kecskemét, is also located on the University premises. Students can also make use of the sports fields.

Homokbánya Campus
Near the Homokbánya Student Hostel there are plenty of sport courses available for the students; such as a tennis court, a football pitch, handball, basketball, and beach volleyball courts, also a gym and table tennis equipment.

You can also find a recreational area in the Scholar Centre equipped with saunas, a Jacuzzi bath and two bowling courses.

Faculty of Horticulture and Rural Development
The faculty offers excellent sports facilities. There is a spacious gymnasium available, which has been renewed recently. For those students looking for possibilities to do some physical training, there is a gym fully-equipped with machines for work-out.

Teacher Training Faculty
The Faculty provides the following sport facilities: a sports hall, a gym, and a handball court.

Sport Office at the Campus in Szolnok
The Office is engaged in coordinating sport activities, organizing competitions and mentoring talented students.
2. ACADEMIC PROGRAMMES

2.1 UNDERGRADUATE PROGRAMMES

2.1.1 DUAL TRAINING SYSTEM AND PRACTICAL FOCUS

Pallasz Athéné University has developed a strong and widespread relationship with the economic actors of the region. Several multinational firms located nearby Kecskemét increased their investments in the region. They are looking not only for a highly qualified workforce but also for employees with knowledge and experience in this geographical area. Thus, the main goal of the University has been for several years to provide the region with a high quality workforce.

Pallasz Athéné University has started to build a partnership with two strategic partners. Both of the agreements created new directions in the academic programmes. In 2010 the Kecskemét College, the Mercedes-Benz Manufacturing Ltd. and the Hungarian Academy of Sciences signed a strategic partnership agreement to launch the dual training programme. The College’s two partners to start dual training were Mercedes Hungary Manufacturing Ltd. and Knorr-Bremse Ltd in 2012. In the same year other firms, like Phoenix Mecano Ltd., Kühne-Nagel Ltd. joined the dual training programme. The programme enables to train highly educated graduates who are familiar with recent technologies and have market experience as well. The first results arrived after a few years, when the MEGAMETER team developed a vehicle which performed at the Eco-marathon 3082 kilometres with 1 litre of petrol. The second strategic agreement was signed with the National Bank of Hungary with the aim of starting programmes in business at Pallasz Athéné University. The Bank also accepts business students in dual training.

2.1.2 HIGH STANDARD IN OUR PROGRAMMES

Basically, most of our programmes offer a BA or a BSc degree, and our graduates usually find a job quickly, which requires both professional skills and theoretical knowledge. Thus, the University supplies the region with professionals trained in bachelor programmes and this shorter cycle of training creates a competitive advantage to our corporate partners. However, we also focus on exploring young talents, so all the ambitious students have the opportunity to continue their studies in MA programmes of other institutes. The common sources for the new generation of the lecturers are the former University students attending PhD programmes in their main field at the leading institutes (engineering, informatics). Our strategy is to keep these young talents within our institute by launching MA and PhD programmes in the near future. For this development we are recruiting academic staff from other top universities in Hungary and from all over the world.

The academic research at the University is closely related to our business partners, the focus of important research projects was defined by the needs of the industries.
1. GENERAL INFORMATION

2.1.3 INTERNATIONAL RELATIONS

The University has already active relations with foreign institutes in the field of engineering, horticulture, business administration, and teacher training programmes. While increasing the intensity of already existing cooperation with our foreign partners we are building new partnerships all over the world not only for business students but also for students participating in our other programmes as well.

2.2 BACHELOR’S PROGRAMME (BSC) IN COMPUTER SCIENCE ENGINEERING

2.2.1 ACADEMIC OBJECTIVES

The objective of the programme is to train and educate engineers who are able to install, exploit and maintain information technology based systems and services including the design and development of the necessary software systems as well. The graduates are able to progress into a Master of Science Degree Programme in Computer Science Engineering and/or are prepared to embark upon a professional career in the field.

2.2.2 STRUCTURE OF THE PROGRAMME

Length of the Course: 7-semester, full-time course. The program is available in dual and non-dual form as well.
Graduate students attain a BSc in Computer Science Engineering.

Dual Education Form

The students participating in our programme can also apply at our dual business partners for dual education.

Specializations

Students who earned at least 100 credits can choose one out of the following specializations at the end of the 4th semester.

- Industrial Informatics and Microcontrollers
- Mobile Application Development
- Network and Web Technologies

The credits of the entire programme are distributed as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Subjects</td>
<td>145</td>
<td>69.05%</td>
</tr>
<tr>
<td>Specialization Courses</td>
<td>40</td>
<td>19.05%</td>
</tr>
<tr>
<td>Thesis</td>
<td>15</td>
<td>7.14%</td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>10</td>
<td>4.76%</td>
</tr>
</tbody>
</table>

Core Programme’s Courses

The list of core courses contains language courses in English and German without credits. Students have to choose one out of the two languages and to pass the three related courses.
## 2. Academic Programmes

### 1st Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Calculus 1</td>
<td>5</td>
</tr>
<tr>
<td>Digital Electronics</td>
<td>6</td>
</tr>
<tr>
<td>Economics</td>
<td>4</td>
</tr>
<tr>
<td>English 1</td>
<td>0</td>
</tr>
<tr>
<td>German 1</td>
<td>0</td>
</tr>
<tr>
<td>Mathematics for Computer Science 1</td>
<td>6</td>
</tr>
<tr>
<td>Physical Education 1</td>
<td>0</td>
</tr>
<tr>
<td>Physics</td>
<td>5</td>
</tr>
<tr>
<td>Programming 1</td>
<td>4</td>
</tr>
</tbody>
</table>

### 2nd Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Computer Architectures 2</td>
<td>4</td>
</tr>
<tr>
<td>Computer Networks 1</td>
<td>5</td>
</tr>
<tr>
<td>Databases 1</td>
<td>5</td>
</tr>
<tr>
<td>English 3</td>
<td>0</td>
</tr>
<tr>
<td>German 3</td>
<td>0</td>
</tr>
<tr>
<td>Probability and Statistics B</td>
<td>5</td>
</tr>
<tr>
<td>Programming Paradigms and Techniques</td>
<td>5</td>
</tr>
<tr>
<td>Signals and Systems</td>
<td>5</td>
</tr>
</tbody>
</table>

### 3rd Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Introduction to Information System Security</td>
<td>3</td>
</tr>
<tr>
<td>Linear Control Systems</td>
<td>4</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>5</td>
</tr>
<tr>
<td>Web Programming 1</td>
<td>5</td>
</tr>
</tbody>
</table>

### 4th Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Management</td>
<td>4</td>
</tr>
<tr>
<td>Mandatory Internship</td>
<td>0</td>
</tr>
<tr>
<td>Thesis</td>
<td>15</td>
</tr>
</tbody>
</table>
2. ACADEMIC PROGRAMMES

Specializations
In case of each specialization students have to select and pass eight courses from a larger list of courses. Some of the courses are offered in the case of two or more specializations.

Industrial Informatics and Microcontrollers

<table>
<thead>
<tr>
<th>3rd Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall semester</td>
</tr>
<tr>
<td>Courses</td>
</tr>
<tr>
<td>Industrial Robotics 1</td>
</tr>
<tr>
<td>Physics of Sensors</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<td></td>
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<tr>
<td></td>
</tr>
</tbody>
</table>

4th Year

<table>
<thead>
<tr>
<th>Fall semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses</td>
</tr>
<tr>
<td>Development of Microcontroller Based Systems</td>
</tr>
<tr>
<td>Industrial Robotics 2</td>
</tr>
</tbody>
</table>

Mobile Application Development

<table>
<thead>
<tr>
<th>3rd Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall semester</td>
</tr>
<tr>
<td>Courses</td>
</tr>
<tr>
<td>Developing ASP.NET Web Applications</td>
</tr>
<tr>
<td>Introduction to Artificial Intelligence</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
</tr>
</tbody>
</table>
2. ACADEMIC PROGRAMMES

### 4th Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Development Using Web Technologies</td>
<td>5</td>
</tr>
<tr>
<td>Developing Mobile Applications B</td>
<td>5</td>
</tr>
</tbody>
</table>

#### Network and Web Technologies

### 3rd Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses</td>
<td>Credits</td>
</tr>
<tr>
<td>Developing ASP.NET Web Applications</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Artificial Intelligence</td>
<td>5</td>
</tr>
<tr>
<td>Physics of Telecommunication</td>
<td>5</td>
</tr>
<tr>
<td>Java Applications</td>
<td>5</td>
</tr>
<tr>
<td>Optimization Methods</td>
<td>5</td>
</tr>
<tr>
<td>Web Programming 2</td>
<td>5</td>
</tr>
</tbody>
</table>

### 4th Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Network Applications</td>
<td>5</td>
</tr>
<tr>
<td>Enterprise Resource Planning (ERP) Systems 2</td>
<td>5</td>
</tr>
<tr>
<td>Linux Network Administration</td>
<td>5</td>
</tr>
</tbody>
</table>

The programme provides insight into the following areas:

- Natural sciences basics that are necessary for solving computer engineering problems.
- General knowledge related to economy, management, law and administration.
- A wide range of software engineering related topics including different programming languages, tools, design, management and maintenance methodologies.
- Hardware and software related general knowledge.
- Computer networks and informations systems including security issues and their solutions.
- Characteristic topics of the four specializations.
Final Examination
The Final Examination consists of three parts in this order:

- Defence of the thesis.
- Elaboration of a question related to the topic Databases and Network Technologies. This topic covers selected materials from the courses Databases 1, Databases 2 and Computer Networks 1.
- Elaboration of a question related to the topic Computer Architectures and Operating Systems. This topic covers selected materials from the courses Computer Architectures 1 and Operating Systems.

Career Opportunities
Information technologies are present in all areas of life. Graduates of our BSc programme in Computer Science Engineering will acquire theoretical and practical knowledge and skills required for success in employment in a wide range of fields conform to the specialization they have chosen. Thus, the typical job opportunities for graduates in the field of Industrial Informatics and Microcontrollers are programmer for PLCs, microcontrollers and industrial robots; software engineer for image processing systems; as well as developer of data acquisition and industrial automation systems. The specialization Mobile Application Development trains and educates software developers and testers for all kinds of mobile devices including game and web developers, too. Graduates who opted for Network and Web Technologies can find jobs as network system administrators, computer network architects, web developers, or information system architects.

2.3 Bachelor’s Programme (BA) in Tourism and Catering

2.3.1 Academic Objectives
The primary aim of the programme is to provide students with an understanding and skills of hospitality and catering issues in an international context. The Bachelor of Arts in Tourism & Catering at the University will provide you with adequate knowledge in economics, social sciences, business, communication skills, foreign languages and specific skills in the field of tourism so that graduates are able to organise and manage enterprises and business in an international environment.

2.3.2 Structure of the Programme

Length of the Course: 7-semester, full-time course. The first three semesters are foundation module and general business module, the next three half a year tourism module and a specialisation module, after the six academic semesters for the tourism business placement (internship) module. Graduate students attain a BA in Tourism & Catering

Optional package
- Health Tourism
The credits of the entire programme are distributed as follows:

<table>
<thead>
<tr>
<th>Core Subjects</th>
<th>139 credits – 66.2 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialization Courses</td>
<td>27 credits – 12.9 %</td>
</tr>
<tr>
<td>Practical Training</td>
<td>30 credits – 14.3 %</td>
</tr>
<tr>
<td>Thesis Work</td>
<td>3 credits – 1.4 %</td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>11 credits – 5.2 %</td>
</tr>
</tbody>
</table>

Core Programme’s courses:

<table>
<thead>
<tr>
<th>1st Year</th>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses</td>
<td>Credits</td>
<td>Courses</td>
</tr>
<tr>
<td>Business Mathematics 1.</td>
<td>4</td>
<td>Business Mathematics 2.</td>
</tr>
<tr>
<td>Information Science 1.</td>
<td>2</td>
<td>Statistics 1.</td>
</tr>
<tr>
<td>Economics 1.</td>
<td>5</td>
<td>Information Science 2.</td>
</tr>
<tr>
<td>Fundamentals of Law</td>
<td>2</td>
<td>Economics 2.</td>
</tr>
<tr>
<td>Economic History</td>
<td>2</td>
<td>Finance</td>
</tr>
<tr>
<td>Sociology</td>
<td>2</td>
<td>Fundamentals of Company Management</td>
</tr>
<tr>
<td>Philosophy</td>
<td>2</td>
<td>Economic Law</td>
</tr>
<tr>
<td>Psychology</td>
<td>2</td>
<td>Business Communication</td>
</tr>
<tr>
<td>Environmental Economics</td>
<td>2</td>
<td>Business Language 1. (1)</td>
</tr>
<tr>
<td>Study and Research Skills</td>
<td>2</td>
<td>Introduction to Business language 2.</td>
</tr>
<tr>
<td>Introduction to Business language 1.</td>
<td>2</td>
<td>Mid-term internship 2</td>
</tr>
<tr>
<td>Electives</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Mid-term internship 1</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd Year</th>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses</td>
<td>Credits</td>
<td>Courses</td>
</tr>
<tr>
<td>Statistics 2.</td>
<td>4</td>
<td>Applied Mathematics</td>
</tr>
<tr>
<td>International Economics</td>
<td>3</td>
<td>Business Language 1. (3)</td>
</tr>
<tr>
<td>EU Studies</td>
<td>2</td>
<td>Business Language 2. (2)</td>
</tr>
<tr>
<td>Accounting</td>
<td>5</td>
<td>Electives</td>
</tr>
<tr>
<td>Marketing</td>
<td>4</td>
<td>System of Tourism</td>
</tr>
<tr>
<td>Corporate Finances &amp; foundation of taxation</td>
<td>4</td>
<td>Resources in Tourism 1</td>
</tr>
<tr>
<td>Management</td>
<td>3</td>
<td>Accommodation Services</td>
</tr>
</tbody>
</table>
### 2. ACADEMIC PROGRAMMES

<table>
<thead>
<tr>
<th>Business Language 1. (2)</th>
<th>2</th>
<th>Catering</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Business Language 2. (1)</td>
<td>2</td>
<td>Mid-term internship 4</td>
<td>0</td>
</tr>
<tr>
<td>Mid-term internship 3</td>
<td>0</td>
<td></td>
<td></td>
</tr>
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</table>

### 3rd Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Business Language 2. (3)</td>
<td>3</td>
</tr>
<tr>
<td><strong>Electives</strong></td>
<td>3</td>
</tr>
<tr>
<td>Resources in Tourism 2</td>
<td>2</td>
</tr>
<tr>
<td>Tourism Management</td>
<td>5</td>
</tr>
<tr>
<td>Tour Operation</td>
<td>4</td>
</tr>
<tr>
<td>Leisure Management</td>
<td>4</td>
</tr>
<tr>
<td>Health-oriented Alimentation</td>
<td>4</td>
</tr>
<tr>
<td>Recreation</td>
<td>3</td>
</tr>
<tr>
<td>Selfness</td>
<td>4</td>
</tr>
<tr>
<td>Mid-term internship 5</td>
<td>0</td>
</tr>
</tbody>
</table>

**3rd year specializations:**
- Health Tourism

### 4th Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Practical Training</td>
<td>30</td>
</tr>
<tr>
<td>Thesis Consultation 2</td>
<td>1</td>
</tr>
</tbody>
</table>

**The programme provides insight into the following areas:**

Graduates will have the skills to:
- Analyse the tourism market, identify characteristics of tourism stakeholders
- Market tourism products and services on national and international markets
- Maintain business operations on the international tourism market
- Apply management functions in an international environment
- Conduct international business negotiations in two foreign languages
- Identify problems, set and prioritise tasks, solve business problems in an international tourism environment
- Work individually and in teams
Career Opportunities
Employment opportunities for our graduates have been excellent, as the degree provides a general and an international business education as well as the development of practical professional skills. Students who complete the BA in Tourism & Catering course may choose from a wide range of careers in the public and the private sectors. Many students find positions within international hotel companies soon after their graduation. A wide variety of both private and public sector organizations provide opportunities for graduates to obtain employment, both at home and abroad. A career in a hotel, restaurant, tour operator, resort or spa would be typical for your qualification. The qualification and skills you will obtain in our BA in Tourism & Catering programme will give you the perspective of a career in the hospitality industry.

2.4 BACHELOR’S PROGRAMME (BA) IN COMMERCE AND MARKETING

2.4.1 ACADEMIC OBJECTIVES

The main aim of the programme is to train professionals who have high-level business, commerce and marketing knowledge and are able to procure and sell demand oriented products and services, organize and lead commercial activities of small and medium-sized companies and have adequate knowledge to continue their studies in the second cycle.

2.4.2 STRUCTURE OF THE PROGRAMME

Length of the Course: 7-semester, full-time course. The first three years are dedicated to the core and optional courses, the last semester to the practical training (work placement). The program is only available in a non-dual form.
Graduate students attain a BA in Commerce and Marketing.

Dual Education Form
The programme is not available in a dual form at the moment.

Optional package:
• Marketing management

The credits of the entire programme are distributed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Subjects</td>
<td>90</td>
<td>42.86%</td>
</tr>
<tr>
<td>Specialization Courses</td>
<td>46+30</td>
<td>36.19%</td>
</tr>
<tr>
<td>Practical Training</td>
<td>30</td>
<td>14.29%</td>
</tr>
<tr>
<td>Thesis Work</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>3+11</td>
<td>6.67%</td>
</tr>
</tbody>
</table>
2. ACADEMIC PROGRAMMES

Core Programme’s courses:

<table>
<thead>
<tr>
<th>1st Year</th>
<th></th>
<th>2nd Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall semester</strong></td>
<td><strong>Spring semester</strong></td>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Business Mathematics 1.</td>
<td>4</td>
<td>Applied Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>Information Science 1.</td>
<td>2</td>
<td>International Economics</td>
<td>3</td>
</tr>
<tr>
<td>Economics 1.</td>
<td>5</td>
<td>EU Studies</td>
<td>4</td>
</tr>
<tr>
<td>Fundamentals of Law</td>
<td>2</td>
<td>Accounting 1.</td>
<td>5</td>
</tr>
<tr>
<td>Economic History</td>
<td>2</td>
<td>Marketing</td>
<td>5</td>
</tr>
<tr>
<td>Sociology</td>
<td>2</td>
<td>Corporate finances &amp; foundation of taxes</td>
<td>4</td>
</tr>
<tr>
<td>Philosophy</td>
<td>2</td>
<td>Management</td>
<td>5</td>
</tr>
<tr>
<td>Psychology</td>
<td>2</td>
<td>Business Language 1. (2)</td>
<td>3</td>
</tr>
<tr>
<td>Environmental Economics</td>
<td>2</td>
<td>Free Elective Courses</td>
<td>3</td>
</tr>
<tr>
<td>Study and Research Skills</td>
<td>2</td>
<td>Free Elective Courses</td>
<td>3</td>
</tr>
<tr>
<td>Introduction to Business language 1.</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Free Elective Courses**

<table>
<thead>
<tr>
<th>3rd year specialization:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Marketing management</td>
<td></td>
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</table>
### 3rd Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Marketing Communications 1.</td>
<td>5</td>
</tr>
<tr>
<td>Usefulness of The Product and Product Management 1.</td>
<td>4</td>
</tr>
<tr>
<td>Introduction to Techniques of External Sales</td>
<td>3</td>
</tr>
<tr>
<td>Quantitative and Qualitative Research</td>
<td>5</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Planning Methodology and Practise</td>
<td>5</td>
</tr>
<tr>
<td>Insurance Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Service Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Consumer Satisfaction and Consumer Protection</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 4th Year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courses</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>Practical Training (Complex Internship)</td>
<td>30</td>
</tr>
<tr>
<td>Thesis Consultation 2</td>
<td>1</td>
</tr>
</tbody>
</table>

**Compulsory Elective Courses**

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Service Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Consumer Satisfaction and Consumer Protection</td>
<td>3</td>
</tr>
</tbody>
</table>
2. ACADEMIC PROGRAMMES

The programme provides insight into the following areas:
- mechanisms, organizations, operational principles, trends of social, economic and market environment
- notion, concept, tools and methods of marketing in business and non-business sectors
- role of marketing in company’s operation, relationship between marketing and other processes, functions of the organization
- process of purchase decision making, consumer protection
- sales processes and their legal, ethical requirements
- operation and organization of commercial companies, main working processes and techniques of commercial activities
- logistical processes
- methods and background of e-commerce

Career Opportunities
The programme provides excellent career opportunities for our graduates. Students leaving our programme will have the knowledge that makes them able to become successful in a domestic and also in an international environment. Our graduates have opportunities within public as well as in the private sector to take part in the management of local, domestic and multinational companies by undertaking various functions because of the several transferable skills they have. The most typical jobs that our students undertake after finishing the programme are the following: marketing manager, sales manager, procurement manager, commercial manager, store manager, store director.

2.5 BACHELOR’S PROGRAMME (BA) IN INTERNATIONAL BUSINESS ADMINISTRATION

2.5.1 ACADEMIC OBJECTIVES

The main aim of the programme is to train professionals who have high-level negotiation skills at least in two languages and are able to organize, manage or lead international business activities in the possession of their economical, sociological, applied economical, methodological, specialized attainment and have sufficient knowledge to continue their studies in the second cycle of the programme.

2.5.2 STRUCTURE OF THE PROGRAMME

Length of the Course: 7-semester, full-time course. The first three years are dedicated to the core and optional courses, the last semester to the practical training (work placement). The programme is only available in a non-dual form.
Graduate students attain a BA in International Business.

Dual Education Form
The programme is not available in a dual form at the moment.
2. ACADEMIC PROGRAMMES

Optional package:
- Entrepreneurship in International Business

The credits of the entire programme are distributed as follows:

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Subjects</td>
<td>99 credits – 46.48%</td>
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</tr>
<tr>
<td>Specialization Courses</td>
<td>38+32 credits – 32.86%</td>
<td></td>
</tr>
<tr>
<td>Practical Training</td>
<td>30 credits – 14.08%</td>
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</tr>
<tr>
<td>Thesis Work</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>3+11 credits – 6.57%</td>
<td></td>
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</tbody>
</table>

Core Programme’s courses:

<table>
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<th>Year</th>
<th>Fall semester</th>
<th>Credits</th>
<th>Spring semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business Mathematics 1.</td>
<td>4</td>
<td>Business Mathematics 2.</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Information Science 1.</td>
<td>2</td>
<td>Statistics 1.</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Economics 1.</td>
<td>5</td>
<td>Information Science 2.</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Fundamentals of Law</td>
<td>2</td>
<td>Economics 2.</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Economic History</td>
<td>2</td>
<td>Finance</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Sociology</td>
<td>2</td>
<td>Fundamentals of Company Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Philosophy</td>
<td>2</td>
<td>Economic Law</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Psychology</td>
<td>2</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Environmental Economics</td>
<td>2</td>
<td>Business Language 1. (1)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Study and Research Skills</td>
<td>2</td>
<td>Introduction to Business language 2.</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Introduction to Business language 1.</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Free Elective Courses</strong></td>
<td>3</td>
<td></td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>2nd</th>
<th>Fall semester</th>
<th>Credits</th>
<th>Spring semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Statistics 2.</td>
<td>4</td>
<td>Applied Mathematics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>International Economics</td>
<td>3</td>
<td>Business Language 1. (3)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>EU Studies</td>
<td>2</td>
<td>Business Language 2. (2)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Accounting 1.</td>
<td>5</td>
<td>Global Economic Trend &amp; Regions</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
<td>4</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Corporate finances &amp; foundation of taxes</td>
<td>4</td>
<td>International Deals, Foreign Trade Techniques</td>
<td>5</td>
</tr>
</tbody>
</table>
## 2. ACADEMIC PROGRAMMES

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Credits</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>3</td>
<td>EU Jointly Financed Policies</td>
</tr>
<tr>
<td>Business Language 1. (2)</td>
<td>3</td>
<td>In-term Practice 3.</td>
</tr>
<tr>
<td>Business Language 2. (1)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>In-term Practice 2.</td>
<td>5</td>
<td>Free Elective Courses</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Business Language 2. (3)</td>
</tr>
<tr>
<td></td>
<td>Intercultural Communication &amp; Negotiation Techniques</td>
</tr>
<tr>
<td></td>
<td>EU Common &amp; Community Policies</td>
</tr>
<tr>
<td></td>
<td>International Transport &amp; Forwarding</td>
</tr>
<tr>
<td></td>
<td>Custom Procedures</td>
</tr>
<tr>
<td></td>
<td>Law of International Relations</td>
</tr>
<tr>
<td></td>
<td>Business Environment, Taxing and Controlling in the EU</td>
</tr>
<tr>
<td></td>
<td>Techniques of Foreign &amp; Domestic Trade</td>
</tr>
<tr>
<td></td>
<td>In-term Practice 1.</td>
</tr>
<tr>
<td></td>
<td>In-term Practice 4.</td>
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<tr>
<td></td>
<td>In-term Practice 6.</td>
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<td>Free Elective Courses</td>
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</table>

<table>
<thead>
<tr>
<th>Semester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>International Marketing</td>
</tr>
<tr>
<td></td>
<td>Strategic Management</td>
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<tr>
<td></td>
<td>EU Funds &amp; Application Form Writing</td>
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<tr>
<td></td>
<td>Foreign Economic Relations of Hungary</td>
</tr>
<tr>
<td></td>
<td>Case Studies in Company Logistics</td>
</tr>
<tr>
<td></td>
<td>International Logistics</td>
</tr>
<tr>
<td></td>
<td>Thesis Consultation</td>
</tr>
<tr>
<td></td>
<td>In-term Practice 5.</td>
</tr>
<tr>
<td></td>
<td>Compulsory Elective Courses</td>
</tr>
<tr>
<td></td>
<td>Free Elective Courses</td>
</tr>
</tbody>
</table>

### 3rd Year Specializations:
- Enterprising in International Business

### 4th Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Practical Training (Complex internship)</td>
</tr>
<tr>
<td></td>
<td>Thesis Consultation 2.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compulsory Elective Courses</td>
</tr>
<tr>
<td>External Economic Relations of the EU</td>
</tr>
<tr>
<td>Financial Integration in the EU</td>
</tr>
<tr>
<td>Operations &amp; Characteristics of Trans-National Companies</td>
</tr>
<tr>
<td>Process Management</td>
</tr>
<tr>
<td>International Negotiation Techniques</td>
</tr>
</tbody>
</table>
2. Academic Programmes

The programme provides insight into the following areas:
- theoretical context and background of international business processes
- international business and market trends, processes
- European integration processes, operation of the EU
- processes, drives of globalization and its effects on each region
- methodological questions of international market operations and competition analysis
- objectives and instruments of international trade policy
- principles, actors of international finances, techniques of international finances
- place and role of Hungary in the world economy and the Euro-Atlantic integration
- opportunities and techniques of acquiring and utilizing resources by application funding
- marketing features and main operational instruments of strategical business decisions within an international environment
- logistical aspects of worldwide goods movement
- typical forms, processes, legal aspects of international deals
- intercultural aspects of international management
- ethical and protocol standards of international business life
- operation of international companies

Career Opportunities
The programme provides excellent career opportunities for our graduates. Students leaving our programme will possess the knowledge that makes them able to become successful not in a domestic but also in an international environment. Our graduates have opportunities within public as well as in the private sector to take part in the management of international and multinational companies by undertaking various functions due to the several transferable skills they have.

2.6 Bachelor’s Programme (BA) in Business Administration and Management

2.6.1 Academic Objectives

The aim of the programme is to provide students with knowledge in economics, social sciences, applied economics and methodology. Our graduates possess all skills to plan and to analyze the business processes of institutes and firms, as well as to manage and organize business organizations and family businesses. They have the professional knowledge to apply for MA programmes.

2.6.2 Structure of the Programme

Length of the Course: 7-semester, full-time course. The first three years are dedicated to the core and optional courses, the last semester to the practical training (work placement). The programme is available in dual and non dual form as well. Graduate students attain a BA in Business Administration and Management.
2. ACADEMIC PROGRAMMES

Dual Education Form
The students participating in our programme can also apply at our dual business partners for
dual education.

Optional packages
- Management of Business Processes
- Application Development
- Cultural Management

The credits of the entire programme are distributed as follows:

<table>
<thead>
<tr>
<th></th>
<th>Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Subjects</td>
<td>141 credits</td>
<td>67.1%</td>
</tr>
<tr>
<td>Specialization Courses</td>
<td>30 credits</td>
<td>14.3%</td>
</tr>
<tr>
<td>Practical Training</td>
<td>30 credits</td>
<td>14.3%</td>
</tr>
<tr>
<td>Thesis Work</td>
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<td>0.0%</td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>9 credits</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

Core Programme’s courses:

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Courses</td>
<td>Credits</td>
</tr>
<tr>
<td>1st</td>
<td>Business Mathematics 1.</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Information Science 1.</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Economics 1.</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Fundamentals of Law</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Economic History</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Sociology</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Philosophy</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Psychology</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Environmental Economics</td>
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</tr>
<tr>
<td></td>
<td>Business Economics</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Introduction to Business language 1.</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Physical Education 1.</td>
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</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall semester</th>
<th>Spring semester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Courses</td>
<td>Credits</td>
</tr>
<tr>
<td>2nd</td>
<td>Statistics 2.</td>
<td>4</td>
</tr>
</tbody>
</table>
### 2. Academic Programmes

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Economics</td>
<td>3</td>
<td>Business Language 1. (3)</td>
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<td>EU Studies</td>
<td>2</td>
<td>Compulsory Electives</td>
<td>6</td>
</tr>
<tr>
<td>Accounting 1.</td>
<td>5</td>
<td>Accounting Analysis</td>
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</tr>
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<td>Marketing</td>
<td>4</td>
<td>Strategic Planning</td>
<td>5</td>
</tr>
<tr>
<td>Corporate finances &amp; foundation of taxes</td>
<td>5</td>
<td>Organization and Management</td>
<td>4</td>
</tr>
<tr>
<td>Management</td>
<td>3</td>
<td>Management of Value-added Processes</td>
<td>4</td>
</tr>
<tr>
<td>Business Language 1. (2)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 3rd Year

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall semester</td>
<td></td>
<td>Spring semester</td>
<td></td>
</tr>
<tr>
<td>Decision Theory</td>
<td>4</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Controlling</td>
<td>4</td>
<td>Taxation</td>
<td>3</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>3</td>
<td>Free Elective Courses</td>
<td>3</td>
</tr>
<tr>
<td>Consumer Behavior</td>
<td>4</td>
<td>Free Elective Courses</td>
<td>3</td>
</tr>
<tr>
<td>Free Elective Courses</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**3rd year specialization:**
- Management of Business Processes

#### 3rd Year

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall semester</td>
<td></td>
<td>Spring semester</td>
<td></td>
</tr>
<tr>
<td>Project Management</td>
<td>4</td>
<td>Engineering Technologies</td>
<td>5</td>
</tr>
<tr>
<td>Logistics</td>
<td>4</td>
<td>International Logistics</td>
<td>4</td>
</tr>
<tr>
<td>Enterprise Resource Planning</td>
<td>4</td>
<td>Supply Chain Optimization and Simulation</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quality Management</td>
<td>5</td>
</tr>
</tbody>
</table>

**Compulsory Elective Courses (1st Year, 2nd Year)**

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall semester</td>
<td></td>
<td>Spring semester</td>
<td></td>
</tr>
<tr>
<td>Environmental Project Calculation</td>
<td>3</td>
<td>Business Informatics</td>
<td>3</td>
</tr>
<tr>
<td>Intercultural Communication &amp; Negotiation Techniques</td>
<td>2</td>
<td>Study and Research Skills</td>
<td>3</td>
</tr>
<tr>
<td>Economics of natural resources</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The programme provides insight into the following areas:

- the basic rules of management, the main factors affecting management and the tools to have influence on these factors,
- the discipline of management of all kinds of resources and input factors, including planning, analysis, realisation, evaluation and the related methodology,
- the rules of organization, management, and the leading of business processes.
- Graduates will be able to set up institutes or organizations, to define their structures, to build their organizational behaviour and to manage changes.

Career Opportunities
Internationally, the increased importance of professionals with high level knowledge in management and business administration provides good career opportunities for people trained in the skills acquired in our programme.

Specifically, students leaving our programme with a BA degree in Business Administration and Management will possess the knowledge, understanding and skills required for success in employment at supervisory or junior management level with organizations within both the public and private sectors, or within the own family business as well. There will be overseas opportunities for those with good language skills.

2.7 SPECIAL COURSES FOR ERASMUS STUDENTS AT THE FACULTY OF ENGINEERING AND COMPUTER SCIENCE AND TEACHER TRAINING FACULTY

Besides the degree programmes offered in English, Pallasz Athéné University offers different courses for the Erasmus students. The students can choose from courses run at the Faculty of Engineering and Computer Science and the Teacher Training Faculty.

Courses Offered for all Study Programmes at the Faculty of Engineering and Computer Science

<table>
<thead>
<tr>
<th>Title</th>
<th>Teacher</th>
<th>Department</th>
<th>ECTS Credits</th>
<th>Sem.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Economics</td>
<td>Dr. József Berács</td>
<td>Department of Programs of Economics and Business Administration</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Business Mathematics I</td>
<td>Dr. Klára Kelecsényi</td>
<td>Department of Science and Engineering</td>
<td>4</td>
<td>FS</td>
</tr>
<tr>
<td>Decision Making Under Uncertainty</td>
<td>Dr. Csaba Fábián</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Economics I</td>
<td>Márk Molnár</td>
<td>Department of Programs of Economics and Business Administration</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Information Science</td>
<td>Ildikó Miskolczi, János Zsolt Viharos</td>
<td>Department of Programs of Economics and Business Administration</td>
<td>2</td>
<td>FS</td>
</tr>
<tr>
<td>Course</td>
<td>Instructor</td>
<td>Department</td>
<td>Credits</td>
<td>Term</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>------------------------------</td>
<td>-------------------------------------------------</td>
<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td>Linux for Beginners</td>
<td>Dr. Zsolt Csaba Johanyák</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>PLC Based Industrial Machine Control</td>
<td>Gábor Kátaí-Urbán</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Psychology</td>
<td>Dr. Erika Török</td>
<td>Department of Economics and Social Sciences</td>
<td>4</td>
<td>FS</td>
</tr>
<tr>
<td>Chemistry</td>
<td>Dr. Andrea Ádámné Major</td>
<td>Department of Material Technology</td>
<td>3</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Optimization Methods</td>
<td>Dr. Csaba Fábián</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Selected Topics From Advanced Material Science</td>
<td>Dr. Zoltán Weltsch</td>
<td>Department of Material Technology</td>
<td>5</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Unix-Based Operating Systems</td>
<td>Krisztián Medgyes</td>
<td>Department of Information Technologies</td>
<td>3</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Algorithms and Data Structures</td>
<td>Dr. Rafael P. Alvarez Gil</td>
<td>Department of Information Technologies</td>
<td>4</td>
<td>SS</td>
</tr>
<tr>
<td>Business Mathematics II</td>
<td>Dr. Klára Kelecsényi</td>
<td>Department of Science and Engineering</td>
<td>4</td>
<td>SS</td>
</tr>
<tr>
<td>Composites</td>
<td>Dr. Károly Belina</td>
<td>Department of Material Technology</td>
<td>2</td>
<td>SS</td>
</tr>
<tr>
<td>Control Systems</td>
<td>Dr. Lóránt Kovács</td>
<td>Department of Information Technologies</td>
<td>4</td>
<td>SS</td>
</tr>
<tr>
<td>Economics II</td>
<td>Márk Molnár</td>
<td>Department of Programs of Economics and Business Administration</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>Finance</td>
<td>Géza Sebestyén</td>
<td>Department of Programs of Economics and Business Administration</td>
<td>3</td>
<td>SS</td>
</tr>
<tr>
<td>Graphical embedded software development (LabVIEW)</td>
<td>Tibor Dobján</td>
<td>Department of Information Technologies</td>
<td>3</td>
<td>SS</td>
</tr>
<tr>
<td>Introduction to Matlab Programming</td>
<td>Dr. Zsolt Csaba Johanyák</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>Media Technology</td>
<td>László Gőcs</td>
<td>Department of Information Technologies</td>
<td>2</td>
<td>SS</td>
</tr>
<tr>
<td>Operations Research: Applications</td>
<td>Elvira Antal Dobjánné</td>
<td>Department of Science and Engineering</td>
<td>2</td>
<td>SS</td>
</tr>
<tr>
<td>Rubber Technology</td>
<td>Dr. Károly Belina</td>
<td>Department of Material Technology</td>
<td>2</td>
<td>SS</td>
</tr>
<tr>
<td>Sociology</td>
<td>Dr. Erika Török</td>
<td>Department of Economics and Social Sciences</td>
<td>3</td>
<td>SS</td>
</tr>
<tr>
<td>Statistics I</td>
<td>József Kárpáti</td>
<td>Department of Programs of Economics and Business Administration</td>
<td>4</td>
<td>SS</td>
</tr>
</tbody>
</table>
2. ACADEMIC PROGRAMMES

<table>
<thead>
<tr>
<th>Specialty Polymers</th>
<th>Dr. Károly Belina</th>
<th>Department of Material Technology</th>
<th>2</th>
<th>SS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics in Mathematics</td>
<td>Dr. Attila Végh</td>
<td>Department of Science and Engineering</td>
<td>2</td>
<td>SS</td>
</tr>
</tbody>
</table>

Courses Offered for the Computer Science Engineering Study Programme

<table>
<thead>
<tr>
<th>Title</th>
<th>Teacher</th>
<th>Department</th>
<th>ECTS Credits</th>
<th>Sem.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Networks I</td>
<td>Krisztián Medgyes</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Digital Electronics</td>
<td>Rajmund Drenyovszki</td>
<td>Department of Information Technologies</td>
<td>6</td>
<td>FS</td>
</tr>
<tr>
<td>Introduction to C# Programming</td>
<td>Dr. Kovács Tamás</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>IT Project A</td>
<td>Dr. Zsolt Csaba Johanyák</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Linux Network Administration</td>
<td>Dr. Zsolt Csaba Johanyák</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Web Programming I</td>
<td>Dr. Rafael P. Alvarez Gil</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>FS</td>
</tr>
<tr>
<td>Computer Networks II</td>
<td>Krisztián Medgyes</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>Digital Image Processing</td>
<td>Dr. Zoltán Megyesi</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>IT Project B</td>
<td>Dr. Zsolt Csaba Johanyák</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>Visual Programming</td>
<td>Dr. Zsolt Csaba Johanyák</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>Web Programming II</td>
<td>Dr. Rafael P. Alvarez Gil</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
<tr>
<td>Windows System Administration</td>
<td>László Göcs</td>
<td>Department of Information Technologies</td>
<td>5</td>
<td>SS</td>
</tr>
</tbody>
</table>

Courses Offered for the Mechanical Engineering Study Programme

<table>
<thead>
<tr>
<th>Title</th>
<th>Teacher</th>
<th>Department</th>
<th>ECTS Credits</th>
<th>Sem.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheet Metal Forming</td>
<td>Dr. Zoltán Weltsch</td>
<td>Department of Material Technology</td>
<td>4</td>
<td>FS</td>
</tr>
<tr>
<td>Special Technologies</td>
<td>Dr. János Liska</td>
<td>Department of Vehicle Technology</td>
<td>3</td>
<td>FS</td>
</tr>
</tbody>
</table>
## 2. ACADEMIC PROGRAMMES

<table>
<thead>
<tr>
<th>Title</th>
<th>Teacher</th>
<th>Department</th>
<th>ECTS</th>
<th>Sem.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAD</td>
<td>Gergely Ivánovics</td>
<td>Department of Science and Engineering</td>
<td>3</td>
<td>FS</td>
</tr>
<tr>
<td>CAE</td>
<td>Gergely Ivánovics</td>
<td>Department of Science and Engineering</td>
<td>3</td>
<td>FS</td>
</tr>
<tr>
<td>Materials Engineering</td>
<td>Edit Johanyák</td>
<td>Department of Material Technology</td>
<td>5</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Polymer Physics</td>
<td>Dr. Andrea Ádámné Major</td>
<td>Department of Material Technology</td>
<td>5</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Polymer Processing I</td>
<td>Dr. Károly Belina</td>
<td>Department of Material Technology</td>
<td>4</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Polymer Processing II</td>
<td>Dr. Károly Belina</td>
<td>Department of Material Technology</td>
<td>4</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Polymer Processing III</td>
<td>Dr. Károly Belina</td>
<td>Department of Material Technology</td>
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<td>FS/SS</td>
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<tr>
<td>Projektarbeit</td>
<td>Dr. János Kodácsy</td>
<td>Department of Vehicle Technology</td>
<td>12</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Sonderbearbeitung</td>
<td>Dr. János Kodácsy</td>
<td>Department of Vehicle Technology</td>
<td>3</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Structure and Properties of Polymers I, II</td>
<td>Dr. Andrea Ádámné Major</td>
<td>Department of Material Technology</td>
<td>8</td>
<td>FS/SS</td>
</tr>
<tr>
<td>Metal Forming and Shaping</td>
<td>Dr. Zoltán Weltsch</td>
<td>Department of Material Technology</td>
<td>4</td>
<td>SS</td>
</tr>
</tbody>
</table>

All courses are offered at Bachelor level (BSc study programme).

<table>
<thead>
<tr>
<th>Title</th>
<th>Teacher</th>
<th>ECTS</th>
<th>Sem.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERASMUS+ Intercultural Course</td>
<td>Eszter Váríné Dósa, Annamária Nagy</td>
<td>3</td>
<td>FS/SS</td>
</tr>
</tbody>
</table>

### Intercultural Course
The course provides an introduction to the different cultures of our incoming Erasmus + students.
Activities required: Nationality events; trips (trips to Budapest; Ópusztaszer); Primary School Events; Erasmus Mobility Day; Youth organization, etc.
Courses offered by the Teacher Training Faculty:

<table>
<thead>
<tr>
<th>Children’s Literature I.</th>
<th>Educational Psychology</th>
<th>Foreign Language Teaching in Early Childhood</th>
<th>Music lesson observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chorus</td>
<td>English Descriptive Grammar I.</td>
<td>French as foreign language</td>
<td>Piano</td>
</tr>
<tr>
<td>Concert</td>
<td>English Language Teaching Methodology II.</td>
<td>Historical dances</td>
<td>Psycholinguistics</td>
</tr>
<tr>
<td>Creative Music Methodology</td>
<td>Erasmus+ International Course</td>
<td>Hungarian language</td>
<td>Teaching English to Young Learners</td>
</tr>
<tr>
<td>Developing of reading strategies &amp; comprehension</td>
<td>Fairy tales of Europe</td>
<td>Inclusion in education</td>
<td>The Story of English in the British Isles</td>
</tr>
</tbody>
</table>

2.8 DUAL TRAINING

The Faculty of Mechanical Engineering and Automation of Kecskemét College accomplished a pioneer objective when following the German example, namely together with its corporate partners started to draw up and introduce the dual training system.

In the autumn of 2012, 25 vehicle engineering students could start their studies at Mercedes-Benz Manufacturing Hungary Kft. (Ltd) and Knorr-Bremse Brake Systems Kft. (Ltd) within the frame of this type of learning method. It differs from the basic BSc training since the students spend longer and more intensive practical time at the companies. Out of these pioneering students 17 graduated in February 2016, first in Hungary too.

The companies select the students through a multiple-stage process, they sign a contract on the basis of their own demand and requirement. The candidates are chosen from the ones who were admitted to the BSc training and get a regular payment from the company. The primary aim is to train devoted experts who know the operation of the company well. However, the contract is not obligatory for either party after graduation.

The first experiences and the growing interests show that said new training type, which is based on the co-operation between a corporation and a higher education institute, offers advantages for the companies, the University and the students as well.

By the spring of 2014, 25 companies had joined the system and the number of eligible courses increased accordingly. In addition to the vehicle engineering students, who study mechanical engineering BSc and mechanical management courses specialising in logistics, they can choose the new dual system, too. Apart from the companies even the Hungarian National Bank has become one of the primary partners of the University in the dual training, therefore the economic field has appeared in the study programme recently. The programme is open for foreign students as well, having the opportunity to do practical work in their home country.
3. ACADEMIC REGULATIONS

3.1 STUDENT’S LEGAL STATUS

3.1.1 REGULAR (DEGREE) STUDENTS

Pallasz Athéné University consider anyone who, having gained admission and enrolled in any of the Programmes launched by the University follows a course of study in order to obtain a degree as one of its regular students.

3.1.2 NON-DEGREE STUDENTS

Non-degree students may be regular students at another higher education institution who, for a certain period of time come to the University to study for credits. They do not obtain a degree from Pallasz Athéné University but their credits gained here, are recognised by their home institution.

Typical non-degree students are students visiting us within the framework of some inter-university exchange agreement, students on ERASMUS, CEEPUS and other mobility grants, and also who take part in the summer term courses, who do not spend a whole term at the university but study in credit Programmes.

Exchange students must have the same level of English-language knowledge as all other students of the University.

Non-degree students receive approximately the same services from the University as regular students do, but the study requirements in their case apply to the Programme within which they are attending the university.

3.2 ADMISSION

3.2.1 APPLICATION DEADLINES

Application deadline for the Undergraduate Programmes (BA & BSc) is 31st of May, 2017.

3.2.2 APPLICATION MATERIALS TO BE SUBMITTED

A complete application consists of the following documents:

− completed application form;
− officially certified copy / copies of high school or university degree / degrees (in English);
− certificate of English language knowledge (TOEFL IBT or IELTS);

Exemption from the English language proficiency test is granted to those
− whose native language is English
− who have studied in a secondary school/ higher education institution where the language of tuition is English
3. ACADEMIC REGULATIONS

- officially certified copy of the valid passport (with the place and date of expiration);
- CV in English;
- 4 passport-sized photographs;
- verification of the bank transfer of the registration fee for application, which is 100 EUR (non-refundable sum)

The application form should be duly filled in electronically or with capital letters and sent in with all requested documents to arrive before the deadline.

The application documents should be sent to the following address:

Pallasz Athéné Egyetem / Pallasz Athéné University
International Programmes
H-6000 Kecskemét, Izsáki út 10.
HUNGARY

After receiving all the necessary application documents listed above, the applicant takes part in a professional entrance examination led by the admission committee of the faculty, which makes a recommendation about the admission of the applicant.

Pallasz Athéné University sends the notification letter to the applicant, and requires that the following documents should be sent to the University:

- verification of the transfer of the tuition fee for the academic programme offered in a foreign language covering the first 2 semesters
- bank statement showing the sum of money necessary for a year’s residence in Hungary. (The minimum standard sum of money is defined as the current Hungarian minimum wage, determined by law for 12 months. The precise sum of the valid minimum wage is on the English website of the University: http://www.uni-pae.hu/en_GB/home.)

After receiving the two complete and accurate documents, the applicant will be informed about the status of his/her admission and if being accepted, the official letter of admission will be sent to the applicant, which should be submitted to the Embassy or Consulate of the Hungarian Republic dedicated to the applicant’s country for the visa application.

The tuition fee for the first two semesters should be paid in EUR in one sum prior to the admission via bank transfer to the bank account of Pallasz Athéné University. The verification of the transfer of the tuition fee should be sent to Pallasz Athéné University.

The applicant should certify, with a bank statement, the sum of money necessary for a year’s residence in Hungary. The minimum standard sum of money is defined as the current Hungarian minimum wage, determined by law for 12 months. The precise sum of the valid minimum wage is on the English website of Pallasz Athéné University. The verification of the bank transfer should be sent to the University.

If the visa application of the applicant is refused, Pallasz Athéné University transfers back the pre-paid tuition fee in 30 days to the bank account given by the applicant in a written notification, if the applicant requests it in a written form, within 30 days after the refusal of the visa.
If the application for a residence permit is refused, Pallasz Athéné University transfers back a proportional sum of the pre-paid tuition fee within 30 days to the bank account given by the applicant in a written notification, if the applicant requests it in a written form within 30 days after the refusal of the residence permit.

An applicant admitted to the academic programme offered in a foreign language is required to have a valid health insurance for the whole period of residence in Hungary. The tuition fee of the academic programme offered in a foreign language, the valid health insurance for the whole period of residence in Hungary, costs of living and other additional expenses should be covered by the citizen from a non-EU country, admitted to the academic programme offered in a foreign language.

For additional information on the process of admission, please visit the website of Pallasz Athéné University (http://www.uni-pae.hu/en_GB/home) or contact the International Team.

### 3.2.3 Admissions for the Undergraduate Programmes

#### 3.2.3.1 Admissions for Hungarian National Applicants

The detailed requirements for Hungarian applicants are accurately listed in the “Admission Bulletin for Higher Education 2017” (Felsőoktatási Felvételi Tájékoztató 2017) published by the Ministry of Culture and Education.

#### 3.2.3.2 Admissions for International Applicants

The requirements for gaining admission to the Undergraduate Programmes are as follows:

- The applicant – on the basis of his/her secondary school studies and other possible requirements – must be eligible to pursue college or university studies in his/her home country (or the country where he or she obtained the secondary school certificate). (Students who have completed their studies in countries that have ratified the 1997 Lisbon Convention on the Recognition of Qualifications – Albania, Australia, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Georgia, the Holy See, Hungary, Iceland, Ireland, Kazakhstan, Kyrgyz Republic, Latvia, Liechtenstein, Lithuania, Luxembourg, Moldova, Norway, Poland, Portugal, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Sweden, Switzerland, the former Yugoslav Republic of Macedonia, Ukraine, the United Kingdom – are automatically considered to be eligible.)
- Proof of suitable proficiency in the English language (TOEFL, IELTS, etc.)
3.3 FEES

Tuition fee is valid for 1 year only. All rights are reserved for any changes.

3.3.1 APPLICATION FEES

At the time of applying for admission every international applicant must pay a non-refundable application fee. The application fee is valid for only one application for admission. Application fee for the Undergraduate Programmes is EUR 100. Application fee for national- and Erasmus students is not charged as their studies are based on a different Programme.

3.3.2 TUITION FEES

Students must pay a tuition fee for the teaching and supplementary services provided by the university. Proof of payment has to be shown at the International Team before the deadline for payment expires. The current amounts of tuition fees are the following:

**Undergraduate Programmes**

Students’ enrolment status may vary according to the type of enrolment:

a) Full-time, self-sponsored undergraduate programmes for non-EU citizens with a tuition fee of EUR 1,900 semester.

b) Full-time, state-sponsored undergraduate programmes for EU citizens with a tuition fee of EUR 950/ semester.

**Undergraduate Courses**

Hungarian nationals are provided with the opportunity to apply for courses worth up to 9 credit points which are state-sponsored. For additional courses tuition fee is charged on a credit basis of about EUR 70/credit.

3.3.3 METHODS OF PAYMENT OF TUITION FEES

Bank’s name: Magyar Államkincstár
Account number: 10004885-10008016-00145637
Payable to: Pallasz Athéné Egyetem
Note on the bank funds transfer form under ‘Info / Inst for beneficiary bank’: Tuition/Terminal/Registration fee, Name, Semester
Swift code: HUSTHUHB
IBAN (International Banking Number): HU35 1000 4885 1000 8016 0014 5637

The following rules apply to Hungarian and non-Hungarian students alike:
You can make a bank transfer to the address and account number as above;
Or you can make a money transfer in the Neptun system.
3.3.4 FINANCIAL SUPPORT – SCHOLARSHIP OPPORTUNITIES

Stipendium Hungaricum at Pallasz Athéné University

The Stipendium Hungaricum Scholarship Programme was launched in 2013 by the Hungarian Government. The core mission of the programme is to increase the number of foreign students in Hungary and to encourage Hungarian higher education institutions to attract top foreign students.

Pallasz Athéné University offers BA in International Business Administration, Tourism and Catering, Commerce and Marketing, Business Administration and Marketing, and BSc in Computer Science Engineering in English supported by Stipendium Hungaricum. The Stipendium Hungaricum Programme is based on effective bilateral educational cooperation agreements between the Ministry of Human Capacities of Hungary and the partner’s Ministry responsible for higher education. Applications will be considered eligible if the applicant is nominated by the responsible authorities of the sending partner.

For full time programmes, students can apply from the following sending partners: Algeria, Angola, Argentina, Azerbaijan, Belarus, Bosnia and Herzegovina, Cambodia, China (including the Hudec scholarships), Colombia, Ecuador, Egypt, Ethiopia, Georgia, Ghana, India, Indonesia, Iran, Iraq, Japan, Jordan, Kazakhstan, Kenya, Korea, Kosovo, Kurdistan Regional Government/Iraq, Laos, Lebanon, Macedonia, Mexico, Moldova, Mongolia, Morocco, Myanmar, Namibia, Nigeria, Pakistan, Palestine, The Philippines, Russia, Serbia, Syria, Tunisia, Turkey, Turkmenistan, Ukraine, Uruguay, Vietnam, Yemen.

3.4 THE COURSES

3.4.1 DURATION

One session includes a fall and a spring term that consist of 12-15 weeks. The examination period lasts minimum 5 weeks. The rector determines the duration and order of the session. Our fall semester starts on the first week of September each year and the spring term starts on the first week of February.

3.4.2 ATTENDANCE AT CLASSES

The period of a class lasts 45 minutes. The University supports and puts high emphasis on improving students’ communication skills. The success of achieving this depends on the students’ active participation in the lessons. Supporting this philosophy for undergraduate students, the general attendance policy makes class attendance compulsory. Two student’s absences are accepted, as defined in the Hungarian National Curriculum. The students are responsible for realising the consequences of non-attendance. Graduate and all other students can find the necessary information on class attendance described in each syllabus. The University is entitled to calendar the participation of the students during lecture and consultation.
3.4.3 PREREQUISITES: SUBJECTS BUILT UPON OTHER SUBJECTS
A precondition of enrolment for certain subjects may be the prior successful completion of another subject. The course descriptions in the catalogue indicate these prerequisites and it is essential to take them into account when choosing the subjects in a given term. In exceptional cases the academic director may give permission for a certain subject to be studied simultaneously (at the same term) with the subject listed as a prerequisite.

3.4.4 EVALUATION OF COURSES
Every student taking part in the University’s programmes has an opportunity to evaluate the course(s) taken. At the end of each term, before the final examination, they are requested to fill in an evaluation form on the courses they have attended. It provides them with an opportunity to express their opinion on both the courses and the teachers. A statistical evaluation of the forms and the open-ended comments are posted to the teachers after the examination period. The University pays special attention to the grades and open-ended comments because they can help to improve the courses. The results of these evaluations are taken into account in the academic structure of the following term. We would like our students to appreciate the importance of this method and to fill in these forms openly and in an unbiased way.

3.5 EXAMINATION SYSTEM; ASSESSMENT

3.5.1 REQUIREMENTS FOR COMPLETING A SUBJECT
At the first class of each course taken registered students receive the course outline from the teacher. Apart from a brief description of the content, the subject, the weekly allocation of materials and the reading list, the outline also specifies the requirements for completing the given course. The instructor is free to decide the appropriate basis of assessment in accordance with the nature of the subject.

Most subjects require an examination to be taken during the midterm and the final exam period. In addition, the teacher may prescribe, for example, an oral report, may assess the student’s performance in class, and may set written homework assignments and special homework essays. All these requirements must be announced in advance, together with their percentage weight in calculating the final grade.

The assessment of a student’s work is the sole responsibility of the teacher, and he/she has the exclusive right to determine the mark. The mark is decided within the 16-week study period of the term. In exceptional cases, there may be an extended exam period.

3.5.2 EXAMINATION PERIODS AND GRADING
Examinations take place according to the conditions described in the course outline. The duration and the nature of the examination are decided by the teacher of the subject.
Absence from an exam counts as an unsuccessful attempt unless the student can certify some unavoidable reason. It is the task of the teacher to judge such absence. Within the designated extended examination period the teacher may provide an opportunity for make-up exams missed for unavoidable reasons during or at the end of the term.

### 3.5.3 EXAMINATION POLICY

One of the most important rules is that the course outline of a given subject (which is handed out at the beginning of the term) should define accurately the method of evaluation and the percentage of the element that make up the grade. Evaluation should be made in such a way that every student has an equal chance of attaining the highest grade. The specific requirements of a particular subject must not conflict with the rules defined in this Catalogue.

### 3.5.4 ASSESSMENT OF THE STUDENTS’ WORK

On the basis of the requirements fulfilled— in accordance with the standards set by the teacher—students receive a mark at the end of the term.

In order to be in accordance with the international grading systems the University suggests using the above system for the assessment of the students’ work.

In the Hungarian grading system, the equivalents are the following:

- Excellent        (5)
- Good               (4)
- Satisfactory   (3)
- Low Pass        (2)
- Fail                  (1)

### 3.5.5 CREDITS

During their studies students do not only have to achieve a satisfactory average, but they also have to gain credit hours. Based on international expectations 1 credit is equivalent to 30 working hours. According to the curriculum a completed semester is equivalent to 30 credits. Each semester in the Bachelor Programmes is built up of credits. The University courses are worth between 2 and 6 credits.

### 3.5.6 GRADE REPORT

At the end of each term students receive a grade report. This contains all the courses taken in the given term (including all the courses from which the student has withdrawn), regardless of what mark the student received in the subjects at the end of the term. Grade reports are sent to students not more than two weeks after the end of the extended exam period.
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

CALCULUS 1

Lecturer: Csaba Fábián, dr.
Semester: 1
Code: MMF1BoIN
Prerequisite: -, -, - credits
Responsible department: Department of Science and Engineering
Responsible instructor: Attila Végh, dr.

Course objectives:
The aim of this course is the introduction of the concept of linear algebra and calculus.

Course content:
Seminars: The seminars follow the lecture material.
Labs: -

Requirements, evaluation, grading:
The lectures, consultations, visits attentive, careful note-taking and ongoing preparation and active participation in the exercises, self-recognition and problem solving rehearsed types. Four written tests.

Required and recommended reading:
George B. Thomas, Maurice D. Weir, Joel Hass & Frank R. Giordano: Thomas’ Calculus; Pearson, 2009
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

DIGITAL ELECTRONICS

Lecturer: Rajmund Drenyovszki  
Semester: 1  
Code: MEK1A01N  
Prerequisite: -, -, - credits  
Responsible department: Department of Information Technology  
Responsible instructor: Lóránt Kovács, dr.

Course objectives:  
Introduction to the basic building blocks and design of digital electronics.

Course content:  
Seminars: Solving practice problems: simplification of logical functions, design of digital networks etc.
Labs: Using prototyping board, wires, passive elements (resistor, conductor), LEDs, buttons and TTL logic gates to build simple digital electronic circuits. Simulation of circuits with TINA-TI (SPICE-Based Analog Simulation Program). Introduction to Eagle PCB design software.

Requirements, evaluation, grading:  
Active participation at lecture and laboratory classes.
Two assignments (problem sets), exam at the end of the semester.
Required and recommended reading:  
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

ECONOMICS

Lecturer: Márk Molnár, dr.
Semester: 1
Code: MG11BoIN
Prerequisite: -, -, - credits
Responsible department: Department of Business and Management Sciences
Responsible instructor: Márk Molnár, dr.

Course objectives:
The students learn the basics of micro- and macroeconomics. The students learn the basics of the economic thinking.

Course content:
Lectures: Introduction to microeconomics; scarcity, choice, and opportunity cost; production possibilities curve; comparative advantage, specialization, and trade; economic systems; property rights and the role of incentives; supply and demand; theory of consumer choice; total utility and marginal utility; production and costs; firm behaviour and market structure. Introduction to macroeconomics: measurement of economic performance; national income accounts; inflation measurement and adjustment; unemployment; money, banking, and financial markets; central bank and control of the money supply; economic growth and productivity; open economy: international trade and finance.


Labs: -

Requirements, evaluation, grading:
Active participation in the lectures and seminars.
Criteria of the Subject: No more absence from the seminars than 1/3. There are two written exams during the semester. Those who collect 50 points out of 100 points fulfill the criteria of the seminars.
The lecture ends with a written exam. Grading is according to the exam rules.

Required and recommended reading:
Samuelson-Nordhaus: Economics; Mcgraw-Hill Publ. Comp., 2009
ENGLISH 1

Lecturer: Szilvia Tánczikné Varga
Semester: 1
Code: MLK1A01N
Prerequisite: -, -, - credits
Responsible department: Department of Foreign Languages and Further Education
Responsible instructor: Szilvia Tánczikné Varga

Course objectives:
Preparation for the curriculum requirement level, CEF B2 level oral and written exam

Course content:
Lectures: -
Seminars: Conversational topics: introduction, family, home, personal description and qualities, the environment, environmental protection, work and jobs, studying, shopping, celebrations and holidays. Grammar: be, possessive case, pronouns, imperatives, modal auxiliaries (must, can), basic time and space prepositions, simple and continuous present and past tenses, the future, present perfect and past perfect tense.

Labs: -

Requirements, evaluation, grading:
Practising oral, written communication and grammar. Developing reading and writing skills, as well as listening comprehension. Conversation with the teacher and peers. Supporting students with a lower level of English to catch up.
Continuous written and oral evaluation, minimum one complex test and two shorter tests.

Required and recommended reading:
English-Hungarian, Hungarian-English dictionaries, Akadémiai Kiadó
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

GERMAN 1

Lecturer: Mónika Dominekné Nagyhegyesi  
Semester: 1  
Code: MLK1BoIN  
Prerequisite: -, -, - credits  
Responsible department: Department of Foreign Languages and Further Education  
Responsible instructor: Mónika Dominekné Nagyhegyesi

Course objectives:  
The aim of this course is the development of language skills level A2 according to the European Reference Framework through the enlarging of vocabulary and grammatical acquaintances, with special regard to fluency in speech.

Course content:  
Lectures: Topics: language biography, family, travelling, media, free time activities, restaurant  
Grammar: conjunctions, adjective comparison, indirect question, adjective declension, relative pronoun and relative clause.  
Seminars: Interaction with the language teacher and with each other, listening, reading comprehension, gap-filling tasks.  
Labs: -

Requirements, evaluation, grading:  
Active and permanent participation at seminars.  
Solving exercises and tasks, oral and written tests during the semester, and a final written test at the end of the course.

Required and recommended reading:  
Funk, Kuhn & Demme: Studio d Kurs und Übungsbuch A2;  
http://www.akadaf.com/studio_d.htm  
http://www.deutschportal.com
MATHEMATICS FOR COMPUTER SCIENCE 1

Lecturer: Elvira Dobjánné Antal
Semester: 1
Code: MMF1A01IN
Prerequisite: -, -, - credits
Responsible department: Department of Science and Engineering
Responsible instructor: József Osztényi, dr.

Course objectives:
Introduction to the basic concepts, terminology, theorems, and connections of mathematical logic, set theory, combinatorics, and graph theory.

Course content:
Seminars: Consider lecture syllabus.
Labs: -

Requirements, evaluation, grading:
Visiting lectures, taking notes, preparation for seminars and active participation in problem solving.
Three written examinations during the course.

Required and recommended reading:
PHYSICAL EDUCATION 1

Lecturer: Erzsébet Csoma
Semester: 1
Code: MTS1A0IN
Prerequisite: -, -, - credits
Responsible department: Department of Physical Education and Sport Centre
Responsible instructor: Erzsébet Csoma

Course objectives:
Healthy way of life, besides studying active recreation, exercises and relaxation.

Course content:
Lectures: -
Seminars: Getting to know the skills of students. Testing, athletics, physical strength. Ball games (basketball, football, volleyball).
Labs: -

Requirements, evaluation, grading:
Active and regular participation in the lessons. Doing their best at performance tests. 61 points minimum requirement in attendance and at Fit-test for signature.
Signature if students acquired minimum 61 points in the Fit-test.

Required and recommended reading:
Sports manuals, books. World famous Hungarian sportsmen’s lives and results.
PHYSICS

Lecturer: Péter Nagy, dr.
Semester: 1
Code: MMF1CoIN
Prerequisite: -, -, - credits
Responsible department: Department of Science and Engineering
Responsible instructor: Péter Nagy, dr.

Course objectives:
The higher technical professionals’ essential qualifications for physical concepts, principles and methods.

Course content:
Seminars: The content of exercises is the review of previous week’s lecture-topics and their application to specific assignments and problems.
Labs: -

Requirements, evaluation, grading:
Active participation at lectures, practical sessions and consultations. Studying the syllabus and solving the homework assignments.
The mid-semester academic work is evaluated on the basis of a small-scale thesis. The written exam includes theoretical questions and practical assignments.

Required and recommended reading:
PROGRAMMING 1

Lecturer: Tibor Vajnai, dr.
Semester: 1
Code: MIN1A0IN
Prerequisite: -, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Tibor Vajnai, dr.

Course objectives:
Developing basic programming skills in C/C++ languages.

Course content:
Lectures: Components of the programme, compiling source code, variables, statements, loops, expressions, operators, programme control, arrays, structures, pointers, functions, input and output, memory management.
Seminars: -
Labs: Getting started with the IDE. Development of simple C/C++ applications.

Requirements, evaluation, grading:
Tests and homework.
Writing executable source codes for given problems in the class and for homework. Two assignments will be given and grading during the course. The executable programme homework has to be presented during the course in the laboratory.

Required and recommended reading:
Jesse Liberty & Bradley Jones: Sams Teach Yourself C++ in 21 days; Sams Publishing
ALGORITHMS AND DATA STRUCTURES

Lecturer: Alvarez Gil Rafael Pedro, dr.
Semester: 2
Code: MIN2B01N
Prerequisite: -, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Alvarez Gil Rafael Pedro, dr.

Course objectives:
The aims of the course are the introduction of the concepts and methods for algorithm design and analysis, as well as the introduction of the data structures commonly used in the development of computer systems, focusing on the efficiency of algorithms and data structures.

Course content:
Seminars: -
Labs: In course of the lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Active participation at lecture and laboratory classes. Complementation of the classes’ contents at home from the suggested bibliographical sources. Solving homeworks. Exam.

Required and recommended reading:
CALCULUS 2

Lecturer: Elvira Dobjánné Antal  
Semester: 2  
Code: MMF2D3XN  
Prerequisite: Calculus 1, -, - credits  
Responsible department: Department of Science and Engineering  
Responsible instructor: Attila Végh, dr.

Course objectives:  
Introduction to the language of mathematics (integration, elementary differential equations, multivariable calculus) via elementary exercises, theorems and applications.

Course content:
Seminars: -  
Labs: -

Requirements, evaluation, grading:  
The lectures, consultations, visits attentive, careful note-taking and ongoing preparation and active participation in the exercises, self-recognition and problem solving rehearsed types. There will be two common hour exams during the semester.  
Required and recommended reading:  
George B. Thomas, Maurice D. Weir, Joel Hass & Frank R. Giordano: Thomas’ Calculus; Pearson, 2009
COMPUTER ARCHITECTURES 1

Lecturer: István Pintér, dr.
Semester: 2
Code: MAI2B3IN
Prerequisite: Digital Electronics, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: István Pintér, dr.

Course objectives:
The aims of this course are to introduce the basic concepts of computer architectures as well as the IA-32 ISA using MS Visual Studio C/C++ SW development environment.

Course content:
Seminars: -
Labs: In the course of the lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Active participation at lecture and laboratory classes.
The final examination mark will be given after the course in a written examination.

Required and recommended reading:
4. Courses of the Computer Science Engineering Programme

ELECTRICITY

Lecturer: Ambrus Kőházi-Kis, dr.
Semester: 2
Code: MMF2GoIN
Prerequisite: -, -, - credits
Responsible department: Department of Science and Engineering
Responsible instructor: Ambrus Kőházi-Kis, dr.

Course objectives:
The course discusses the basic electrical phenomena and laws of DC circuits. Based on all the subjects in which they teach or used in operating under electric auxiliary energy or laws of electrical equipment.

Course content:
Seminars: The basic electrical concepts, electrostatics, and counting the electric networks is the practice material (magnetic phenomena in the show and the oral test will be served only). The practice case studies, sample tasks, task solutions process the known theoretical lectures curriculum.
Labs: -

Requirements, evaluation, grading:
The visiting lectures, taking notes, participating in the exercises, writing small essays. The mid-semester academic work is evaluated on the basis of small papers. The exam consists of written and oral tests.

Required and recommended reading:
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

ENGLISH 2

Lecturer: Szilvia Tánczikné Varga
Semester: 2
Code: MLK2AoIN
Prerequisite: English 1, -, - credits
Responsible department: Department of Foreign Languages and Further Education
Responsible instructor: Szilvia Tánczikné Varga

Course objectives:
Preparation for the curriculum requirement level, CEF B2 level oral and written exam.

Course content:
Lectures: -
Seminars: Conversational topics: services, family and state holidays, health, illnesses, healthy way of life, addictions, job interviews, weather and climate, going on holiday. Grammar: countables, uncountables, ordinal and cardinal numbers, some/any, modal auxiliary (should, would, ought to), passive voice, conditional sentences Type 1-2.
Labs: -
Requirements, evaluation, grading:
Oral, written and grammar practice according to topics, picture description, dialogues with teacher and peers, developing listening comprehensions skills. Gapped texts, reading comprehension, quided writing and compositions. Practising translation.
Continuous evaluation on the lexical and grammar topics of the term. Two smaller tests and one complex assessment, picture description, and acting out situations.

Required and recommended reading:
Grammar: B2 level tests, translations to prepare for the language exam; Padlás Nyelviskola English-Hungarian, Hungarian-English dictionaries, Akadémiai Kiadó
4. Courses of the Computer Science Engineering Programme

GERMAN 2

Lecturer: Mónika Dominekné Nagyhegyesi
Semester: 2
Code: MLK2BO1N
Prerequisite: German 1, -, - credits
Responsible department: Department of Foreign Languages and Further Education
Responsible instructor: Mónika Dominekné Nagyhegyesi

Course objectives:
The aim of this course is reaching level B1 according to the European Reference Framework, through the enlarging of vocabulary and grammatical acquaintances. The aim is to further describe the content of the topics fluently.

Course content:
Lectures: Topics: place of living, Weimar, country of German culture, holidays and celebrations, inventions and inventors, history of the Berlin wall, everyday situations
Grammar: past tense of modal auxiliary, past tenses “Präteritum” and “Perfekt”, case dative, prepositions with dative, passive voice, final clauses with “um+ zu + Infinitiv and damit”
Seminars: Interaction with the language teacher and with each other, listening, reading comprehension, gap-filling tasks.
Labs: -

Requirements, evaluation, grading:
Active and permanent participation at seminars.
Solving exercises and tasks, oral and written tests during the semester, and a final written test at the end of the course.

Required and recommended reading:
Funk, Kuhn, Demme: Studio d Kurs und Übungsbuch A2
Funk, Kuhn, Demme: Studio d Kurs und Übungsbuch B1
http://www.akadaf.com/studio_d.htm
http://www.deutschportal.com
INTRODUCTION TO MICROPROCESSOR SYSTEMS

Lecturer: Norbert Csík, dr.
Semester: 2
Code: MEK2B3IN
Prerequisite: Digital Electronics, -,- credits
Responsible department: Department of Information Technology
Responsible instructor: Norbert Csík, dr.

Course objectives:
The aims of this course are the introduction of the architecture of microprocessors and its application in the world of microelectronics. We introduce the FPGA architecture and its applicability in engineering. We learn about VHDL hardware description language and we design and test some useful hardware elements in a FPGA development system.

Course content:
Labs: -

Requirements, evaluation, grading:
Active participation at lecture and laboratory classes.
Two assignments and one homework will be given during the course.

Required and recommended reading:
PHYSICAL EDUCATION 2

Lecturer: Erzsébet Csoma
Semester: 2
Code: MTS2A0IN
Prerequisite: -, -, - credits
Responsible department: Department of Physical Education and Sport Centre
Responsible instructor: Erzsébet Csoma

Course objectives:
The importance of developing stamina, cooperation and regular lifestyle. Using free time in a creative way.

Course content:
Lectures: -
Seminars: Specialized physical education classes (basketball, volleyball, football, swimming, tabletennis, aerobics). Practising the basic activities of the sports. Technical and tactical tasks.
Labs: -

Requirements, evaluation, grading:
Active and regular participation in the lessons. Doing their best at performance tests. 2/3 of the classes should be attended.
Active participation. Signature if students acquired minimum 61 points in the Fit-test.

Required and recommended reading:
Manuals for organising sports events, the history of the Olympic Games, results.
Lecturer: Edit Gurka Dezsőné Csizmás
Semester: 2
Code: MIN2CoIN
Prerequisite: Programming 1, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Tibor Vajnai, dr.

Course objectives:
Introduction to Object Oriented Programming in C++.

Course content:
Seminars: -
Labs: Development of simple C++ console applications.

Requirements, evaluation, grading:
Tests and homework.
Writing source codes for given problems in the classroom. Writing tests in the classroom. Doing homework.

Required and recommended reading:
Bjarne Stroustrup: The C++ Programming Language; Addison-Wesley, 2013
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

COMPUTER ARCHITECTURES 2

Lecturer: István Pintér, dr.
Semester: 3
Code: MAI3A3IN
Prerequisite: Computer Architectures 1, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: István Pintér, dr.

Course objectives:
The aims of this course are to introduce the more advanced concepts of computer architectures as well as the IA-32 SIMD ISA using MS Visual Studio C/C++ SW development environment.

Course content:
Seminars: -
Labs: In course of the lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Active participation at lecture and laboratory classes.
The final examination mark will be given after the course in a written examination.

Required and recommended reading:
4. Courses of the Computer Science Engineering Programme

COMPUTER NETWORKS 1

Lecturer: Krisztián Medgyes
Semester: 3
Code: MIN3E0IN
Prerequisite: -, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Attila Pásztor, dr.

Course objectives:
This course covers basic notions and topics in Computer Networking in hardware, software and algorithmic level.

Course content:

Seminars: -

Labs: Laboratory activities follow the topics of the course including cabling and configuration tasks.

Requirements, evaluation, grading:
Active participation in lecture and laboratory classes.
Students write tests during the semester and take an oral exam at the end of the course.

Required and recommended reading:
Databases 1

Lecturer: Róbert Pap-Szigeti, dr.
Semester: 3
Code: MIN3DoIN
Prerequisite: -, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Csaba Fábián, dr.

Course objectives:
The aims of this course are to introduce the basic concepts and methods of data processing as well as data modeling, database planning and data manipulating in relational database.

Course content:
Seminars: -

Requirements, evaluation, grading:
Active participation at lecture and laboratory classes. Solving exercises and tasks at laboratory classes.
Two practical and one theoretical assignments will be given during the course. The first two of them will account for 30-30%, while the last one will account for 40% of the grade of the students.

Required and recommended reading:
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

ENGLISH 3

Lecturer: Szilvia Tánczikné Varga
Semester: 3
Code: MLK3A01N
Prerequisite: English 2, -, - credits
Responsible department: Department of Foreign Languages and Further Education
Responsible instructor: Szilvia Tánczikné Varga

Course objectives:
Preparation for the curriculum requirement level, CEF B2 level oral and written exam

Course content:
Lectures: -
Seminars: Conversational topics: hobbies, traffic, public transport, sports, culture, Hungary, Great Britain, USA, media. Grammar: polite requests, conditional sentences type 1-3, modal auxiliaries (different meaning), causatives.
Labs: -

Requirements, evaluation, grading:
Oral, written and grammar practice according to topics, dialogues with teacher and peers, developing listening comprehensions skills. Gapped texts, reading comprehension, quided writing and compositions. Practising translation.
Continuous assessment on the lexical, grammar and conversational topics of the term. Test or oral presentation, one complex test. Oral examination.

Required and recommended reading:
Grammar: B2 level tests, translations to prepare for the language exam; Padlás Nyelviskola (publisher)
English-Hungarian, Hungarian-English dictionaries, Akadémiai Kiadó
BME English B2 level written exam, Collection of sample material; Innovációs Kft., Budapest, 2003
GERMAN 3

Lecturer: Mónika Dominekné Nagyhegyesi
Semester: 3
Code: MLK3BoIN
Prerequisite: German 2, -, - credits
Responsible department: Department of Foreign Languages and Further Education
Responsible instructor: Mónika Dominekné Nagyhegyesi

Course objectives:
The aim of this course is the development of oral and written language skills from level B1 to level B2 according to the European Reference Framework. Enhancing listening, reading, writing, and speech skills at level B2.

Course content:
Lectures: Topics: household chores, school in Germany and in Hungary, environmental protection, unpleasant everyday stories, generations, migration, the European Union.
Grammar: shortening of the dependent clause “Zu+Infinitiv”, conditional, double-conjunctions, future tense, antecedence.
Seminars: Interaction with the language teacher and with each other, listening, reading comprehension, gap-filling tasks.
Labs: -

Requirements, evaluation, grading:
Active and regular participation at seminars.
Solving exercises and tasks, oral and written tests during the semester, a final written test and an oral exam at the end of the course.

Required and recommended reading:
Funk, Kuhn & Demme: Studio d Kurs und Übungsbuch B1
http://www.akadaf.com/studio_d.htm
http://www.deutschportal.com
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

PROBABILITY AND STATISTICS B

Lecturer: Elvira Dobjánné Antal
Semester: 3
Code: MMF3IoIN
Prerequisite: Calculus 2, -, - credits
Responsible department: Department of Science and Engineering
Responsible instructor: József Osztényi, dr.

Course objectives:
Essential statistical and probability calculations that are basic knowledge for the engineering practice. Concepts, methods and principles for assessing the results.

Course content:
Seminars: The seminars follow the lecture material.
Labs: -

Requirements, evaluation, grading:
Active participation at lectures and seminars. Continuous preparation for lectures, solving assignments.
Two written examinations.

Required and recommended reading:
Programming Paradigms and Techniques

Lecturer: Edit Gurka Dezsőné Csizmás
Semester: 3
Code: MIN3FoIN
Prerequisite: Programming 1, Algorithms and Data Structures, - credits
Responsible department: Department of Information Technology
Responsible instructor: Tibor Vajnai, dr.

Course objectives:
Introduction to Object Oriented Programming in C#.

Course content:
Seminars: -
Labs: Development of simple C# console applications.

Requirements, evaluation, grading:
Tests and homework.
Writing source code for given problems in the classroom. Writing tests in the classroom. Doing homeworks.

Required and recommended reading:
Andrew Troelsen: Pro C# 5.0 and the .NET 4.5 Platform; Apress, 2012
**SIGNALS AND SYSTEMS**

**Lecturer:** Norbert Csík, dr.
**Semester:** 3
**Code:** MEK3D3IN
**Prerequisite:** Electricity, Physics, - credits
**Responsible department:** Department of Information Technology
**Responsible instructor:** Norbert Csík, dr.

**Course objectives:**
The aims of this course are to introduce features of alternating current systems, spectral processing, analogue filtering- and measuring techniques.

**Course content:**


*Labs:* -

**Requirements, evaluation, grading:**
Active participation at lectures and practical lessons.
Exam, or taking a pre-exam in two parts.

**Required and recommended reading:**
BUSINESS ECONOMICS

Lecturer: József Berács, PhD
Semester: 4
Code: MGI4H0IN
Prerequisite: -, -, - credits
Responsible department: Department of Business and Management Sciences
Responsible instructor: Beatrix Kovács, dr.

Course objectives:
The aim of the subject is to teach the basics of business economics. The students will be able to understand the main processes of business life, enterprises.

Course content:
Seminars: The topics of the lectures are discussed in details. Case studies related to the lecture topics.
Labs: -

Requirements, evaluation, grading:
Participation in lectures and seminars. Activity in the lessons. Two smaller and one bigger written exams during the semester. One exam during the exam period.

Required and recommended reading:
Databases 2

Lecturer: Róbert Pap-Szigeti, dr.
Semester: 4
Code: MIN4G01N
Prerequisite: Databases 1, Programming 1, - credits
Responsible department: Department of Information Technology
Responsible instructor: Csaba Fábián, dr.

Course objectives:
The aims of this course are to introduce query compiling and parallel query processing in RDBMS as well as programming in a language that is embedding SQL.

Course content:
Seminars: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
One theoretical and two practical assignments. One project task will be given during the course. The practical assignments will account for 25-25%, the theoretical one will account for 30%, and the project will account for 20% of the grade of the students.

Required and recommended reading:
ENTREPRISE RESOURCE PLANNING (ERP) SYSTEMS 1

Lecturer: Csaba Fábián, dr.
Semester: 4
Code: MIN5B0IN
Prerequisite: Databases 1, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Csaba Fábián, dr.

Course objectives:
Students get acquainted with the purpose, functions and structure of ERP systems. They acquire basic skills in resource planning.

Course content:
Seminars: -
Labs: Formulation of resource planning problems, and their solution using Excel Solver.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Students are expected to complete assignments and prepare presentations.
Assignment: 30%, presentation: 30%, exam paper: 40%.

Required and recommended reading:
SOCIOMETRY

Lecturer: Éva Pálinkó, dr.
Semester: 4
Code: MSZ4Io1N
Prerequisite: -, -, - credits
Responsible department: Department of Business and Management Sciences
Responsible instructor: Tibor Ferenczy, dr.

Course objectives:
The aim of the subject is to teach the students about the basics of human management studies. The content of the subject is based on topics, which are related to personality studies, sociology, the philology of society, politology and personal development studies. As a result the students will be able to understand the processes of everyday life.

Course content:
Seminars: The topics of the lectures are discussed in details. Oral presentations related to the lecture topics.
Labs: As a result the students will be able to understand the processes of everyday life.

Requirements, evaluation, grading:
One written exam based on the topics of the subject. Lesson activity.

Required and recommended reading:
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

MATHEMATICS FOR COMPUTER SCIENCE 2

Lecturer: Elvira Dobjánné Antal
Semester: 4
Code: MMF4A0IN
Prerequisite: Mathematics for Computer Science 1, Calculus 1, - credits
Responsible department: Department of Science and Engineering
Responsible instructor: Attila Végh, dr.

Course objectives:
Introduction to the basic concepts, terminology, theorems, and application of number theory, abstract algebra, cryptography, codes.

Course content:
Seminars: The seminars follow the lecture material.
Labs: -

Requirements, evaluation, grading:
Active participation at lectures, taking notes, all the appropriate performance practice in studying and solving the set tasks, active participation in the exercises.
Two essays. Written exam.

Required and recommended reading:
OPERATING SYSTEMS

Lecturer: Zoltán Megyesi, dr.
Semester: 4
Code: MAI13C0IN
Prerequisite: Computer Architectures 1, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Zoltán Megyesi, dr.

Course objectives:
The goal of this course is to give an insight into the structure, tasks and problems of Operating Systems in general. We also aim to provide practical knowledge to administer, handle and use operating systems related programming tools.

Course content:
Seminars: -
Labs: Bash programming: language syntax, key words, control structures, filters, utilities, regular expressions; Processes and Inter Process Communication: process creation, shared memory, message queue.

Requirements, evaluation, grading:
Participation at lectures and laboratory classes Practicing and augmenting learnt material at home using the suggested literature. Completing tasks given during laboratory practice. To enter the exam, the students must complete requested laboratory assignments, and pass two laboratory exams. The course results are determined on the basis of the written exam.

Required and recommended reading:
B.W. Kernighan & R. Pike: The Unix Programming Environment; Prentice Hall, 1984
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

VISUAL PROGRAMMING

Lecturer: Zsolt Csaba Johanyák, dr.
Semester: 4
Code: MIN4IoIN
Prerequisite: Programming Paradigms and Techniques, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Zsolt Csaba Johanyák, dr.

Course objectives:
The aim of this course is the introduction of the concept of visual software development through learning a RAD IDE and using a high level object oriented language.

Course content:
Seminars: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application working in teams of three or four (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
Brian Blackman, Gordon Beeming, Michael Fourie & Willy-Peter Schaub: Managing Agile Open-Source Software Projects with Microsoft Visual Studio Online; available at: http://www.microsoftvirtualacademy.com/ebooks/?fbid=ADEi2O9tvQ9
Cesar de la Torre & David Carmona: NET Technology Guide for Business Applications; available at: http://www.microsoftvirtualacademy.com/ebooks/?fbid=ADEi2O9tvQ9
DEVELOPING ASP.NET WEB APPLICATIONS

Lecturer: Kálmán Bolla, dr.
Semester: 5
Code: MIN5E01N
Prerequisite: Programming Paradigms and Techniques, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Alvarez Gil Rafael Pedro, dr.

Course objectives:
The aim of this course is the introduction of the concept of web development with ASP.NET through learning high level backend and frontend technologies.

Course content:
Seminars: -
Labs: Creating N-tier applications with .NET. Introducing the fundamentals of ASP.NET MVC. Developing complex applications with ASP.NET MVC. Using design patterns in real life applications.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application in the final lab (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
Adam Freeman: Pro ASP .NET MVC 4; 4th edition
Jon Galloway, Phil Haack, Brad Wilson & K. Scott Allen: Professional ASP.NET MVC 4
INDUSTRIAL ROBOTICS 1

Lecturer: János Kósa, dr.
Semester: 5
Code: MAI5GoIN
Prerequisite: Calculus 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: János Kósa, dr.

Course objectives:
The course introduces students to the concept of industrial robotic systems. The basics of robotic modelling and analysis are studied as well as the main types of AC and DC drives and the basics of PLC programming.

Course content:

Seminars: -


Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students assignments in topic of DENAVIT-HARTENBERG representation, working envelop planning and PLC programming. They also have a written test from the material of the lectures.

Required and recommended reading:
Frank Petruzella: Programmable Logic Controllers; Career Education, 2010
William Bolton: Programmable Logic Controllers; Newnes, 2009
INTRODUCTION TO ARTIFICIAL INTELLIGENCE

Lecturer: Attila Pásztor, dr.
Semester: 5
Code: MIN5DoIN
Prerequisite: -, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Attila Pásztor, dr.

Course objectives:
The aim of this course is to introduce students to the searching methods, the agents and the robotics in Artificial Intelligence.

Course content:


Labs: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application working in teams of three or four (40%). They also have a written test from the material of the lectures (60%).

Required and recommended reading:
INTRODUCTION TO INFORMATION SYSTEM SECURITY

Lecturer: Tibor Vajnai, dr.
Semester: 5
Code: MIN5A0IN
Prerequisite: Databases 2, Mathematics for Computer Science 2, - credits
Responsible department: Department of Information Technology
Responsible instructor: Tibor Vajnai, dr.

Course objectives:
The threat to IT systems, methods and means of theoretical and practical knowledge of the defense.

Course content:

*Seminars:* -
*Labs:* -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Study of the recommended literature. Preparing a presentation of the latest security issues and solutions based on independent research work. Short essay writing, oral performances, conducting independent research in journals and internet sites.

Required and recommended reading:
LINEAR CONTROL SYSTEMS

Lecturer: Lóránt Kovács, dr.
Semester: 5
Code: MEK5G0IN
Prerequisite: Signals ans Systems, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Lóránt Kovács, dr.

Course objectives:
Introduction to the basics of open loop and closed loop control systems. Calculation and drawing methods for the description and utilization of technological processes.

Course content:
Seminars: Practice problems and solutions covering lecture material.
Labs: -

Requirements, evaluation, grading:
Continuous study of basic concepts and material covering lectures.
The semester is evaluated on the basis of a homework assignment. Results above 76% can count as exam result as well. The written exam is in the exam period.

Required and recommended reading:
PHYSICS OF SENSORS

Lecturer: Mihály Görbe, dr.
Semester: 5
Code: MMF5DoIN
Prerequisite: Electricity, -, 100 credits
Responsible department: Department of Science and Engineering
Responsible instructor: Mihály Görbe, dr.

Course objectives:
Familiarizing with the principles of the sensors used in industrial informatics.

Course content:
Seminars: -

Requirements, evaluation, grading:
Participation at lectures, recapitulate learnt material at home using the recommended literature. Completing the activities requested during laboratory practice. Preparing laboratory protocols that contain the work done and the results obtained.
To enter the exam, the students must complete at least 75% of the requested laboratory activities at satisfactory level. The semester grading is calculated according to general exam rules from the end score, which is the weighted average of the oral exam (weight: 2) and the average of the lab protocol scores (weight: 1)

Required and recommended reading:
PHYSICS OF TELECOMMUNICATION

Lecturer: Ambrus Kőházi-Kis, dr.
Semester: 5
Code: MMF5CoIN
Prerequisite: -, -, 100 credits
Responsible department: Department of Science and Engineering
Responsible instructor: Ambrus Kőházi-Kis, dr.

Course objectives:
The aim of this course is the introduction of the concepts of telecommunication systems.

Course content:
Lectures: Spectral analysis, Multiplexing techniques, Transmission of audio and video signals, Analog and digital modulation techniques, Copper-wire based telecommunication systems, Basics of optical fibre communications, Optical fibers, cables, Optical transmitters, Optical receivers, Wireless optical and RF transmission.
Seminars: -
Labs: Model calculations on models of telecommunication systems. Laboratory measurements on optical fibres.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students do laboratory practices in teams of two or three (40%). They also have a written test from the material of the lectures (60%).

Required and recommended reading:
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

SOFTWARE ENGINEERING

Lecturer: Zsolt Csaba Johanyák, dr.
Semester: 5
Code: MIN4HO1N
Prerequisite: Programming Paradigms and Techniques, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Zsolt Csaba Johanyák, dr.

Course objectives:
The aim of this course is to help students to develop a broad understanding of the discipline of software engineering skills and to give a detailed knowledge of methodologies and techniques for the analysis, design, and implementation of complex software systems as well as the management of software development process.

Course content:
Seminars: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students run a software project working in teams of three or four (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
WEB PROGRAMMING 1

Lecturer: Róbert Pap-Szigeti, dr.
Semester: 5
Code: MIN5C0IN
Prerequisite: Programming 1, -, - credits
Responsible department: Department of Information Technology
Responsible instructor: Alvarez Gil Rafael Pedro, dr.

Course objectives:
The aims of the course are the introduction of the standards, methods and tools of web page development, as well as the client side and the server side web programming.

Course content:
Seminars: -
Labs: In the course of lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Participation at lectures and laboratory classes. The complementation of the classes’ contents at home from the recommended bibliographical sources. Solving tasks on a computer at home in addition to the laboratory sessions.
Exams in classes and an individual home assignment.

Required and recommended reading:
w3schools: HTML Tutorial; http://www.w3schools.com/html/
w3schools: CSS Tutorial; http://www.w3schools.com/css/
w3schools: JavaScript Tutorial; http://www.w3schools.com/js/
w3schools: PHP 5 Tutorial; http://www.w3schools.com/php/
BASICS OF LAW AND ADMINISTRATION

Lecturer: István Molnár, dr.
Semester: 6
Code: MGI6DoIN
Prerequisite: -, -, - credits
Responsible department: Department of Business and Management Sciences
Responsible instructor: István Molnár, dr.

Course objectives:
The aim of this course is the introduction of the basic institutions of business and technology law through the theoretical principles and practical knowledge of law.

Course content:
Seminars: Practical application of the legal institutions mentioned by the lectures.
Labs: -

Requirements, evaluation, grading:
Active participation at lectures and practical lessons.
During the semester, there will be 2 written exams (tests). It is obligatory to reach the satisfactory level or to write an essay. To reach the satisfactory level, at least 50% of total score of the 2 tests is needed. The student, who does not write the test or does not reach the minimum score, is not allowed to write the exam. Alternatively, a written essay is to be submitted. The examination is a test with multiple choices.

Required and recommended reading:
PRINCIPLES OF BUSINESS LAW; The Association of Business Executives
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

COMPUTER NETWORKS 2

Lecturer: Tamás Kovács, dr.
Semester: 6
Code: MIN6FOIN
Prerequisite: Computer Networks 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Tamás Kovács, dr.

Course objectives:
This course introduces students to the details of computer networking and gives an overview on typical network configuration tasks in the 2nd and 3rd layers.

Course content:

Seminars: -

Labs: The basic architecture of a switch and the Internetworking Operational System. Layer 2 configuration tasks: setting autonegotiation, speed and duplexity properties; configuring the MAC Address Table and Port Security; configuring the VLAN system and the VTP; configuring the STP, saving and reloading configurations. Layer 3 configuration tasks: IP configuration of router interfaces, setting static routes; configuring RIP and OSPF routers.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
At the end of the course students have a written test consisting of questions on the material of the lectures and the labs.

Required and recommended reading:
DEVELOPING MOBILE APPLICATIONS A

Lecturer: Kálmán Bolla, dr.
Semester: 6
Code: MIN6R5IN
Prerequisite: -, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Kálmán Bolla, dr.

Course objectives:
The aim of this course is the introduction of the concept of Windows Phone and Universal Windows application development.

Course content:
Seminars: -
Labs: Installing the Windows Phone and Universal Windows Application SDK and the developer environment. Introducing the windows application component, implementing the first application. Designing User Interface (UI), portrait and landscape view, list view, complex views. Data sharing and communication among components. Accessing local database. GPS sensor and map views.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application working in teams of three or four (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
Rahat Yasir & Shariful Islam Nibir: Windows Phone 8.1 Complete Solution; 2014
http://www.c-sharpcorner.com/ebooks/windows-phone-81-complete-solution
Universal Windows Application development; https://dev.windows.com/en-us/design
DIGITAL SIGNAL PROCESSING

Lecturer: István Pintér, dr.
Semester: 6
Code: MAI6DoIN
Prerequisite: Calculus 2, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: István Pintér, dr.

Course objectives:
The aims of this course are to introduce the basic concepts and algorithms of digital signal processing and architecture of digital signal processors.

Course content:
Lectures: Continuous-time systems, sampling/quantization/coding, discrete-time systems, linear and circular convolution, frequency characteristic of discrete-time systems, DFT, FFT, discrete orthogonal transforms, digital filters, signal generation algorithms, selected applications: correlation/ spectral estimation/ re-sampling, ISA of fixed-point and floating-point DSPs.
Seminars: -
Labs: In the course of the lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes.
The final examination mark will be given after the course in a written examination.

Required and recommended reading:
ELECTRONICS

Lecturer: Norbert Csík, dr.
Semester: 6
Code: MEK6H3IN
Prerequisite: Signals ans Systems, -, 100 credits
Responsible department: Department of Vehicle Technology
Responsible instructor: Bence Csák, dr.

Course objectives:
Introduction to practical application of semiconductors in circuits, describing the operation, specific parameters and limitations.

Course content:
Seminars: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes.
Oral exam is expected, which is preceded by a short written test. The oral exam may be replaced by a pre-exam, which is available with two written exams during the semester. In this case the average result of the exams must be higher than 61 %.

Required and recommended reading:
Ronald Quan: Electronics From The Ground Up; McGraw-Hill Education, New Zeland
GAME DEVELOPMENT

Lecturer: Tamás Kovács, dr.
Semester: 6
Code: MIN703IN
Prerequisite: Introduction to Artificial Intelligence, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Kálmán Bolla, dr.

Course objectives:
The aim of this course is the introduction of the concept of game development.

Course content:

Seminars: -

Labs: Acquiring the integrated development environment (IDE) usage. Creating a basic one-agent 2D game. 2D game animations in practise. Multi-agent 2D game fundamentals. Implementing the outlined algorithms of lectures. Handling the 3D graphical tools, geometrical modelling, textures, animations. Basic 3D game architecture implementation.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application in the final lab (50%). They also have a written test from the material of the lectures (50%).

Required and recommended reading:
Reid Perkins-Buzo: Unity 2D Tutorial; http://www.lumen-media.org/Sites/game_tutorials/Unity_2D_game_tutorial.pdf
INDUSTRIAL IMAGE PROCESSING

Lecturer: Zoltán Megyesi dr.
Semester: 6
Code: MAI6B0IN
Prerequisite: Calculus 2, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Zoltán Megyesi, dr.

Course objectives:
The aim of this course is the introduction to Image Processing and Computer Vision funda-
mentals with special focus on industrial applications.

Course content:
Lectures: Image processing terminology, tasks, tools, problems, connected scientific fields
and applications; The image processing data flow; Projection models; Parts of the camera;
Color models; Histogram; Intensity Transforms: contrast stretching, slicing, gamma correc-
tion, histogram equalization; Neighborhood operations, correlation and convolution; Low
pass filters, smoothing: Box, Gauss, median filter; High pass filters: Laplace filter, sharpen-
ing; Laplacian and Gaussian Pyramids, filter optimization; Edge detection: intensity gradi-
ent, edge detection masks, Zero-Crossing Operator, Canny edge detector; Corner detection in
images: KLT and Harris corner detectors; Template matching; Intensity based segmentation:
Thresholding, Otsu and Gauss methods; Region based segmentation: region growing, split
and merge; Binary image processing: basics, medial axis, distance transform, thinning, ske-
leton; Binary Morphology: erosion, dilation, opening, closing, hit-miss; 2D shape analysis:
basics, shape description, area and contour based descriptors; Complex computer vision task
examples: 3D reconstruction.
Seminars: -
Labs: Measurement with DVT cameras: edge counting, understanding pixel histograms, shape
recognition, static and dynamic scaling, mathematical tools, blob detection; Measurements
with NI cameras: edge counting, object recognition, coordinate systems, LabView integration;
Measurements with COGNEX cameras: programming in spreadsheet mode.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at labora-
tory classes.
Oral exam.

Required and recommended reading:
M. Sonka, V. Hlavac & R. Boyle: Image Processing, Analysis, and Machine Vision; 3rd edition,
CL Engineering, March 19, 2007
L. G. Shapiro & G. C. Stochman: Computer Vision; Prentice Hall, 2001
R. C. Gonzalez & R. E. Woods: Digital Image Processing; 3rd edition Prentice Hall, August 31,
2007
INDUSTRIAL INFORMATION SYSTEMS

Lecturer: István Pintér, dr.
Semester: 6
Code: MAI6CoIN
Prerequisite: Signals ans Systems, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: István Pintér, dr.

Course objectives:
The aim of this course is the introduction of the different industrial system. Organising the communication between machines, PLC-s, robots, SCADA, and HMI SCADA units. Communication protocols. Programming the data acquisition systems, and supervisory tasks.

Course content:
Seminars: -
Labs: Workstation programming by SCADA and HMI SCADA. Program developing for material handling technology. Collaboration with machine vision. Building the data acquisition and supervisory task with SIEMENS S1200 PLC workstation. Using communication systems.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.

Required and recommended reading:
Ian G. Warnock: Programmable Controllers Operation and Application; Prentice Hall International, 1988
SIEMENS: Industrial Communications Catalog; 2002
4. Courses of the Computer Science Engineering Programme

INTELLIGENT SYSTEMS

Lecturer: Zoltán Megyesi, dr.
Semester: 6
Code: MAI6AoIN
Prerequisite: Mathematics for Computer Science 2, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Zoltán Megyesi, dr.

Course objectives:
The aims of this course are to introduce the basic concepts of machine learning and artificial
neural networks from the point of view of engineering applications.

Course content:
Lectures: Problems of pattern classification, typical system structure, feature extraction by
dimensionality reduction, KLT/PCA, linear discriminant functions, NN- and k-NN meth-
ods, Bayes-classifier, unsupervised learning/clustering, basic concepts of artificial neural
networks, Rosenblatt-perceptron, adaline, MLP, RBF networks, SVM, SOM/LVQ, associative
memories.
Seminars: -
Labs: In the course of the lab classes the students will learn how to utilize in practice the
knowledge acquired during the lessons.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes.
The final examination mark will be given after the course in a written examination.

Required and recommended reading:
S. Haykin: Neural Networks and Learning Machines; 3rd edition, Pearson Prentice Hall, 2009,
IT PROJECT

Lecturer: Edit Gurka Dezsőné Csizmás
Semester: 6
Code: MIN6Q5IN
Prerequisite: -, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Kálmán Bolla, dr.

Course objectives:
The aim of the IT project is to enhance the team work skills of students as well as to deepen and broaden the understanding of IT methods and technologies.

Course content:
Lectures: -
Seminars: -
Labs: The students work on a complex problem. Typical assignments are related to software development or network configuration problems depending on the specialisation of the students.

Requirements, evaluation, grading:
Continuous teamwork aiming at the completion of the project assignment.
The students have to submit and present a final report and a developed product/service. The way they solved the assignment and the quality of the documentation also count at the final evaluation.

Required and recommended reading:
The instructor may recommend special literature related to the given assignment.
JAVA APPLICATIONS

Lecturer: Alvarez Gil Rafael Pedro, dr.
Semester: 6
Code: MIN6KoIN
Prerequisite: Programming Paradigms and Techniques, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Alvarez Gil Rafael Pedro, dr.

Course objectives:
The aim of the course is to introduce the students to the most important tools, which are provided by the Java development environment, particularly with regard to the network and mobile communications devices. By the end of the course the students should be able to create simple graphics and networking applications using the Java Development Kit (JDK).

Course content:
Seminars: -
Labs: In the course of the lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Participation at lectures and laboratory classes. The complementation of the classes’ contents at home from the recommended bibliographical sources. Solving tasks on the computer at home in addition to the laboratory sessions. Exams in classes and individual homework.

Required and recommended reading:
4. Courses of the Computer Science Engineering Programme

MICROCONTROLLERS AND MICROELECTRONIC CIRCUITS

Lecturer: Rajmund Drenyovszki
Semester: 6
Code: MEK6I0IN
Prerequisite: Introduction to Microprocessor Systems, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Lóránt Kovács, dr.

Course objectives:
The aim of this course is the introduction of the concept of visual software development through learning a RAD IDE and using a high level object oriented language.

Course content:

Seminars: -


Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
Optimization Methods

Lecturer: Csaba Fábián, dr.
Semester: 6
Code: MMF6A0IN
Prerequisite: Calculus 1, -, 100 credits
Responsible department: Department of Science and Engineering
Responsible instructor: Csaba Fábián, dr.

Course objectives:
Students get acquainted with optimization models and solution methods.

Course content:
Seminars: follow the course of lectures.
Labs: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes.
Students are expected to complete assignments and prepare presentations.

Required and recommended reading:
WEB PROGRAMMING 2

Lecturer: Alvarez Gil Rafael Pedro, dr.
Semester: 6
Code: MIN6JoIN
Prerequisite: Web Programming 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Alvarez Gil Rafael Pedro, dr.

Course objectives:
The aim of the course is the introduction of the standards, methods and tools of the modern web applications development.

Course content:
Seminars: -
Labs: In the course of the lab classes the students will learn how to utilize in practice the knowledge acquired during the lessons.

Requirements, evaluation, grading:
Participation at lectures and laboratory classes. The complementation of the classes’ contents at home from the recommended bibliographical sources. Solving tasks on the computer at home in addition to the laboratory sessions.
Exams in classes and an individual home assignment.

Required and recommended reading:
jQuery write less, do more; http://jquery.com
Bootstrap; http://getbootstrap.com
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

WINDOWS NETWORK ADMINISTRATION

Lecturer: Zsolt Csaba Johanyák, dr.
Semester: 6
Code: MIN6E0IN
Prerequisite: Computer Networks 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Zsolt Csaba Johanyák, dr.

Course objectives:
The primary objective of this course is to introduce students to the fundamental concepts of software deployment, configuration, network administration, and daily usage of Windows based systems.

Course content:
Seminars: -
Labs: Complete design of virtual enterprise network environment. DHCP, DNS, Domain Base Network – Active Directory, Group Policy, Network Shares, DFS, IIS.

Requirements, evaluation, grading:
Configuration of a domain -based enterprise network environment.
The grade of the students (term mark) will be given based on the percentage (mark) achieved by the three assignments conform to the Studies and Exams Code. Passing level: 50%.

Required and recommended reading:
The Windows 2012 R2 Server software is available in the computer laboratory.
Orin Thomas : Training Guide Administering Windows Server; 2012, R2 MCSA
KimSpilker: Introducing Windows Server; 2012, R2 (Free ebook)
APPLICATION DEVELOPMENT USING WEB TECHNOLOGIES

Lecturer: Kálmán Bolla, dr.
Semester: 7
Code: MIN7P5IN
Prerequisite: Web Programming 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Zsolt Csaba Johanyák, dr.

Course objectives:
The aim of this course is the introduction of the concept of application development with web technologies.

Course content:
Seminars: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes. Students develop an application in the final lab (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
DEVELOPING MOBILE APPLICATIONS B

Lecturer: Kálmán Bolla, dr.
Semester: 7
Code: MIN7Q5IN
Prerequisite: Java Applications, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Kálmán Bolla, dr.

Course objectives:
The aim of this course is the introduction of the concept of Android application development.

Course content:
Seminars: -
Labs: Installing the Android SDK and the developer environment. Java programming basics. Implementing Android components. Designing User Interface (UI), portrait and landscape view, list view. Intent and communication among components. Accessing SQLite database. GPS sensor and map views.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students develop an application working in teams of three or four (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
Android development; http://developer.android.com/index.html
DEVELOPING NETWORK APPLICATIONS

Lecturer: Tamás Kovács, dr.
Semester: 7
Code: MIN7LoIN
Prerequisite: -, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Tamás Kovács, dr.

Course objectives:
This course introduces students to the object oriented programming tools related to computer networks in the Application and the Traffic Layer.

Course content:

Seminars: -

Labs: Using the .NET/C# IDE tools for Dns and reverse Dns processes, initiating Http requests and accepting Http responses. Using the Regex tool for data mining. Sending and accepting Cookies. Writing synchronous and asynchronous applications for TCP communication. Writing broadcasting applications. Writing simple WCF applications.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
At the end of the course students have a written test consisting of questions on the material of the lectures and the labs.

Required and recommended reading:
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

DEVELOPMENT OF MICROCONTROLLER BASED SYSTEMS

Lecturer: Norbert Csík, dr.
Semester: 7
Code: MEK7BoIN
Prerequisite: Introduction to Microprocessor Systems, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Norbert Csík, dr.

Course objectives:
The aim of this course is the introduction of the concept of microcontroller based software development through learning an useful IDE and using C-language.

Course content:
Lectures: Introduction to microcontrollers. 8, 16 and 32 bits microcontrollers. Introduction to structure of microcontrollers. Special peripherals and unique parts of microcontrollers. Timers and Watchdog timers. A/D and D/A conversion. PWM signal and its using to control DC motor and RGB LEDs. Introduction to special communication protocols and interfaces. Interrupts and its handling. LCD, GLCD and TFT displays. Wireless communications with microcontrollers.
Seminars: -

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes. Students develop an application in C-language to control a microcontroller based system (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS 2

Lecturer: Csaba Fábián, dr.
Semester: 7
Code: MIN7Jo1N
Prerequisite: Enterprise Resource Planning (ERP) Systems 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Csaba Fábián, dr.

Course objectives:
Students get acquainted with enterprise planning and decision support, and with the role information systems play in them.

Course content:
Seminars: -
Labs: Formulation and solution of enterprise recourse planning problems using a modelling system. Simulation of supply chains using a game (beergame, University of Houston). Overview of SAP BusinessOne, AIMMS and other products.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Students are expected to complete assignments and prepare presentations.
Assignment: 30%, presentation: 30%, exam paper: 40%.

Required and recommended reading:
INDUSTRIAL ROBOTICS 2

Lecturer: János Kósa, dr.
Semester: 7
Code: MAI7AoIN
Prerequisite: Industrial Robotics 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: János Kósa, dr.

Course objectives:
The aim of this course is the development of high level robot programming, and robot applications as painting, welding, pick-and-place, assembly robots.

Course content:

Seminars: -

Labs: ABB workstation programming. RAPID program language practical training. Teach-in programming. Program development of material handling technology. Collaboration with visual systems. Use of communication systems.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes.
Solving exercises and tasks at laboratory classes.

Required and recommended reading:
LINUX NETWORK ADMINISTRATION

Lecturer: Zsolt Csaba Johanyák, dr.
Semester: 7
Code: MIN7K0IN
Prerequisite: Computer Networks 1, -, 100 credits
Responsible department: Department of Information Technology
Responsible instructor: Zsolt Csaba Johanyák, dr.

Course objectives:
The primary objective of this course is to introduce students to the fundamental concepts of software deployment, configuration, network administration, and daily usage of Ubuntu Linux based systems.

Course content:
Seminars: -
Labs: Installing Ubuntu Server and Desktop in virtual environment. Creating and configuring virtual machines. TCP/IP configuration from command line and from GUI. DHCP and DNS server configuration. Samba 4 server configuration as domain controller and as file server. Zentyal server configuration. Complex network configuration.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes.
Students configure a complex network of virtual machines (60%). They also have a written test from the material of the lectures (40%).

Required and recommended reading:
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

MANAGEMENT

Lecturer: Éva Karcsics, dr.
Semester: 7
Code: MSZ7AoIN
Prerequisite: -, -, - credits
Responsible department: Department of Business and Management Sciences
Responsible instructor: Tibor Ferenczy, dr.

Course objectives:
The aim of the subject is to teach the students about the basics of organizations.

Course content:
Seminars: The topics of the lectures are discussed in details. Oral presentations related to the lecture topics.
Labs: -

Requirements, evaluation, grading:
Participation at lectures and seminars. Activity in the lessons. One written exam based on the topics of the subject. Lesson activity.

Required and recommended reading:
MANDATORY INTERNSHIP

Lecturer: Edit Gurka Dezsőné Csizmás
Semester: 7
Code: MIN7DoIN
Prerequisite: -, -, 165 credits
Responsible department: Department of Information Technology
Responsible instructor: Róbert Pap-Szigeti, dr.

Course objectives:
The aim of the internship is the application of acquired skills and knowledge in a real workplace environment. The students can deepen their practical knowledge and take part in solving practical tasks.

Course content:
Lectures: -
Seminars: Students have to complete a project given by the workplace and led by a workplace leader. The project may be an individual or a team project. It is necessary to hand in a report and the documentation as the completion of the task.
Labs: -

Requirements, evaluation, grading:
Active participation in the workplace project. Students have to hand in a report with a prescribed extent, structure and format.
The report and the workplace project will be assessed by the department according to prescribed criteria, based on the assessment of the workplace.

Required and recommended reading:
The literature provided earlier for courses and additional professional articles as well as documentation given by the workplace.
4. COURSES OF THE COMPUTER SCIENCE ENGINEERING PROGRAMME

THESIS

Lecturer: Edit Gurka Dezsőné Csizmás  
Semester: 7  
Code: MIN7AoIN  
Prerequisite: -, -, 180 credits  
Responsible department: Department of Information Technology  
Responsible instructor: Róbert Pap-Szigeti, dr.

Course objectives:
The aim of this course is the application and summary of theoretical and practical knowledge acquired at the college. By their thesis, the students prove that they can solve a complex engineering task.

Course content:  
Lectures: -  
Seminars: Students have to solve a practical engineering task that is appropriate to the aims of specialization. Their work is supported by consultants from the college and/or the firm.  
Labs: -

Requirements, evaluation, grading:  
Students have to hand in a documentation with a prescribed extent, structure and format before the submission deadline.  
The thesis will be reviewed by an independent referee and the department according to prescribed criteria.

Required and recommended reading:  
The literature provided earlier for courses and additional professional articles.  
The reigning Dean’s instruction on making a thesis.
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

1st semester
Common part of the programmes: Business Mathematics 1, Information Science 1, Economics 1, Fundamentals of Law, Economic History, Sociology, Philosophy, Psychology, Environmental Economics, Introduction to Business Language 1, Physical Education 1

BUSINESS MATHEMATICS 1.

Lecturer: Mártá Madaras, PhD
Semester: 1
Code: SZFNSGE001A
Responsible department: Department of Technical, Agricultural and Economic Analysis
Responsible instructor: Mártá Madaras, PhD

Course objectives: The course aims to give an introduction to the tools of Analysis and closely related topics such as continuity, differentiability and integration. We will show the power and usefulness of the calculus in economics and business applications. By successful completing this course, students will obtain a working knowledge of calculus as well as an awareness of its important applications in today’s business life.

Course content: This course is a standard calculus course for business students. The topics are studied in the context of real numbers and their functions. It is treating standard one-variable calculus and its applications for business students, and an introduction to two variable functions. Topics include infinite sequence, set theory, relations and functions, limits, continuity, the derivative, methods of finding derivatives, applications of derivatives, the integral, methods of integration, and applications of integration. Two variable functions topics include partial derivatives and finding local extrema.

Requirements, evaluation, grading: There will be one hour of lecture and two hours of seminars in a week. The theory will be delivered and elaborated in interactive lectures, students will need to work through each unit and all of its assigned materials. The seminars will be very practice oriented. We will focus on problem solving in real-life situations. Active seminar participation and regular homework is expected. Assessment for teaching programme will be based on classroom work, test papers and the final exam. Grades will be given as: class contribution 10%, test papers: 2×20%=40%, final exam: 50%.

Required and recommended reading:

Handouts

1 Course contents and especially topics covered during the seminars of the common courses in the four business programmes may differ from each other according to the major focus of the selected programmes.
INFORMATION SCIENCE 1

Lecturer: Ildikó Miskolczi, PhD, Zsolt János Viharos, PhD
Semester: 1
Code: NSGE 006A
Responsible department: Department of Technology, Agriculture and Economic Analysis
Responsible instructor: Ildikó Miskolczi, PhD

Course objectives:
During the course we aim to prepare students for the effective practical use of computers on an up-to-date level of information technology. Furthermore, students study a general introduction to the IT infrastructure of enterprises, and the typical applications of firms.

Course content:

Requirements, evaluation, grading:
Active participation at laboratory classes. Solving exercises and tasks at laboratory classes. In order to get their final grade, students have to complete an assessment containing both theoretical and practical tasks.

Required and recommended reading:
http://office.microsoft.com
http://www.sharepointdesigncenter.com
http://sharepoint-tutorial.net
ECONOMICS 1.

Lecturer: Zsolt Szakács, PhD, István Ábel, PhD
Semester: 1
Code: SZFNSKP018A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Rózsa Nagy, PhD

Course objectives:
As a science, economics provides a rigorous framework in which to organize observed economic phenomena so that we may come to some understanding of the world about us. The economy is a complex relationship of variables and behaviour. Consequently, precision of language is necessary for the comprehension of economic relationships. The discipline of economics requires clear logic and clear thinking and promotes those qualities in those who study the subject.

Course content:
Microeconomics is the study of rational choice behaviour on the part of individual consumers and firms. In general, economists are interested in how market mechanisms solve extremely complex resource allocation problems. This course is designed to present a logical and coherent framework in which to organize observed economic phenomena. Several economic “models” are developed and analysed in order to help explain and predict a wide variety of economic (and sometimes, seemingly non-economic) phenomena. Microeconomic theory is based on the notion that individuals (and firms) have well defined objectives (e.g., maximizing utility or profits) and behave systematically according to the incentives and constraints of their economic environment. It is this framework, which allows the economist to gain a fundamental understanding of the human puzzle in an economic setting.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Handouts and lecture notes by lecturer
(The necessary chapters are listed in syllabus.)
FUNDAMENTALS OF LAW

Lecturer: Eszter Bakos-Pándi, PhD
Semester: 1
Code: SZFNSKPM0061A
Responsible department: Department of Economic, Finance and Management
Responsible instructor: Eszter Bakos-Pándi, PhD

Course objectives:
The aim of teaching the Fundamentals of Law is to convey basic legal and general knowledge which is needed for the study of professional subjects in the narrower sense and which is inevitable in our everyday life. In this way, the Fundamentals of Law familiarizes basic legal knowledge and defines fundamental legal concepts. Furthermore, students will be provided with Civil Law knowledge on the basis of Act V of 2013 on Civil Code. Special emphasis will be placed on the “Man as a subject at law”, „Rights to relating personality”, “Rights in Rem” and “Law of obligations”.

Course content:
First of all, the following fundamental concepts and issues will be defined and presented: concept of law and the major law families, structure of legal system, separation of power, Hungarian legislative bodies and the legal sources in Hungary. Taking into the new Hungarian Civil Code into consideration, the next topics will be focused on the lectures: legal capacity and legal competence, rights relating to personality, possession, ownership rights, limited rights in rem, common provisions relating to obligations, general provisions on contracts, contractual system of the Civil Code (title-transfer contract, contracts for professional services, engagement-type contracts, licensing contracts, deposit agreement, distribution contract and license (franchise) contract, credit and account agreements, insurance contracts, maintenance agreement and life-annuity contracts, civil law partnership agreement, civil partnership) and the express contracts, finally the non-contractual liability for damages.

Requirements, evaluation, grading:
Lectures on the Fundamentals of Law will focus on fundamental legal concepts and knowledge, furthermore basic Civil Law regulation of “Man as a subject at law”, „Rights to relating personality”, “Rights in Rem” and “Law of obligations”. We will rely on students’ everyday experience related to the “Law”. Legal cases analysed on lectures will provide real life experience and will help the use of theoretical knowledge in practice.
The evaluation will be based on the final written exam the grading of which is the following: 0-50%: fail, 51-60%: sufficient, 61-75%: satisfactory, 76-90%: good and 91-100%: excellent.

Required and recommended reading:
Act V of 2013 on the Civil Code; Books One and Two, Books Five and Six (their Sections expressly marked on the lectures)
ECONOMIC HISTORY

Lecturer: Róbert Bagdi, PhD, Róbert Rigó, PhD
Semester: 1
Code: SZFNSTT002A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Tamás Fülöp, PhD

Course objectives:
Covering the entire historical period from Palaeolithic Times to the present, the course aims to familiarize students with different systems of economy and economic thought and their success or failure under the given historical circumstances. The diversity of social and economic development in different parts of the world and their possible causes are given special emphasis. The course also tries to furnish students with a solid base for a complex understanding of the economic, social and political forces in action today and the limits and threats of growth.

Course content:
The course is primarily based on Rondo Cameron & Larry Neal’s A Concise Economic History of the World used as a course book. For its immense source of statistical data, Angus Maddison’s The World Economy in a Millennial Perspective is recommended as indicative reading. Last year’s experience has shown that – following chronological order and the structure of the book – a fine selection within each chapter and good working pace is needed to reach our age by the end of the semester.

Introduction: Economic history & economic development
Economic development in Ancient Times
Medieval Europe
Non-Western Economies in the Middle Ages
Europe’s second logistics
Economic nationalism & imperialism
The dawn of modern industry
Economic development in the 19th century
Patterns of development in the 19th century: the early industrializers
Patterns of development: latecomers & no-shows
The growth of the world economy
Overview of the word economy at the dawn of the 20th century
International economic disintegration

Requirements, evaluation, grading:
examination

Required and recommended reading:
Rondo Cameron & Larry Neal: A Concise Economic History of the World; OUP, 2003
Angus Maddison: The World Economy in a Millennial Perspective; OECD Publications, 2005
http://www.j-bradford-delong.net/articles_of_the_month/maddison-millennial.html
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

SOCIOMETRY

Lecturer: Edina Molnár, PhD
Semester: 1
Code: SZFNSTT003A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Edina Molnár, PhD

Course objectives:
The main aim of the course is to Introduce students to sociology’s essential concepts and theoretical perspectives in a coordinated and integrated way, to show the power, vitality, relevance, and versatility of sociological concepts and theories for framing and explaining a variety of social phenomena and issues, demonstrating that sociological concepts and theories are not merely ‘definitions’ but rather tools that can organize information, guide the way ideas are presented, and direct and clarify thinking about a broad range of topics.

Course content:

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
5. Grouping of the Business Programmes’ Courses

Philosophy

Lecturer: Edina Molnár, PhD
Semester: 1
Code: SZFNSTT004A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Endre Béla Huff, PhD

Course objectives:
The course furnishes students with an important area of general knowledge expected of any young intellectual. A further aim is to familiarise them with the particular features of European philosophy, the special roots of our European ethos. Europe and European values cannot be understood without a fair knowledge of non-European traditions from which it has always drawn and to which it has compared itself. This issue has gained special importance these days when European values, as EU values, have become the target of debate. Consequently, the course can also be interpreted as a historical treatise of philosophy investigating the philosophical roots of the EU.

Course content:

Requirements, evaluation, grading: Examination.

Required and recommended reading:
Anthony Kenny: An Illustrated Brief History Western Philosophy; Blackwell Publ., Malden, 2006; Julian Baggini: The Pig that Wants to be Eaten; Granta, London, 2005; Bertrand Russell: History of Western Philosophy; 1946, repr. Routledge, Abingdon, Oxon, 2004; Bertrand Russell: The Problems of Philosophy; 1912; www.ditext.com/russell/russell.html
5. Grouping of the Business Programmes’ Courses

PSYCHOLOGY

Lecturer: Edina Molnár, PhD
Semester: 1
Code: SZFNSTTT0041A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Edina Molnár, PhD

Course objectives:
The aim of this course unit is to increase the understanding of human behaviour by means of presentations of relevant psychological theory and research findings. Applications of basic concepts throughout Lahey’s book help students retain what they learn by demonstrating psychology’s relevance to their own lives.

Course content:

Requirements, evaluation, grading:
Delivery of the material is mainly via lectures. Students’ coursework will be tested by asking them to write home assignments on previously agreed topics related to the course material. Students are required to collect information, analyse situations at home and at the lessons in small groups.
There are two home assignments: to collect and explain the psychological terms during the semester week by week, to make a presentation on different (agreed) topic.
The assessment will be based on classroom work (20%), home assignments (20%) and a final oral exam (60%).

Required and recommended reading:
ENVIRONMENTAL ECONOMICS

Lecturer: Attila Szabó, PhD, Zsuzsanna Deák, PhD
Semester: 1
Code: SZFNSKR012A
Responsible department: Department of Commerce, Marketing & International Business
Responsible instructor: Attila Szabó, PhD

Course objectives:
The goal of this course is to provide an introduction to environmental issues as well as environmental economics. The sessions give emphasis to science and multidisciplinary background with economics aspects.

Course content:
Basics of environmental economics.
Valuing the environment - basic rules, definitions.
Environment and economics (property rights).
Externalities.
Pollutions, environmental problems - Economics of pollution control. Trade-pollution-environment.
Valuing the environment – methods.
Sustainability: ecological, economic and social sustainability.
Ecological economics, environmental economics, sustainable agriculture.
Measuring economic welfare and environmental quality.
Question of measurement of development.
Sustainable growth - blue economy.
Visions of the future.
Natural resources.

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
D. Chapman: Environmental economics; Addison-Wesley, 2000
T. Tietenberg: Environmental and Natural Resource Economics; Addison-Wesley, 2000
INTRODUCTION TO BUSINESS LANGUAGE 1

Lecturer: Stefan Mommertz, PhD, Veronika Szinger, PhD, Éva Újlakyné Szűcs, PhD
Semester: 1
Code: SZFNSNY001X
Responsible department: Department of Foreign Languages
Responsible instructor: Stefan Mommertz, PhD

Course objectives:
The course aims to improve students’ vocabulary in the terminology of economic sciences and general business language, as well as their communicative and listening comprehension skills in English.

Course content:
By covering the major areas of everyday business activities presented and discussed in the Intermediate Intelligent Business Skills Book, students will ultimately be preparing for the discussion topics and role play tasks of the LCCI EFB examination. The development of business writing skills will also be dealt with through the Writing Tasks of the course book while due emphasis will be given to developing students’ reading comprehension and translation skills of fresh business articles selected from international business news media.

Requirements, evaluation, grading:
Regular homework will be given for every lesson including different course-book reading and writing tasks supplemented with fresh news articles taken from business journals and magazines. Students will also write a mid-term and an end-term test summarizing the course material covered in the preceding period. Classroom contribution (20%), the standard of home assignments (20%) and the score of the two tests (30% each) will determine the final ‘term mark’ for the students.

Required and recommended reading:
Christine Johnson: Intelligent Business Skills Book (Intermediate); Pearson Education Limited, Harlow, 2005
Selected articles from The IHT, WSJ, Economist & Financial Times online versions
PHYSICAL EDUCATION 1

Lecturer: Erzsébet Csoma
Semester: 1
Code: MTS1A01N
Prerequisite: -, -, - credits
Responsible department: Department of Physical Education and Sport Centre
Responsible instructor: Erzsébet Csoma

Course objectives:
Healthy way of life, besides studying active recreation, exercises and relaxation.

Course content:
Lectures: -
Seminars: Getting to know the students’ skills. Testing, athletics, physical strength. Ball games (basketball, football, volleyball).
Labs: -

Requirements, evaluation, grading:
Active and regular participation in the lessons. Doing their best at performance tests. 61 points minimum requirement in attendance and at Fit-test for signature.
Signature if students acquired minimum 61 points in the Fit-test.

Required and recommended reading:
Sports manuals, books. World famous Hungarian sportsmen’s lives and results.
Additional courses in Business Programmes: Study and Research Skills, Mid-term internship 1, Business Economics

STUDY AND RESEARCH SKILLS²

Lecturer: Gabriella Hima, DSc; László Kacsirek, CSc
Semester: 1
Code: NSNG003A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Endre Béla Huff, PhD

Course objectives:
The aim of the course is to lay down the basis of a number of employability skills and study and research skills you will need during your university studies and to help you build a culture and need to develop your own skills. It is an aim to prepare you for studying in higher education, to plan your semesters efficiently, to write essays and to work in a group efficiently.

Course content:
Studying in higher education requires very much different methodology and skills than in secondary school. You will have to lay a much larger emphasis on analytical thinking, creative learning, problem solving and skills development. Students often think that employers’ priority when hiring new staff is the knowledge of the candidate. Knowledge is important, and companies presume that job seekers have a good qualification and knowledge in their specific area of studies. Human resource managers are looking for a number of skills during job interviews and entry tests when they recruit new employees. These skills are wide-ranging and include the skill of applying the knowledge of their special area of studies, but also problem solving, language, presentation, report writing, leadership, decision-making, learning, team working and other skills. This course helps you to start to develop your employability skills and to acquire the study and research skills you will need during your university studies. You will learn step-by-step how to construct an essay. You will learn how to decide on a topic, to look for the right sources, how to work with sources, referencing, drafting, efficient writing and editing. Methodologies of group work, including the complex brainstorming techniques will be practiced and you will receive ideas of how to manage your time well. In this course you will acquire the basic skills that you will develop in other courses, “learning by doing”.

Requirements, evaluation, grading:
Class participation 30%, Essay draft: 25%, Essay 45%

Required and recommended reading:
Sue Drew & Rosie Bingham: The Student Skills Guide; Learning and Teaching Institute, Sheffield Hallam University, Gower Publishing Ltd, 2001
MID-TERM INTERNSHIP 1

Lecturer: Csilla Rimóczi - Kalmár
Semester: 1
Code: SZFNSTUGYO1
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Csilla Rimóczi – Kalmár

Course objectives:
Midterm internship enhances the basics of catering in practice. It shows the work in the kitchen from buying the raw material to the end of cooking; on the other hand, it teaches how producing methods are connected to selling. Other topic could be using hygiene and HACCP in practice.
Students will get to know the managing of a hotel, selling, the work of housekeeping, and the organisation and the administrative work of a hotel.

Course content:
Different parts of the kitchen, their function in production
The work of the kitchen staff, their operating fields and hierarchy
Kitchen utensils, household gadgets, their operating work fields
Arriving raw materials, their acceptance and their storage conditions
Preparation methods and cooking in the kitchen
Dishing up, sales, stocking the prepared food
Preparing the restaurant
Doing the washing up, cleaning, using hygienic knowledge
Knowledge of the different parts of a hotel, making categories and their conditions
Work at the reception
The work of the housekeeping, hygiene in a hotel, HACCP
Services of a hotel
Organising breakfasts, the work of a restaurant in a hotel
Key elements of the event organisation

Requirements, evaluation, grading:
Signature.

Required and recommended reading:
BUSINESS ECONOMICS

Lecturer: József Berács, PhD, Zsuzsanna Deák, PhD  
Semester: 1  
Code: GA001  
Responsible department: Agricultural Economics and Rural Development  
Responsible instructor: Zsuzsanna Deák, PhD

Course objectives:  
This course is an introduction to what a business is, how it operates, and how it is managed. Students will identify forms of ownership and the processes used in production and marketing, finance, personnel and management in business operation.

Course content:  
Covers a wide range of topics including corporate governance, accounting, investment analysis, budgeting and business strategy, human resources.  
Seminars:  
Topics include forms of ownership, basic accounting principles (reporting, balance sheet, income statement), financing decisions, logistics, HR, costing and pricing, strategic planning.

Requirements, evaluation, grading:  
There will be two exams, each 50%. Each exam has a theoretical and a calculation part.

Required and recommended reading:  
There is no single textbook for this course, but the following recommended readings are invaluable in gaining better understanding of the subject:  
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

2nd semester


BUSINESS MATHEMATICS 2

Lecturer: Márta Madaras, PhD  
Semester: 2  
Code: SZFNSGEO02A  
Responsible department: Department of Technical, Agricultural and Economic Analysis  
Responsible instructor: Márta Madaras, PhD

Course objectives: This course is designed to introduce students to various topics in probability and uncertainty that they will encounter in economic theory. It usually poses problems in business management that most decisions need to be taken in the light of incomplete information. The techniques described in this subject enable structures to be built up which help management to alleviate this problem. Probability can be thought of as the ability to attach limits to areas of uncertainty. This is a mechanism by which students may study random or chance occurrences as compared to deterministic phenomena. So the overall purpose of the course is that the students should be well acquainted with basic concepts in probability theory.

Course content: In this course, students will learn the basic terminology and concepts of probability theory. Topics of the subject include the following: the methods of counting, axioms of probability, conditional probability, Bayes theorem, random variables, distribution functions, density functions, expected values, the most important discrete distributions, and continuous probability distributions, Markov’s and Chebyshev’s inequalities, the law of large numbers, and the central limit theorem, joint distribution for two variables, covariance, correlation, independence. The concepts are illustrated with current examples from the economics literature. Exercises are designed to encourage the student to begin thinking about probability and uncertainty within a theoretical economics context.

Requirements, evaluation, grading:  
There will be one hour of lecture and two hours of seminars in a week. The theory will be delivered and elaborated in interactive lectures. In order to complete this course, students will need to work through each unit and all of its assigned materials. The seminars will be very practice oriented. Active seminar participation and regular homework are expected from students. Assessment for teaching programme will be based on classroom work, two test-papers and the final exam. Grades will be given according to the following patterns: class contribution 10%, test papers: 2×20%=40%, final exam: 50%.

Required and recommended reading:  
Zsuzsa Libor dr.: Business Mathematics II; Szolnok University College, 2008  
R. Durrett: Elementary probability for applications; Cambridge University Press, 2009  
G. Grimmett & D. Stirzaker: Probability and random processes; Oxford University Press, 2001  
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

STATISTICS 1

Lecturer: Tamás Novák, PhD, József Kárpáti, PhD
Semester: 2
Code: SZFNSGE012A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Péter Dudás, PhD

Course objectives:
The purpose of the course in Statistics I is to introduce students to the major concepts and tools for collecting and analysing data. Students study to represent and use statistical data in graphical, diagrammatic and tabular forms, interpret statistical statements, calculations and diagrams, perform statistical calculations accurately and acquire knowledge of elementary ideas in probability.

Course content:
A statistical method can be described as the selection, collection and organisation of basic facts into meaningful data, and then the summarizing, presentation and analysis of data into useful information. The gap between facts as they are recorded and the provision of useful information for management is bridged by statistical method. Management generally requires summarized values which represent large areas under their control, rather than detailed figures describing individual instances which may be atypical.

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Fred Caswell: Success in Statistics; John Murray Ltd, 1993
Larry J. Stephens: Engineering Statistics Demystified; Mc Graw Hill, 2006 (available in the library of Szolnok College)
Larry J. Stephens: Advanced Statistics Demystified; Mc Graw Hill, 2004 (available in the library of Szolnok College)
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

INFORMATION SCIENCE 2

Lecturer: Ildikó Miskolczi, PhD, Zsolt János Viharos, PhD
Semester: 2
Code: NSGE013A
Responsible department: Department of Technology, Agriculture and Economic Analysis
Responsible instructor: Ildikó Miskolczi, PhD

Course objectives:
We aim to make the students understand how to plan and create an effective complex database, how to update it regularly and retrieve useful information from that. We will show some software tools for the students from the DBMS category, so they should identify the similarities and differences, advantages and disadvantages of these computer programs. In the long run, they should be able to make the right decisions concerning enterprise information systems in their future career as a manager.

Course content:

Requirements, evaluation, grading:
Active participation at laboratory classes. Solving exercises and tasks at laboratory classes. In order to get their final grade, students have to complete two assessments containing both theoretical and practical tasks.

Required and recommended reading:
Mark Harmon: Step-By-Step Optimization with Excel Solver - the Excel Statistical Master; 2011, ASIN: B005O2FoFE
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

ECONOMICS 2

Lecturer: Zsolt Szakács, PhD, István Ábel, PhD
Semester: 2
Code: NSKP002A
Responsible department: Department of Technology, Agriculture and Economic Analysis
Responsible instructor: Rózsa Nagy, CSc

Course objectives:
Macroeconomics as a primary science dealing with the economy, lays the foundations of economic thinking, necessary to master the ‘applied’ economic disciplines taught later in the course.

Course content:
Lectures: Students are familiarised with the issues of production, division, consumption and measurement of macroeconomic income. By supposing long-term processes, it presents the concept of aggregate supply, equilibrium of the commodity market and the issue of economic growth. Students are also introduced to the quantitative and Keynesian theory of money and get an analysis of the reasons for inflation and unemployment. By supposing short-term processes, it analyses the reasons for economic fluctuation as well as the behaviour of aggregate supply. Students also gain an insight into the macroeconomic debate about economic policy and the microeconomic background to macroeconomics.
Seminars: teamwork, calculations and debate of the home essay.

Requirements, evaluation, grading:
Active participation at lectures and seminars. Written exam (60%), written home essay (30%) and class contribution (10%).

Required and recommended reading:
James R. Kearl: Principles of Macroeconomics; D. C. Heath and Company, 125 Spring Street Lexington, MA 02173, 1993
FINANCE

Lecturer: Zsolt Szakács, PhD, Zsolt Hajnalka, dr.
Semester: 2
Code: SZFNSKP003A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Vilmos Lakatos, CSc

Course objectives:
The course aims to:
- acquaint students with the types, character, yield and risks of savings and investments as well as the main features of the financial market, its main actors and their activities;
- introduce students to the basic categories of finance, the characteristic features and driving forces in the operation of the international financial system as well as the processes of financial globalisation;
- help the students see how corporate finance and investments fit together as a cohesive whole.

Course content:
This course is designed to provide an overall and comprehensive view of the whole financial system. All the major types of financial instruments and financial institutions present today are discussed, along with how and why the system of money and capital markets is changing.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Journal of Economics and Finance
Journal of Finance
Journal of Financial Markets
Journal of International Financial Markets, Institutions and Money
Journal of Money, Credit and Banking
PHYSICAL EDUCATION 2

Lecturer: Erzsébet Csoma
Semester: 2
Code: MTS2A0IN
Prerequisite: -, -, - credits
Responsible department: Department of Physical Education and Sport Centre
Responsible instructor: Erzsébet Csoma

Course objectives:
The importance of developing stamina, cooperation and regular lifestyle. Using free time in a creative way.

Course content:
Lectures: -
Seminars: Specialized physical education classes (basketball, volleyball, football, swimming, table-tennis, aerobics). Practising the basic activities of sports. Technical and tactical tasks.
Labs: -

Requirements, evaluation, grading:
Active and regular participation in the lessons. Doing their best at performance tests. 2/3 of the classes should be attended.
Active participation. Signature if students acquired minimum 61 points in the Fit-test.

Required and recommended reading:
Manuals for organising sports events, the history of the Olympic Games, results.
ECONOMIC LAW

Lecturer: Eszter Bakos-Pándi, PhD, István Molnár, PhD
Semester: 2
Code: SZFNSKPM0181A
Responsible department: Department of Economic, Finance and Management
Responsible instructor: Eszter Bakos-Pándi, PhD

Course objectives:
Economic Law conveys fundamental Company Law and Labour Law knowledge. The aim of teaching Economic Law is to provide special professional competence for participating in the economic and business life and for performing work activities as employee or employer. This subject familiarizes the legal regulation of Legal Persons – particularly Business Associations – from Civil Law aspects and the employment relationship. Economic Law includes theoretical and practical knowledge as well because both of them are inevitable to casual and professional life.

Course content:
Economic Law familiarizes fundamental Company Law and Labour Law regulation stipulated in the Act V of 2013 on the Civil Code and the Act I of 2012 on the Labour Code. In this way, first of all students will be equipped with the general legal rules of the Legal Persons – rules of their foundation, organizational structure, presentation, safeguards for the lawful operation and dissolution - and Business Associations – their common rules and specific rules of each of them: General Partnerships, Limited Partnerships, Limited Liability Companies and Limited Companies. Secondly, students will be equipped with the fundamental Labour Law knowledge, particularly regulation of parties of employment relationship, employment contract, cessation and termination of employment relationship, working time and rest period, remuneration for work and the employer’s and employee’s liability for damages.

Requirements, evaluation, grading:
Lectures on Economic Law will focus on highly important legal rules of Legal Persons and Business Association; furthermore, of employment relationship. We will rely on students’ previous knowledge about Fundamentals of Law. Legal cases analysed on lectures will provide real life experience and will help use of theoretical knowledge in the practice.
The evaluation will be based on final written exam the grading of which is the following: 0-50%: fail, 51-60%: sufficient, 61-75%: satisfactory, 76-90%: good and 91-100%: excellent.

Required and recommended reading:
Act I of 2012 on the Labor Code;
BUSINESS COMMUNICATION

Lecturer: Gabriella Hima, DSc
Semester: 2
Code: SZFNSTK010A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Edina Molnár, PhD

Course objectives:
The aim of this course is to increase communication knowledge and skills of the students in theory and practice.

Course content:
The course is composed of three main modules: communication (included business communication), presentation and writing.
The communication module delivers an introduction into the broad field of the communication theory. Studying the communication process is important because most participants will in their future professions coach, coordinate, counsel, evaluate, and supervise throughout this process. It is the chain of understanding that integrates the members of an organization from top to bottom, bottom to top, and side to side.
Glossophobia, the fear of public speaking, affects 3 in every 4 people. This astounding statistic is surprising and alarming, as most careers require some element of speaking ability. The presentation module will teach participants how to control nervousness during a presentation; how to organize one’s ideas and information for the greatest impact; how to design and use visuals effectively; how to prepare appropriate openers and closes.
The writing module leads participants through the thinking process behind writing clear messages and business documents. With this strategic writing training process and proprietary document models, writers will improve their personal and corporate productivity, achieve intended results, improve clarity, and present the appropriate image to clients, colleagues, and the public.

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
BUSINESS LANGUAGE 1. (1.)

Lecturer: Stefan Mommertz, PhD, Veronika Szinger, PhD, Éva Újlakyné Szűcs, PhD
Semester: 2
Code: SZFNSNY002A
Responsible department: Department of Foreign Languages
Responsible instructor: Stefan Mommertz, PhD

Course objectives:
As a continuation of the “Introduction to Business English” course, the Business English course aims to assist students in coping with the task of studying all subjects in English by trying to improve their communicative skills in three major areas.

Course content:
The course is primarily based on the In Company - Intermediate book. Skills stimulate students to increase their communicative competence in social situations, but also help learners to acquire the core language they will need to make decisions, solve problems, present in meetings and negotiate. In addition, it focuses on improving learners’ responsiveness on the phone and developing a clear letter and e-mail writing style. The topic debates help learners to hone their ability to discuss controversial topics of perennial business interest. Case studies give the students the opportunity to reflect on real-life business scenarios. Additional material will be taken from the Internet.

Requirements, evaluation, grading:
Regular homework will be given for every lesson including different course-book reading and writing tasks supplemented with fresh news articles taken from business journals and magazines. Students will also write a mid-term and an end-term test summarizing the course material covered in the preceding period. Classroom contribution (20%), the standard of home assignments (20%) and the score of the two tests (30% each) will determine the final ‘term mark’ for the students.

Required and recommended reading:
Tonya Trappe & Graham Tullis: Intelligent Business – Intermediate; Pearson, Harlow, 2005
Selected articles from The IHT, WSJ, Economist & Financial Times online versions
5. Grouping of the Business Programmes' Courses

**INTRODUCTION TO BUSINESS LANGUAGE 2.**

**Lecturer:** Éva Csák-Nagy, PhD; Brahmi Djamel Eddine; Edit Kiscsatári; Adrienn Patai-Makay; Nóra Simon  
**Semester:** 2  
**Code:** SZFNSNY003X  
**Responsible department:** Department of Foreign Languages  
**Responsible instructor:** Stefan Mommertz, PhD

**Course objectives:**  
The course aims to improve students' vocabulary in the terminology of economic sciences and general business language, as well as their communicative and listening comprehension skills in their second foreign language. By covering the major areas of everyday business activities students will also develop their business writing, reading comprehension and translating skills.

**Course content:**  
**German:**  
Was ist bei uns los?: Lebensdaten, Lebenslauf. Lebensplanung, Absichten, berufliche Chancen und Risiken. Temporale Nebensätze. Infinitiv + zu

**French:**  
Etablir un contact social. Construire un message cohérent. Se fixer des objectifs avant de se documenter; Utiliser un système de classement simple; Constater les écarts entre les questions posées et les réponses données. Repérer dans une documentation fournies les liens; Consulter des documents concernant des renseignements pratiques et professionnelles. Adopter un questionnement documentaire en adéquation à la situation et aux documents de références; Constater les écarts entre les réponses donnés par différents documents sur un même sujet. Effectuer une recherche nécessitant le recours à plusieurs outils documentaires et repérer les éléments pertinents; Classer une documentation (pour/contre; négatif/positif; causes / conséquences; inclusion/exclusion; document informatif/document illustratif. Repérer dans un document des informations ponctuelles pour répondre à des questions ouvertes. Effectuer une recherche nécessitant le recours à Internet. Répondre à des questions concernant la signification globale d'un message donné (Questions à Choix Multiple); Créer un message à partir d'éléments donnés. Répondre à des questions; Remplir un formulaire. Écrire une note; Rédiger en phrases simples, un paragraphe puis un texte court. Rédiger une lettre de commande. Rédiger une lettre de réclamation.
Spanish:

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Anatole Bloomfield & Béatrice Tauzin: Affaires à suivre; Hachette, 2002
Marisa González, Felipe Martín, Conchi Rodrigo & Elena Verdia: Socios 1. Curso de español orientado al mundo del trabajo, Libro del alumno; Difusión, 2009
Jaime Corpas & Lola Martinez: Socios 1. Curso de español orientado al mundo del trabajo, Cuaderno de ejercicios; Difusión, 2009
Katalin Sümeginé Dobrai, Istvánné Borgyula, Renate Jacob & Judit Mátyás: Wirtschaftskenntnisse auf Deutsch; KJK-KERSZÖV Jogi és Üzleti Kiadó, 2004
Jacques Delcos, Bernard Leclercq & Merja Suvant: Français des relations professionnelles (le); Didier, 2000
Claude Le Goff: Nouveau French for business (le); Didier, 1996
Rosario Alonso Raya et. al.: Gramática básica del estudiante de español; Difusión, 2011
Gisele Prost & Alfredo Noriega Fernández: Al día-Curso de Español para los Negocios- nivel inicial, libro del alumno+ CD; SGEL. 2009
www.espanolcomercialonline.net
FUNDAMENTALS OF COMPANY MANAGEMENT

Lecturer: Vilmos Lakatos, CSc
Semester: 2
Code: SZFNSKP004A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Éva Tariszka-Semegi, PhD

Course objectives:
The aim of the course-unit is to provide an overview of how profit-making and customer oriented organizations operate to employ their scarce resources for business success. In addition to providing basic lexical and conceptual knowledge, it is also intended to help students develop some fundamental analytical skills. A further aim is to provide a base for later studies both as a Major and as a Minor, by understanding every-day operations of companies.

Course content:
The main unit of economic activity is a main issue of businesses today. The size and forms of businesses differ from country to country. Their operations in market economies, however, show quite a lot of similarities. The Fundamentals of Company Business as an introductory course concentrates on the world of business, on small business (entrepreneurship) as well as on large ones. Our discussions will proceed from the viewpoint of the top management. Special emphasis is placed on the strategy, large organizations (companies) and on the international approach.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
MID-TERM INTERNSHIP 2

Lecturer: Csilla Rimóczi - Kalmár
Semester: 2
Code: SZFNSTUGY02
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Csilla Rimóczi – Kalmár

Course objectives:
Midterm internship enhances the basics of catering in practice. It shows the work in the kitchen from buying the raw material to the end of cooking; on the other hand, it shows how producing methods are connected to selling. Other topic could be using hygiene and HACCP in practice. Students will get acquainted with managing of a hotel, selling, the work of the housekeeping, and the organisation and administrative work of a hotel.

Course content:
Different parts of the kitchen, their function in production
The work of the kitchen staff, their operating fields and hierarchy
Kitchen utensils, household gadgets, their operating work fields
Arriving raw materials, their acceptance and their storage conditions
Preparation methods and cooking in the kitchen
Dishing up, sales, stocking the prepared food
Preparing the restaurant
Doing the washing up, cleaning, using hygienic knowledge
Knowledge of the different parts of a hotel, making categories and their conditions
Work at the reception
The work of the housekeeping, hygiene in a hotel, HACCP
Services of a hotel
Organising breakfasts, the work of a restaurant in a hotel
Key elements of the event organisation

Requirements, evaluation, grading:
Signature.

Required and recommended reading:
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

3rd semester

Common part of the programmes: Statistics 2, International Economics, EU Studies, Accounting 1, Marketing, Corporate Finances & Foundation of Taxation, Management, Business Language 1 (2)

STATISTICS 2.

Lecturer: Tamás Novák, PhD, József Kárpáti, PhD
Semester: 3
Code: SZFNSGE005A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Péter Dudás, PhD

Course objectives:
The purpose of the course in Statistics I was to introduce students to the major concepts and tools for collecting and analysing data. In Statistics II – following Statistics I – students will get acquainted with analysing and drawing conclusions from data.

Course content:
Data analysis is a journey of discovery. It is an interactive process that involves a dialogue between the data and a mathematical model. As more is learned about the data, the model is refined and new questions are formed. The computer aids in this journey in some essential ways. The parameters of a population usually are unknown but the population is sampled in order to find out something about it. From the data of the sample we can estimate the parameters and build up hypothesis. If we know a suitable function between two statistical variables, then we know everything about their connection and we can make forecasts for the future. So we have to study the correlation and **regression**.

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Larry J. Stephens: Engineering Statistics Demystified; Mc Graw Hill, 2006 (available in the library of Szolnok College)
Handouts
Fred Caswell: Success in Statistics; John Murray Ltd, 1993
INTERNATIONAL ECONOMICS

Lecturer: László Kacsirek, CSc, István Ábel, PhD
Semester: 3
Code: SZFNSNG001AEA
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Zsolt Szakács, PhD

Course objectives:
The major aim of the course unit is to provide you with skills necessary to understand and analyse some of the contemporary international macroeconomic issues. This includes the theories behind cross-border business activities, the flow of goods, services and capital, monetary issues and their institutional framework.

Course content:
The course unit focuses on the international aspects of economics. We will discuss issues in four major parts. Part One is about Trade Theory – we will seek an answer to the question: Why do nations trade? One of the outcomes of this part will be that the most beneficial way of trading is free trade. We will end this part with international factor movements – with an emphasis on foreign direct investments. Part Two, the part on Trade Policy will answer the following astonishing question: if free trade is beneficial, then: Why do nations restrict trade? We will also talk about international trade rules and the World Trade Organisation (WTO). Part Three will introduce you to the exciting world of International Finances. You will learn the difference between a trade balance and the balance of payments, and you will also understand what determines the price of 1 Euro in US dollars (that is the EUR/USD exchange rate) and we will discuss also reasons for the changes of exchange rates. By the time we finish the semester you will have an overview of the international monetary system and its institutions. With Part Four the course finishes with an overview of globalisation and the major players of the international economic system.
The course builds on interactive lectures and active student participation. No conventional lecturing, topics are elaborated together.

Requirements, evaluation, grading:
Class participation 10%, Case study: 25%, Final exam 65%

Required and recommended reading:
EU STUDIES

Lecturer: Sándor Meisel, dr.univ
Semester: 3
Code: SZFNSNG002A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Zsolt Szakács, PhD

Course objectives:
The aim of the course is to give a general overview of the institutions and functioning of the European Union. It presents the history and development of the integration across the Treaties and provides general information on the institutional set up of the EU, on the basic principles and features of Community law and decision making mechanisms. The course gives a short assessment of principal common policies and describes the process of widening of the European Union making special emphasis on the recent eastern enlargement.

Course content:
The content of the module is divided into five distinct segments. The first part gives an overview of the history, motivations and main treaties of the European integration. The second element concentrates on the institutional system and decision making of the EU. The third block of the module seeks to examine the main steps of development and deepening of the integration from the creation of customs union to the Economic and Monetary Union. The fourth part deals with the system of financing of the common activities. It presents the common budget and concentrates on two main fields of the financial distribution, namely on the CAP and regional policy. The final lectures analyse the enlargement process of the integration.

Requirements, evaluation, grading:
The course is based on lectures. Students will be able to follow the lecture with the help of outlines distributed in the class. During the term, students are encouraged to take part actively in discussions related to the topics of the programme and to current events of the integration. There will be two interim exams to test students’ understanding of key issues. Students are expected to participate in the classes. Interim tests are compulsory elements of the assessment, thus components of the final grade. The course will end with a final test. Grades will be given according to the following pattern: two mid-term tests 40%, final exam 60%.

Required and recommended readings:
ACCOUNTING

Lecturer: Andrea Vallyon, PhD, Mihály Hegedűs, PhD
Semester: 3
Code: SZFNSKP005A
Responsible department: Economics, Financial and Management Department
Responsible instructor: Annamária Kökény-Horváth, PhD

Course objectives: The primary objectives of the course are to develop your understanding of financial accounting information for decision-making purposes and to focus on the role of financial accounting in communicating business performance. A specific aim is to develop your skills in producing and using accounting information in real-life business situations.


By completing this course you will be able to: discuss accounting as the language of business and the role of accounting information in making economic decisions; prepare an income statement, a statement of retained earnings, and a balance sheet; use financial statement information to evaluate profitability and liquidity; explain the purposes and uses of a statement of cash flows; analyse financial statements from the viewpoints of common stockholders, creditors, and others; compute the ratios widely used in financial statement analysis and explain the significance of each.

Requirements, evaluation, grading:
The assessment consists of three main components – group project, class contribution and final examination. Group Project: each seminar group will be divided into reasonable subgroups which will then be assigned a case to present. This will also incorporate self-reflection participation and contribution through a full written report. You may also be required to make a formal presentation of the Case Report to your peers and staff members. The Final Examination will take two hours long. Grades will be given according to the following pattern: 25% Group project and class contribution, 75% Final Examination

Required and recommended reading:

Useful Websites
Association of Accounting Technicians (AAT) http://www.aat.co.uk Provides practical information on exams, publications and AAT activities worldwide.
Association of Chartered Certified Accountants (ACCA) http://www.acca.co.uk/ Provides information on membership, conferences and studying with the ACCA.
Chamber of Hungarian Auditors (CHA) www.mkvk.hu
The Chartered Institute for Public Finance and Accountancy (CIPFA) http://www.cipfa.org.uk provides information on membership, conferences and meetings
MARKETING

Lecturer: Éva Pólya, PhD, Gábor Nagy, PhD, Vatroslav Skare, PhD
Semester: 3
Code: NSKR001A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Éva László, PhD

Course objectives:
The main aim of this course is to provide students with a foundation for the analysis of marketing within organizations including decision making processes, segmentation, the role of information and the marketing information system, the marketing mix, internal and external influences affecting strategy, competitor analysis and positioning.

Course content:
This course focuses on the study of the aspects of the marketing mix that are integrated to develop an effective and coordinated strategic marketing program. The purpose of the course is to help prospective managers identify market opportunities, analyse marketing problems, and develop strategic marketing programs. This course will emphasize the integration of a number of marketing concepts and principles and will stress strategic thinking, decision-making, and application. Assignments will seek to help students develop fundamental skills of analysis, communication, critical thinking, planning, and decision-making.

Requirements, evaluation, grading:
The course is based on lectures and seminars. Lectures are supported with PowerPoint slide shows and joint discussions and supplemented with handouts to take notes. Discussion and interactivity is essential. Seminars are mainly based on different case studies to enforce students to use their theoretical knowledge in practice and to make them synthesize their previous knowledge. During the semester students have to take part intensively in classes. For the seminars preparation is essential to generate discussion on given problems. Activity on seminars and lectures will be assigned and evaluated (20%). Besides this two mid-term test (15-15%) and the exam (50%) will determine the final mark of the students.

Required and recommended reading:
Malcolm McDonald & Hugh Wilson: Marketing Plans: How to Prepare Them, How to Use Them; 2011
Philip Kotler: Marketing 3.0: From Products to Customer to the Human Spirit; 2010
Louis E. Boone & David L. Kurtz: Contemporary Marketing; 2011
Handouts given in class
CORPORATE FINANCE & FOUNDATION OF TAXATION

Lecturer: Vilmos Lakatos, CSc, Zsolt Hajnalka, dr.
Semester: 3
Code: SZFNSKPo47A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Andrea Gáspár, PhD

Course objectives:
The main aims of this course are to appreciate:
the international financial environment for corporations, recent financial management issues
and their impact upon corporations from a strategic and ethical perspective;
the significance of contemporary financial management research to global organizations;
the optimum corporate finance practices both at the developmental, operational and strategic
stages;
the wider developmental, strategic and ethical international issues concerned with corporate
finance.

Course content:
The main aim of this course is to develop your understanding of corporate finance in a stra-
tegic context. It introduces the corporate finance environment in an international context
by focusing upon the various sources of finance available to an international organization.
It also examines the cost of these sources and their respective utilization within investment
appraisal techniques. This course then examines how the three main components of working
capital (inventory, debtors and cash) can be effectively and efficiently managed to optimize
the utilization of the sources of finance. This course also develops your conceptual knowledge
and proficiency in the practical application of the basic principles of taxation as they relate to
corporate finance and accounting practice.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Brealey & Myers: Principles of Corporate Finance; West Publishing Company
www.mhhe.com/business/finance
MANAGEMENT

Lecturer: Zsolt Szakács, PhD, Dr. habil. János Fehér, PhD
Semester: 3
Code: SZFNSKM009A
Responsible department: Department of Economics, Finance and Management
Responsible instructor: Éva Tariszka-Semegi, PhD

Course objectives:
The course-unit aims to familiarise students with the concept of management, the trends of its development, its structure and its home situation. Students should be adequately informed about the most important issues of corporate conduct especially with respect to the importance of co-operation, the motivation of colleagues and the functional factors of management. They should be able to recognise the opportunities provided by human resources, be familiar with the fundamentals of personnel tasks and the techniques of developing human resources.

Course content:
Origins and concept of management.
Management theories
Context of management
Management planning, Organising for Management
Functional Management (introduction)
National Holiday
Autumn Holiday
Marketing management, marketing research
Production Management
Human resource management
Employee development and training
Managerial Competencies
Financial aspects of management
Summary. Conclusions

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
G.A. Cole: Management Theory & Practice; Thomson Learning, 2006
Charles B. Handy: Understanding Organisations; OUP, 2005
BUSINESS LANGUAGE 1 (2)

Lecturer: Stefan Mommertz, PhD, Veronika Szinger, PhD, Éva Úljakyné Szűcs, PhD
Semester: 3
Code: SZFNSNY007A
Responsible department: Department of Foreign Languages Department
Code:
Responsible instructor: Stefan Mommertz, PhD

Course objectives:
As a continuation of the “Business English 1”, “Business English 2” continues to assist students in coping with the task of studying all subjects in English by trying to improve their communicative skills in three major areas.

Course content:
The course is primarily based on the *In Company - Intermediate* book. Skills stimulate students to increase their communicative competence in social situations, but also help learners to acquire the core language they will need to make decisions, solve problems, present in meetings and negotiate. In addition it focuses on improving learners’ responsiveness on the phone and developing a clear letter and e-mail writing style. The topic debates help learners to hone their ability to discuss controversial topics of perennial business interest. Case studies give the students the opportunity to reflect on real-life business scenarios. Additional material will be taken from the *Business Vocabulary in Use - Intermediate* book and from the Internet.

Requirements, evaluation, grading:
Regular homework will be given for every lesson including different course-book reading and writing tasks supplemented with fresh news articles taken from business journals and magazines. Students will also write a mid-term and an end-term test summarizing the course material covered in the preceding period. Classroom contribution (20%), the standard of home assignments (20%) and the score of the two tests (30% each) will determine the final ‘term mark’ for the students.

Required and recommended reading:
Tonya Trappe & Graham Tullis: Intelligent Business – Intermediate; Pearson, Harlow, 2005
Selected articles from The IHT, WSJ, Economist & Financial Times online versions
5. Grouping of the Business Programmes’ Courses

**Additional courses in Business programmes:** Business Language 2 (1), Mid-term internship 3

**BUSINESS LANGUAGE 2 (1)**

Lecturer: Éva Csák-Nagy, PhD; Brahmi Djamel Eddine; Beáta Busi; Edit Kicscatári; Adrienn Patai-Makay; Nóra Simon

**Semester:** 3

**Code:** SZFNSNY008A

**Responsible department:** Department of Foreign Languages

**Responsible instructor:** Éva Csák-Nagy, PhD

**Course objectives:**
As a continuation of the “Introduction to Business Language 2” course, this course deepens and improves the students’ foreign language knowledge on level A2. By building on previously acquired professional and language knowledge, the aim of the course is to prepare students for their future career by building the necessary skills like business vocabulary and other language tools they will need to make decisions, solve problems, present in meetings and negotiate. In addition, it focuses on improving learners’ responsiveness on the phone and developing a clear letter and e-mail writing style.

**Course content:**

**German:**
So sind wir, so machen wir's. Patchwork-Familie, Verwandtschaftsbeziehungen, Familiensstand – Regeln des Zusammenlebens. Unternehmen, Betrieb, Konzern – Bereich, Abteilung, Zuständigkeit


Das schicken wir per Express. Auf der Post. Tätigkeiten im Versand – Am Telefon. Unternehmensgeschichte DHL


Da stimmt etwas nicht. Defekte und Störungen. Fehler – Reklamation und Beschwerde – Zwischenfälle. Lösungen statt Probleme


Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Jean-Luc Penformis: affaires.com; CLE international, 2004
Jean-Luc Penformis: Vocabulaire progressif du français des affaires; CLE international, 2004
Lola Martínez & Maria Lluisa Sabater: Socios 2. Curso de español orientado al mundo del trabajo, Libro del alumno; Difusión, 2009
Jaime Corpas, Lola Martínez & Maria Lluisa Sabater: Socios 2. Curso de español orientado al mundo del trabajo, Cuaderno de ejercicios; Difusión, 2009
A. Fearns & D. Lévy-Hillierich: Kommunikation in der Wirtschaft; Cornelsen Verlag, 2009
Jacques Delcos, Bernard Leclercq & Merja Suvant: Français des relations professionnelles (le); Didier, 2000
Claude Le Goff: Nouveau French for business (le); Didier, 1996
Rosario Alonso Raya et. al.: Gramática básica del estudiante de español; Difusión, 2011
Gisèle Prost & Alfredo Noriega Fernández: Al día-Curso de Español para los Negocios- nivel intermedio, libro del alumno+ CD; SGEL, 2009
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

MID-TERM INTERNSHIP 3

Lecturer: Csilla Rimóczi - Kalmár
Semester: 3
Code: SZFNSTUGY03
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Csilla Rimóczi – Kalmár

Course objectives:
Midterm internship enhances students’ professional, personal and methodological competencies in five distinctive fields: catering technology, sensory practices, raw materials, spice recognition I, general business administration, conference organization, participation in event organization.

Course content:
Catering technology (8+4 hours, Mr László Rimóczi)
Introduction of the menu, quality and quantity assessment of ingredients based on the recipe, discussion of the used kitchen techniques and procedures. Food preparation, portioning and serving food. Tasting, assessment and cleaning of kitchen equipments and the working area. Menu compilation for special events, laying the table, identifying the special cutleries for the different dishes.

Sensory practices, raw materials, spice recognition I (4 hours – Mr Dr Miklós Németh)

General business administration (8 hours – Ms Anita Mondok)
Types of business documents. Types of warrant and voucher. The application form of operation licence. Financial transactions of tourism companies.

Conference organization (8 hours – Ms Dr Márta Kóródi)
Participation in pre-organizational tasks of Hungarian Science Festival at College of Szolnok. Participation in performance of organizational tasks individually and in teams, hostess duties and carrying out administrative tasks.

Participation in event organization (8 hours – Ms Piroska Kánai-Viplak)
Students take part in organizing events in the college campus either for students or for other local or foreign guests.

Requirements, evaluation, grading:
Signature.

Required and recommended reading: -
4th semester

Common part of the programmes: Applied Mathematics, Business Language 1

(3) Free Elective Courses

APPLIED MATHEMATICS

Lecturer: Márta Madaras, PhD, Sándor Bozóki, PhD
Semester: 4
Code: SZFNSGE014A
Responsible department: Department of Technical, Agricultural and Economic Analysis
Responsible instructor: Márta Madaras, PhD

Course objectives:
The course aims to make an introduction to Applied Mathematics (or Operation Research) as a rich collection of analytic techniques to solve complex problems arising in many aspects of applied business researches, and to illustrate its applicability in decision-making settings. We will give students a working knowledge to use methods and techniques for effective decisions. Throughout this course, students are expected to know and understand common and important business problems. They will develop problem modelling and solving skills and learn how to make intelligent business decisions from the point of view of optimization.

Course content:
This course will focus on linear programming (LP) problems, in which the objective is to minimize or maximize a linear function subject to linear inequality constraints. We start our studies with basic concepts of matrix algebra, vector spaces, and linear space. We solve LP problems with graphical and simplex methods. We apply the simplex method to other model forms such as equality constraints, the two-phase method, and minimization. We will also discuss how to use EXCEL for solving optimization problems. We will cover specialized linear programming problems like the transportation and assignment problems. At the end of the course, students will have formulated a real-world problem as a mathematical programming model, by finding the optimal solutions to the models subject to constraints of time, labour, resource, material, and business rules.

Requirements, evaluation, grading:
We have two hours of lecture and two hours of seminar alternately at every second week. We will focus on problem-solving in real-life situations, and we will call the computer to help in problem-solving. Students are also expected to complete their own research assignment at home during the semester. Assessment for teaching programme will be based on classroom work (10%), own home research assignment (30%) and test paper (60%).

Required and recommended reading:
BUSINESS LANGUAGE 1 (3) (BUSINESS ENGLISH 3)

Lecturer: Stefan Mommertz, PhD, Veronika Szinger, PhD, Éva Újlakyné Szűcs, PhD
Semester: 4
Code: SZFNSNY003A
Responsible department: Department of Foreign Languages
Responsible instructor: Stefan Mommertz, PhD

Course objectives:
Building on the content and skills development of the previous three semesters the main aim of this course is to adequately prepare students for the LCCIEB Level 2 Examination which is accredited in Hungary as an Intermediate Level Business English examination. The skills needed to successfully complete both written and oral tasks of the examination will feature as the major learning outcomes of this semester.

Course content:
Composing and writing ‘mailable’ letters on all aspects of everyday business routine either by answering incoming letters or on your employer’s instructions or both using the requested layout and the appropriate tone; drafting internal reports based on raw data by selecting, collating and, if necessary, supplementing them in order to write the report in the light of the instructions given; reformulating messages for some defined purpose: writing a memo, producing a list of main points and/structured notes, designing and writing company notices and leaflets for the general public; presenting short discourses on various business topics; assuming the role of actors in typical business situations and conduct negotiations on their parts.

Requirements, evaluation, grading:
The written tasks are clearly defined in steps and and will make strictly individual home assignments. By completing all the exercises and doing the sample tests students will acquire the necessary confidence and speed needed to pass the examination. The oral tasks must be rehearsed at home to perfection. Forming steady partnerships is a comfortable solution but in classroom practice ‘strange’ partners may be useful in preparing candidates for unfamiliar/unexpected reactions and turns in the dialogue. Written tasks will be assessed on the results of the two Sample Papers (40%) whereas oral tasks are assessed on the mock exam performance (40%). General (all term) classroom work will also be incorporated in the final term mark (20%).

Required and recommended reading:
Colin Payton: LCCI EfB Level 2 Testbuilder; Macmillan, 2010
Tonya Trappe & Graham Tullis: Insights into Business; Longman, 2006
Andrea Viczena, Andrea Szőke & Judit Molnár: 1000 Questions, 1000 Answers – Business English; Lexika Kiadó, 2003
5. Grouping of the Business Programmes’ Courses

Additional courses in Tourism and Catering programme: Business Language 2 (2), System of Tourism, Resources of tourism 1, Accommodation Services, Catering, Mid-term internship 4

BUSINESS LANGUAGE 2 (2)

Lecturer: Éva Csák-Nagy, PhD; Brahmi Djamel Eddine; Beáta Busi; Edit Kiscsatári; Adrienn Patai-Makay; Nóra Simon

Semester: 4
Code: SZFNSNY008A
Responsible department: Department of Foreign Languages
Department code:
Responsible instructor: Éva Csák-Nagy, PhD

Course objectives:
As a continuation of the “Introduction to Business Language 2” course, this course deepens and improves the students’ foreign language knowledge on level A2.
By building on previously acquired professional and language knowledge, the aim of the course is to prepare students for their future career by building the necessary skills like business vocabulary and other language tools they will need to make decisions, solve problems, present in meetings and negotiate. In addition it focuses on improving learners’ responsiveness on the phone and developing a clear letter and e-mail writing style.

Course content:
German:
So sind wir, so machen wir’s. Patchwork-Familie, Verwandtschaftsbeziehungen, Familienstand – Regeln des Zusammenlebens. Unternehmen, Betrieb, Konzern – Bereich, Abteilung, Zuständigkeit
Das schicken wir per Express. Auf der Post. Tätigkeiten im Versand – Am Telefon. Unternehmensgeschichte DHL
Da stimmt etwas nicht. Defekte und Störungen. Fehler – Reklamation und Beschwerde – Zwischenfälle. Lösungen statt Probleme

5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES


Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Jean-Luc Penformis: affaires.com; CLE international, 2004
Jean-Luc Penformis: Vocabulaire progressif du français des affaires; CLE international, 2004
Lola Martínez & Maria Lluisa Sabater: Socios 2. Curso de español orientado al mundo del trabajo, Libro del alumno; Difusión, 2009
Jaime Corpas, Lola Martínez & Maria Lluisa Sabater: Socios 2. Curso de español orientado al mundo del trabajo, Cuaderno de ejercicios; Difusión, 2009
A. Fearn & D. Lévy-Hillerich: Kommunikation in der Wirtschaft; Cornelsen Verlag, 2009
Jacques Delcos, Bernard Leclercq & Merja Suvant: Français des relations professionnelles (le); Didier, 1996
Claude Le Goff: Nouveau French for business (le); Didier, 1996
Rosario Alonso Raya et. al.: Gramática básica del estudiante de español; Difusión, 2011
Giséle Prost & Alfredo Noriega Fernández: Al día-Curso de Español para los Negocios- nivel intermedio, libro del alumno+ CD; SGEL, 2009
www.espanolcomercialonline.net,
www.uzletispanyol.lap.hu
System of Tourism

Lecturer: Attila Szabó, PhD
Semester: 4
Code: SZFNSTU009A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Attila Szabó, PhD

Course objectives:
The objective of this course is to study the system of tourism, starting from the different definitions of tourism until the most important segments of tourism. This course will give an introduction for the students into the basic questions of tourism industry and will pose the main problems of the world and Hungarian tourism for the students. The course offers a comprehensive description of the tourists’ motivation, and will analyse the supply of the tourism industry as well. A considerable part of the course will cover specific issues of transporting industries, accommodation and hospitality services, travel retailing and visitor attraction management. Public sector and tourism relations will also be analysed.

Course content:
Tourism today.
Definitions, tendencies, trends.
History of tourism: origins, growth, future.
Demand: why people engage in tourism?
Supply of tourism.
Transporting tourists: aviation sector.
Transporting tourists: surface transport.
Accommodation and hospitality services.
Tours operating and retailing.
Visitor attraction management.
Management of tourism.
Public sector and tourism.
Hungarian National Tourism Office and its activity.
Future of tourism.

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
J. Ch. Holloway: The Business of Tourism; Prentice Hall, 2006
RESOURCES OF TOURISM 1.

Lecturer: Bagdi, Róbert, PhD  
Semester: 4  
Code: SZFNSTU002A  
Responsible department: Department of Tourism, Regional and Social Development  
Responsible instructor: Bagdi, Róbert, PhD

Course objectives:
The main aim of the course unit is to give an overall view of the resources in tourism. During the course, the students get to know the most important destinations of the world but most of the destinations are selected according to their connections with the global tourism trends and the relationship with Hungary. Resources of tourism in Hungary are also part of the course. The lectures focus on two main areas: the spatial connections of the world tourism resources as well as the most important travel features and habits (booking patterns, travel periods, outbound destinations, behaviour and the demand) of the tourists taking part in the world tourism, for example the interests and spending of a “typical” American, German, French, British, etc. In this approach the students get acquainted with a significant part of the supply and the demand of the tourism sector.

Course content:
The lecture of Resources of Tourism course contains the following topics during the semester. After the definition of the basic questions, the research areas of tourism geography follow, and we also give exact examples, so in essence, we show the description of the relationship between tourism and geography in spatial processes. At the same time, the connection between tourism and transport in all modes of transport (road, air, rail and water) will be the subject of the semester.
The course describes in detail the characteristics of today’s Europe, which is based on physical geography, such as mountains, passing through the corridors in the mountains, etc., on the other hand, these can be based on social geography, e.g. the role of the city-system of France in the construction of the TGV-lines, etc. The course also discusses other social, political, economic, regional differences in the impact of those factors on the demographic processes, such as in tourism and tourism relationship. In addition, the course covers the knowledge of the tourism geography of Europe, in particular France, Germany, Italy, Spain, Great Britain, and the features of these countries. For each country, after natural and cultural features, we discuss the most important attractions, which are also presented by the most successful tourist projects from the last few years, for example, in Britain the Hadrian’s Wall or from 2012, the Titanic Museum opened in Belfast, demonstrate as examples. The national parks and the UNESCO-protected World Heritages Sites are also part of the curriculum, such as Italy. This country had 50 Sites in 2014; with these ones, Italy is a world leader.

Requirements, evaluation, grading: Examination.

Required and recommended reading:
ACCOMMODATION SERVICES

Lecturer: Anita Mondok, PhD student; Márta Kóródi, PhD
Semester: 4
Code: SZFNSTU004A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Márta Kóródi, PhD

Course objectives:
This course focuses on operational and maintenance procedures for a lodging facility. The goal is to gain competence through critical thinking when assessing the integral operational and departmental roles within hotels and the expectations, challenges and opportunities therein. Perhaps the most important lessons students can take from this course are those pertaining to the start up, management and marketing of their own small hospitality business.

Course content:
The history of the hospitality industry in Hungary and in international context.
Types of hotels.
How to coordinate new hotel projects.
Hotel structure and staff. The Human Resources Department.
Reservations: systems and operations. The guest cycle. Sales and marketing: the key to a hotel’s success.
Front Office operations (day and night shift).
Housekeeping operations (day and night shift).
Other services – sources of income (other free services provided by the hotel, other services for fee provided by the hotel, other services for fee provided by other operator).
Tasks behind the guests (management, kitchen operations, laundry operation, providing working conditions, social support, maintenance and engineering, security).
Quality of the services. How to manage guest satisfaction (international and Hungarian hotel classification schemes, ISO & TQM, evaluation of guest satisfaction).
Hotel accounting and control: basic performance indicators, accounts receivable and payable.

Requirements, evaluation, grading: Examination.

Required and recommended reading:
Hospitality Net: www.hospitalitynet.org
Hotel Management International: www.hmi-online.com
Hotel Online: www.hotel-online.com
HOTREC (Hotels, Restaurants and Cafés in Europe): www.hotrec.org
International Hotel & Restaurant Association (IH&RA): www.ih-ra.com
CATERING

Lecturer: Dóra Rusznák, PhD
Semester: 4
Code: SZFNSTU005A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Márta Kóródi, PhD

Course objectives:
The main aim of the subject is to provide the students with applicable knowledge to understand the main principles of hospitality management. By completing the course, the students will be familiar with the most common business types in catering, with the basic catering management functions and will be able to do profitability, price calculations, inventory analysis and to execute and plan other practical tasks.

Course content:
Introduction to catering trade, types of on-premise and off-premise catering, pros and cons, skills required in catering, catering operations (menu planning, purchasing, receiving, storing), catering operations (food production), starting a catering business, restaurant business, personnel management in catering, marketing in catering, dealing with clients, insurance and legal issues, pricing, cost analysis, catering tips from professionals, future trends in catering. Students are also introduced to the most important managerial skills needed to successfully run a catering business, including interpersonal skills, quality control, staffing optimization, balancing off and on-premise tasks in the company’s portfolio. They get an insight into the cost management cycle with a special emphasis on critical cost saving points in the process and get an overview of the main steps of the HCCAP quality control process. The course familiarises them with basic analytical tools such as the use of BCG matrix in menu planning or the Ansoff strategic matrix for product and/or development.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Handouts
Articles, case studies provided
George Erdosh: Start and run a Catering Business; Self-Counsel Press Inc.
The publications of Vendégváró
www.hungarytourism.hu
Encyclopaedias
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

MID-TERM INTERNSHIP 4

Lecturer: Attila Lengyel; László Rimóczi; Orsolya Savella; Csilla Rimóczi-Kalmár
Semester: 4
Code: SZFNSTUGY04
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Attila Lengyel

Course objectives:
Midterm internship enhances students’ professional, personal and methodological competencies in five distinctive fields: catering technology II, sensory practices, raw materials, spice recognition II, tourism business administration, participation in tourism fair, participation in event organization.

Course content:
Catering technology II (8+4 hours, Mr László Rimóczi)
Students need to identify the type of special events in the preparation stage of the practise lesson, then they can make calculations for the needed raw materials, compiling lists of requested kitchen equipment, stuffing and procedures. It is also a task to compile the list of guests. During the midterm internship one group of students prepares the food and another one lays the tables and serves the food. After the arrival and serving the meal for the guests, students need to perform the finishing operations: cleaning, washing up dishes, tidying up the kitchen and the service area.

Sensory practices, raw materials, spice recognition II (4 hours – Mr Dr Miklós Németh)

Tourism business administration (8 hours – Ms Csilla Rimóczi-Kalmár)

Participation for study tour (8 hours – Ms Orsolya Savella)
The objective of the study trip is to gather, sort and analyse information concerning to (food industry, confectioner’s trade, gastronomy, restaurant and hotel management, kitchen organization). By taking part in the fair students can form opinion of what factors are considered in the design of fair installation, who is the best person to represent the company and who would be invited to the fair. They gain experience or gather information at the fair and need to work on a tourism project in teams and present the key results. They need to design an installation for a destination, which had not been presented at the fair, focusing on the mix and harmony of marketing elements.

Requirements, evaluation, grading: Signature.
Required and recommended reading: -
Marketing Research

Lecturer: Róbert Sándor Szűcs, PhD
Semester: 4
Code: SZFLNKR002A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Róbert Sándor Szűcs, PhD

Course objectives:
Marketing research introduces the concepts and applications of market research through the marketing management approach. This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to strategy, including marketing, advertising, sales and product design and development. The main objective of the subject is to draw attention of students to the importance of qualitative and quantitative researches. The purpose of this course is to make students a knowledgeable research consumer. The focus will be on qualitative (exploratory) and quantitative research execution and the application of research findings and analysis in decision-making. The course is geared toward the practical application of research, though gaining a working knowledge of certain terminology will be important. The most important aim of the course is that students are able to make a real research with the precise use of different research techniques.

Course content:
Introduction – Importance of researches, Research goals & objectives, Research plan, Quantitative techniques, Questionnaires, Qualitative techniques, Methods of analysis (SPSS).

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes. Term mark.

Required and recommended reading:
MARKETING MANAGEMENT

Lecturer: Éva Pólya, PhD
Semester: 4
Code: SZFNSKR005A
Responsible department: Department of Commerce, Marketing & International Business
Responsible instructor: Éva László, PhD

Course objectives: Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability.

Course content:
To this end, the course covers the following topics: understanding consumer and corporate behavior, conducting customer and competitor analysis, developing new products, branding and brand extension, pricing, designing distribution channels, and managing marketing-mix activities. First, you will be exposed to the fundamental concepts of marketing and thus learn the “language” of marketing (i.e., talk-the-talk). Second, you will be trained to use the analytic tools of marketing, via specially designed homework (HW) assignments, so that you know how to “do” marketing (i.e., walk-the-talk).

Specifically, you will learn how to
• discover a brand’s image and personality
• find market segments
• position own and competitors’ brands in perceptual maps
• determine the value of attributes comprising a new product
• predict the likely market share of a new product design
• go-to-market or not
• assess the price of an attribute in existing products
• estimate the effectiveness of marketing-mix activities
• allocate resources optimally to multiple marketing activities.

Finally, you will be exposed to the emerging concepts and tools. By acquiring the knowledge of these concepts and tools, together, you will be poised to become strategic marketers (i.e., those who know how to make marketing decisions using market data rather than personal opinions).

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
RETAIL MANAGEMENT

Lecturer: Róbert Sándor Szűcs, PhD
Semester: 4
Code: SZFNSKN0111A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Éva László, PhD

Course objectives:
With the retail world actively seeking marketers to increase returns and profit this course will equip you with the skills needed to become a key player in this evolving sector. It covers fundamental management concepts as well as retail management knowledge, such as inventory and human resources.

Course content:
Analysing, organizing and developing retail turnover process: purchase, inventory and sales management. Retail buying. Inventory management and control. Retail company’s financial planning and control. Analysing and planning margin and cost of Retail company. Retail human resource management. Analysing of costs, turnover, gross margin.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes. Term mark.

Required and recommended reading:
Sajal Gupta & Gurpreet Randhawa: Retail management; Delhi: Atlantic Publishers and Distributors Ltd, 2008
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

LOGISTICS

Lecturer: György Karmazin, PhD
Semester: 4
Code: NSNGKV25
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: György Karmazin, PhD

Course objectives:
The main objective is to make students realise the global impacts of logistics, supply chain and transport and, within their realm, the correlations between efficiency, thrift, environmental and sustainability issues, get them acquainted with the relevant domestic EU trends, procedures and methods applied. Students are also introduced to the role of the supply chain within the systems applied inside and between companies and are encouraged to recognise the integration role and correlations of logistics.

Course content:

Requirements, evaluation, grading:
The teaching of the subject is based on lectures with an active participation of the students (interactive lectures, student presentations). Great emphasis is laid on the continuous acquisition of lecture and relevant trade literature material; therefore students are requested to write two term papers as well as a home assignment in a chosen topic which aims to assess partly the required theoretical knowledge, and partly its practical application in the form of complex tasks. Students take a final written exam in the subject. Overall assessment is based on a number of factors: the mark of the final exam is affected by the results of the two term papers and the result of the home assignment if submitted.

Required and recommended reading:
Alan Rushton, Phil Croucher & Peter Baker: The Handbook of Logistics and Distribution Management, Kogan Page, 2006
ORGANIZATIONAL BEHAVIOUR

Lecturer: -
Semester: 4
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Zoltán Máté, PhD

Course objectives:
The major aim of the course unit is to give you a comprehensive management knowledge. This includes the explanation of individual and group behaviour within organizations, management tools for enhancing organizational efficiency, skills improvement of students to make them able to deal efficiently with people.

Course content:
The course unit focuses on organizational management problems. We will discuss the most important issues in two main parts. During the first half of the semester we will focus on human behaviour within the organizations, the main challenges for managers and decision makers. The second half of the semester will highlight some important questions of individual processes and behaviour, like skills and abilities, personality, attitudes and emotions. We will also get a hint into the questions of motivation and work, and working in teams, groups will also be discussed. The course unit is based on lectures, but interactivity, active student participation are essential and required.

Requirements, evaluation, grading:
Home assignment, Exam.

Required and recommended reading:
Additional courses in International Business Administration programme: 
Global Economic Trends and Regions, EU Common Financed Policies, Business Language 2 (2)

GLOBAL ECONOMIC TRENDS AND REGIONS

Lecturer: László Kacsirek, CSc
Semester: 4
Code: SZFNSNG005A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Katalin Herbály, PhD

Course objectives:
The major aim of the course is to equip you as a future international businessman or businesswoman with the necessary understanding for the driving forces of today’s global economy and international business. The aim is to help you to understand the major trends and players, their characteristics, interests and their impact on the global economy.

Course content:
Today’s international trade is a very complex and sophisticated phenomenon, determined by a great number of factors. The course gives an overview of international trade and its global economic environment, with the aim of helping students to understand the driving forces, the international economic environment and the “whats? and whys?” of the global economy. The course consists of two major parts. Part 1: World Order, globalisation and international trade discusses the global framework of international trade. We will discuss major trends, globalisation and its impacts, transnational companies in the global environment, the rules of international trade, barriers to international trade and the World Trade Organisation. Part 2: Regions and major players deals with the major country and regional players of the global economy. We will overview developing countries, changing patterns of US trade policy, the Pacific Rim region. There will be an emphasis on the two emerging giants, India and China. Lectures cover the global aspects, in seminars the company impacts of global issues will be discussed. The course builds on interactive lectures and active student participation. No conventional lecturing, topics are elaborated together.

Requirements, evaluation, grading:
Class participation 10%, Discussion, presentation and written report: 25%, Final exam 65%.

Required and recommended reading:
EU COMMON FINANCED POLICIES

Lecturer: Sándor Meisel, dr.univ
Semester: 4
Code: SZFNSNG007A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Zsolt Szakács, PhD

Course objectives:
The aim of the course is to give a detailed and well-founded overview of the system of financial distribution in the European Union. It presents the EU common budget, its history, structure and role in the development of the integration. Lessons dealing with two major budget related re-distributive common policies, i.e. Common Agricultural Policy (CAP) and regional development policy describe their functioning, effects, achievements and contradictions. Special emphasis is placed on a problem-oriented assessment of these policies.

Course content:
The content of the module is divided into five distinct segments. The first part concentrates on brushing up the students’ knowledge of the European Union acquired in the framework of previous EU Studies module. The second element seeks to examine the notion, nature and specific features of common EU policies. The third part explores the operation and mechanisms of the common budget and its role in the financial distribution. The fourth block of the module presents the objectives, principles and economic effect of the Common Agricultural Policy. The final element presents the origins, basic rules and key problems of Community actions to handle regional inequalities in the European Union.

Requirements, evaluation, grading:
The course is based on lectures. Students will be able to follow the lecture with the help of outlines distributed in the class. During the term, students are encouraged to take part actively in discussions related to the topics of the programme and to current events of the integration. They are required to carry out a small research on a chosen topic and to make a short presentation of their findings. Presentations will be part of the final assessment. There will be two interim exams to test students’ understanding of key issues. Grades will be given according to the following pattern: home assignment (10%), two mid-term tests 40%, final exam 50%.

Required and recommended readings:
M. Cini & N. Pérez-Solórzano Borrogan (eds.): European Union politics; Oxford University Press, 2013
Additional courses in Business Administration and Management programme:
Accounting Analysis, Strategic planning, Management and Organization, Management of Value-Added Processes

ACCOUNTING ANALYSIS

Lecturer: Mihály Hegedűs, PhD
Semester: 4
Code: GA005
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Mihály Hegedűs, PhD

Course objectives:
Students are familiarized with the methodologies related to the measurement and control of the utilization of organizational resources and practice their application. They learn to formulate relevant questions related to the management work (the various decisions) and to correctly interpret the cost data received. The purpose of the course is to enable students to manage the accounting information systems serving the market actors and the management.

Course content:
The major part of the semester deals with cost calculation. We shall examine in detail the purpose of cost accounting, its three sub-systems and the relationships between them. After understanding the nature of costs we shall review the major cost concepts and cost calculation methodologies. Besides prime costing we shall examine cost contribution accounting and process costs as well. We shall assess the various methodologies not only as techniques, but also from the aspect of the support they provide to the work of executives (see e.g. responsibility accounting, support of short-term and long-term decisions). The semester ends with the detailed presentation of the analysis of cost variances.

Requirements, evaluation, grading: five-grade examination mark.

Required and recommended reading:
STRATEGIC PLANNING

Lecturer: József Berács, PhD, Nahid Yazdani, PhD, Gabriella Keczer, PhD
Semester: 4
Code: GA002
Responsible department:
Responsible instructor: József Berács, PhD

Course objectives:
The course familiarizes students with the function, process and tools of strategic planning. The course covers the related theoretical background, tools, techniques and methodology. In all topics the national characteristics are discussed and theory is followed by case studies. When finishing the course, the students will know the meaning and significance of strategic plans and business plans and their place in managing the organization; the process and tools of strategic and business planning. The students will be able to analyze the macro and micro environment of an organization, and make well-grounded, realistic strategic and business plans. They will learn the attitude of strategic and systemic thinking.

Course content:
1. Definitions; the place of strategic planning in managing the organization
2. The organization and its environment; the organization as an open system
3. The process of strategic planning
4. Analyzing the macro environment; characteristics of the Hungarian business environment
5. Analyzing the micro environment
6. Analyzing the organization (resources, products and services -- value chain, BCG matrix, GE matrix, life cycle, SWOT)
7. Defining the strategic plans
8. The Balanced Scorecard
9. Competitive strategies; case studies
10-11-12. Business planning; case studies
13. Control of strategy implementation

Requirements, evaluation, grading:
20% seminar work, 80% examination at the end of the semester.

Required and recommended reading:
Required reading:

Recommended reading:
MANAGEMENT AND ORGANIZATION

Lecturer: Gabriella Keczer, PhD
Semester: 4
Code: GA003
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Gabriella Keczer, PhD

Course objectives:
The course familiarizes students with the 4 functions of management: planning, organizing, leading and control, and also deals with the most important organizational issues, such as organizational culture, organizational behaviour and organizational development. The course covers the related theoretical background, tools, techniques and methodology. In all topics theory is followed by corporate examples.
When finishing the course, the students will know the meaning, content and theories of the four management functions; the types of organizational culture and its effect on the functioning of the organization; the basics of organizational behaviour and its relation to management and culture; and the process and tools of organizational development, the idea of the learning organization. The students will be able to carry out tasks related to planning, organizing, leading (including motivating, communicating and leading groups), control and organizational development. They will learn the attitude of responsible managerial thinking and action.

Course content:
1. Management, management functions, manager, managerial roles
2. Management function I.: Planning
3-4. Management function II.: Organizing
   The structuring of the organization; organizational structures (functional, divisional, matrix, virtual organizations)
   Staffing
5-6-7. Management function III.: Leading
   Motivating
   Communicating
   Organizing and managing effective groups
   Leadership styles
   Sources and types of the leaders power
8. Management function IV.: Control
9. Organizational culture
10-11. Organizational behaviour
12-13. Organizational development; the learning organization

Requirements, evaluation, grading:
20% seminar work, 80% examination at the end of the semester.

Required and recommended reading:
Richard Daft: Management; Cengage Learning, USA, 2010
5. Grouping of the Business Programmes’ Courses

MANAGEMENT OF VALUE-ADDED PROCESSES

Lecturer: Zsolt János Viharos, PhD
Semester: 4
Code: GA004
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Zsolt János Viharos, PhD

Course objectives:
The aim of the curse it to present the value creation processes of companies, their interactions, structure, management and control. Internal and cross-company processes are also described in order to support the competitiveness of the firms involved.

Course content:
Customer value calculation and creation. Definition and differentiation of core and support processes. Insourcing/outsourcing, make or buy.
Process representation, documentation and visualization: techniques
Process representation, documentation and visualization: practice: ARIS, ViFlow, Mega, Visio, MsExcel softwares
Process characteristics: capacities, cycle time, bottleneck, balancing. Linear and parallel processes.
Process analysis: simulation and optimization
Statistical Process Control (SPC), process capability index, control charts, failure detection and elimination, Failure Mode and Effect Analysis (FMEA), Six sigma
Changes in companies’ operation: Continuous Process Improvement (CPI) and Business Process Reengineering (BPR), Kaizen concepts
Value stream and value creation: service, production and supply chains
Production system types and their characteristics: mass-, customized mass-, batch-, and one-of-a-kind production.
Warehouse and stock management, transportation. Sock management concepts and techniques, warehouse assignments, service levels and costs
Quality management systems, Total Quality Management and ISO standards
Lean production, Value Stream Map.

Requirements, evaluation, grading:
100% final examination.

Required and recommended reading:
5th semester

Courses in the Tourism and Catering programme: Business Language 2 (3), Resources of Tourism 2, Tourism Management, Tour Operation, Leisure Management, Health-Oriented Alimentation, Recreation, Selfness, Mid-term internship 5

BUSINESS LANGUAGE 2. (3.)

Lecturer: Éva Csák-Nagy, PhD; Brahmi Djamel Eddine; Nóra Simon; Erzsébet Pinczés-Szekeres
Semester: 5
Code: SZFNSNY009A
Responsible department: Department of Foreign Languages
Responsible instructor: Éva Csák-Nagy, PhD

Course objectives:
As a continuation of the “Business Language 2 (2.)” course, this course deepens and improves the students’ foreign language knowledge to level B2.
By building on previously acquired professional and language knowledge, the aim of the course is to prepare students for their future career by building the necessary skills like business vocabulary and other language tools they will need to make decisions, solve problems, present in meetings and negotiate. In addition, it focuses on improving learners’ responsiveness on the phone and developing a clear letter and e-mail writing style.

Course Content:

German:
Geschäftsbriefe: Angebot, Gegenangebot. Produkte beschreiben; Sich verbinden lassen; Informationen geben und erfragen, Termine vereinbaren
Werbebrief. Einladung, Reservierungen. Small Talk, persönliches Treffen; Geschäftsessen, Freizeitprogramm. Reservierung – Hotelzimmer, Tischreservierung im Restaurant
Geschäftsbriefe: Auftrag/Bestellung, Widerruf der Bestellung. Nachfragen; jemanden sprechen wollen
Geschäftsbriefe: Auftragseingang, Annahme – Ablehnung. Gute und schlechte Anrufzeiten; Termine verschieben
Geschäftsbriefe: Lieferung, Versandanzeige – Rechnung. Einer Beschwerde zuvorkommen; höflich bitten / vorschlagen
Geschäftsbriefe: Wareneingang, Empfangsbestätigung – Zahlungsanzeige. Aktives Zuhören; Fragetechnik; Produkte vergleichen
Geschäftsbriefe: Lieferverzögerung, Mahnung, Antwort auf eine Mahnung. Eine Beschwerde äußern; Bedingungen stellen; widersprechen
Geschäftsbriefe: Reklamation – Antwort auf eine Reklamation. Eine Beschwerde entgegennehmen; Gründe nennen; sich entschuldigen; Lösungsvorschläge
Geschäftsbriefe: Zahlungsverzögerung, Mahnung – Antwort auf eine Mahnung;
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

Zahlungsschwierigkeiten, Versuch einer Einigung. Sich einigen – Probleme bei Vereinbarungen
E-Mail-Verkehr. An einer Besprechung teilnehmen; eine Besprechung eröffnen/schließen; zustimmen; Statistiken beschreiben

French:

Spanish:

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Axel Hering & Magdalena Matussek: Geschäftskommunikation - Besser Schreiben; Hueber Verlag, 2007
Axel Hering & Magdalena Matussek: Geschäftskommunikation - Besser Telefonieren; Hueber Verlag, 2008
Gisela Linthout & Anne Buscha: Geschäftskommunikation – Verhandlungssprache; Hueber Verlag, 2000
Jean-Luc Penformis: Vocabulaire progressif du français des affaires; CLE international, 2004
Jean-Luc Penformis: affaires.com; CLE international, 2004
Escribir cartas espanyol; Difusión, 2006
Maria Ángeles Palomino: Técnicas de correo comercial; Edelsa, 1997
Josef Wergen & Annette Wörner: Praktikus Irodai kommunikáció NÉMET; Klett Kiadó, 2008
P. Barberis & E. Bruno: Deutsch im Hotel. Korrespondenz (Bd. II); Max Hueber Verlag, 2001
Dorothea Lévy-Hillerich: Kommunikation im Tourismus; Fraus/Cornelsen, 2005
Anatole Bloomfield & Béatrice Tauzin: Affaires à suivre; Hachette, 2002
Le Goff Claude: Nouveau French for business (le); Didier, 1996
Rosario Alonso Raya et. al.: Gramática básica del estudiante de español; Difusión, 2011
Gisèle Prost & Alfredo Noriega Fernánde: Al día-Curso de Español para los Negocios- nivel intermedio, libro del alumno+ CD; SGEL, 2009
www.espanolcomercialonline.net
www.uzletispanyol.lap.hu
RESOURCES OF TOURISM 2

Lecturer: Róbert Bagdi, PhD
Semester: 5
Code: SZFNSTU002A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Róbert Bagdi, PhD

Course objectives:
The main aim of the course unit is to give an overall view of the resources in tourism. During the course the students get to know the most important destinations of the world but most of the destinations are selected according to their connections to the global tourism trends and the relationship with Hungary. Resources of tourism in Hungary are also part of the course. The lectures focus on two main areas: the spatial connections of the world tourism resources as well as the most important travel features and habits (booking patterns, travel periods, outbound destinations, behaviour and the demand) of the tourists taking part in the world tourism, for example the interests and spending of a “typical” American, German, French, British, etc. In this approach the students come to know a significant part of the supply and the demand of the tourism sector.

Course content:
After the definition of the basic questions, the research areas of tourism geography follow, and we also give exact examples, so in essence, we show the description of the relationship between tourism and geography in spatial processes. At the same time, the connection between tourism and transport in all modes of transport (road, air, rail and water) will be the subject of the semester. The course describes in detail the characteristics of today’s Europe, which based on physical geography, such as mountains, passing through the corridors in the mountains, etc., on the other hand, these can be based on social geography, e.g. the role of the city-system of France in the construction of the TGV-lines, etc. The course discusses the natural history of Hungary from the basic physical geography up to the capabilities, through our country’s endowment of the tourism geography of today’s most important tourist statistics. After the General tourism geography basics, the main aim of the course is to explain in detail the 9 tourist regions of Hungary, which are the strengths of local destinations.
In recent years, tourism improvements also have been in the curriculum, e.g. the Ecocentre in Poroszló, the theme park in Bikal, or the Adventure Park in Tiszafűred. The following topics play an important role in the curriculum: national heritage, national parks and vineyards, their location, their main features, based on the characteristics of tourism products, and the possible options for further development. The curriculum also contains the cultural heritage as compulsory knowledge.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

TOURISM MANAGEMENT

Lecturer: Attila Szabó, PhD
Semester: 5
Code: SZFNSTU010A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Éva László, PhD

Course objectives:
The objective of this course is to study theoretical and practical questions of tourism management. The course offers a comprehensive description of tourism marketing; will analyse financial management of tourism enterprises and will focus on the HR problems of these enterprises as well. A considerable part of the course will cover marketing, finances, logistics and HR problems of transporting industries, accommodation and hospitality services, travel retailing and visitor attraction management. Questions of destination management will also be an integrated part of the course.

Course content:
Introduction to management for hospitality and tourism marketing.
Marketing planning.
Marketing mix (4P, 5P, 7P and 8P models).
Products and product development in tourism and hospitality companies.
First step of product development: marketing research.
Market segmentation, targeting and positioning.
Pricing – marketing and financial aspects.
Distribution channel management.
Promoting products – communication and promotion policy.
E-marketing.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
V.T.C. Middleton, A. Fyall & M. Morgan: Marketing in Travel and Tourism; Butterworth – Heinemann, 2009
Ch. J. Holloway: The Business of Tourism; Financial Times – Prantice Hall, London, 2002
G. Shaw & A.M. Williams: Tourism and Tourism Spaces; Sage, London,2004
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

TOUR OPERATION

Lecturer: Attila Lengyel, Csilla Rimóczi- Kalmár
Semester: 5
Code: SZFNSTU014A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Róbert Bagdi, PhD

Course objectives:
The main aim of the course is to broaden the students’ knowledge in the field of general tour operation and about the most important tasks of tour operators and travel agencies. The students get familiar with the technical details and everyday practice in tour operation. The lectures acquaint students with issues relating to the travel distribution system and different forms of travel enterprises as well as to travel branches and the whole tour operation process from product making to controlling. The course also covers legal aspects and the fields of e-tourism.

Course content:
Travel figures, trends, revision of basic concepts. History of tour operation. Tourism value chain with an identification of the different actors of the chain, their roles and the value added by their work, forms of distribution, tour planning and packaging process, classification of the different types of tour operators with an emphasis on outbound, inbound and domestic operators, the main functions of tour operators, main functions of travel agencies, trends for tour operators and travel agencies. Arguments for and against intermediation, online agencies otas vs. traditional agencies. GDS systems, horizontal and vertical integration of travel agencies and tour operators, travel contract. European regulations, ECTAA. Special emphasis is given to the importance of sustainable tour operation highlighting and analysing best practices of large tourism companies like Thomas Cook or TUI and also the activities of tour operators participating in TOI (Tour Operators Initiative) the global organization for sustainable tour operators. The contractual relations of tour operators and travel agencies as well as tour operators and travellers are analysed and students learn basic calculations in connection with the different forms of contracts. They get a detailed insight into the planning and creating process of tour packages.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Jagmohan Negi & Kaninshka: Tourist Guide and Tour Operation; Publishers New Delhi, 2005
Articles and case studies provided
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

LEISURE MANAGEMENT

Lecturer: Anita Mondok
Semester: 5
Code: SZFNSTU012A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Róbert Bagdi, PhD

Course objectives:
This course is designed to study philosophical concepts, examine the historical development of recreation, leisure, and play from ancient civilization to contemporary society, and review contemporary social issues that determine professional practices, by analysing the influence that cultural, social, and economic factors have on the development of the form, meaning, and role of recreation, and leisure in society.

Course content:

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
George Torkildsen: Leisure and Recreation Management; 5th edition, Routledge, New York, USA
Lecture Power Point presentations, Indicated articles and texts
HEALTH-ORIENTED ALIMENTATION

Lecturer: Szilvia Boros MD, PhD
Semester: 5
Code: SZFNSTUET11
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Dora Rusznak, PhD

Course objectives:
The aim of the course is to give a scientific overview on health-oriented alimentation. We will discuss the various dietary guidelines, the impact of nutrition on health and the role of nutrients on the human body. The final objective is to make the students capable of thinking about nutrition critically and have informed choices on diet.

Course content:
The basics of a healthy nutrition, dietary guidelines, the place of nutrition in health prevention.
How to balance our intake to manage weight, BMI, the problems of obesity and other lifestyle diseases.
Foods and food components to reduce, foods and nutrients to increase.
Food production: the question of freshness, safety, organically grown and genetically modified.
Dairy products and dairy substitutes, meat, fish dilemmas and processed food.
Low-carbohydrate, higher fat diets.
Beverages, water, tea, coffee, healthy drinks, alcohol; wine, beer, spirits and their impact on health.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Marion Nestle: What to Eat; United States of America: North Point Press, 2006 (selected chapters)
Marion Nestle: What to Eat; United States of America: North Point Press 2006
www.fnic.nal.usda.gov/fnic/interactiveDRI/
www.iom.edu/Activities/Nutrition/SummaryDRIs/~media/Files/Activity%20Files/Nutrition/DRIs/ULs%20for%20Vitamins%20and%20Elements.pdf
www.foodpolitics.com
Recreation

Lecturer: Orsolya Savella  
Semester: 5  
Code: SZFNSTUET12  
Responsible department: Department of Tourism, Regional and Social Development  
Responsible instructor: Szilvia Boros, PhD

**Course objectives:**
This course is designed to study philosophical concepts, examine the physiological, mental and spiritual benefits of recreation. Defining the role of regular physical activity in everyday life and in the prevention and treatment of diseases. The aim of the course is to develop fundamental knowledge about the role of recreation; to formulate a personal and professional philosophy of recreation; and to develop a practical understanding of social factors and forces that influence the principles that drive professional practice and the delivery of professional services.

**Course content:**
Using cumulative analytical skills, the focus will be on the synergy among various recreational activities and fundamental knowledge in recreation management. This course will stimulate your thinking about the meaning of recreation in your life. Recreation today and historically has been one of a main issue in human wellbeing. It is an elemental experience, essential to the total well-being of every person; it is a reflection and expression of the cultural values of a society. Recreation services are also essential for healthy communities in terms of social climate, environmental quality, and economic stability. Recreational activities comprise one of the largest and fastest growing industries in the world. The study of recreation is a broad discipline, combining diverse fields of study and professional practice. These topics will be approached using a combination of seminars, readings, assignments, team work and class discussions. Students are encouraged to apply the concepts learned in class to analyse cases in the real world.

The definition of recreation, position and role in wellness and in everyday life. Role of recreation in disease prevention and treatment. Recreational activities. Sport adaptation. Physiological adaptation to regular physical activities I. Physiological adaptation to regular physical activities III/ psychological and mental benefits of exercise. Lifetime sports vs. age related sports. Cooper’s theory. Victoria declaration.

**Requirements, evaluation, grading:**
Examination.

**Required and recommended reading:**
SELFNESS

Lecturer: Orsolya Savella
Semester: 5
Code: SZFNSTUET23
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Szilvia Boros MD, PhD

Course objectives:
This course is designed to study psychological concepts, examine the main causes and consequences of stress factors in contemporary society, and review contemporary social issues that determine professional and personal stress management strategies, by analysing the influence that cultural, social, and economic factors have on the development of the form, meaning, and role of relaxation.

The aim of the course is to develop foundation knowledge about the role of stress management; to formulate a personal and professional philosophy of different methods in psychological wellbeing, to develop a practical understanding of social factors and forces that influence the principles the drive professional practice and the delivery of professional services.

Course content:
Using cumulative analytical skills, the focus will be on the synergy among various stress management techniques and fundamental knowledge in stress affected us in our and western societies. Stress management/ selfness has been central to the human experience. It is an elemental experience, essential to the total well-being of every person; it is a reflection and expression of the cultural values of a society. Mental and psychological services are also essential for healthy communities in terms of social climate, environmental quality, and economic stability. Stress management services comprise one of the largest and fastest growing industries in the world. Stress: definition, measurement methods, statistics, types of manifestations, effects on everyday life and health. Anxiety: definition, measurement, causes, effects on the personality, Depression: meaning, causes, the importance of personality, How to cope with stress: collecting old and new-, western and eastern methods, Far-Eastern techniques: meditation, yoga, t’ai-chi, ayurvedic massage, sound therapy, phytotherapy, aromatherapy, etc. Western methods: massage, sport activities, hydrotherapies, thalassotherapy, flotation, autogenic training, progressive muscle relaxation, oxygen therapy. Active relaxation – practical view Self-shiatsu, self-massage practice. Case-study.

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
D. Baldwin & J. Bithwistle: An atlas of depression; CRC Press, 2002
AR. Miller & S. Shelly: Living with stress; 2010; Lecture Power Point presentations, indicated articles and texts; Namkhai Norbu: Dream Yoga and the practice of natural light
J.E. Longe (edit.): Gale encyclopedia of alternative medicine; 42nd edition, US, 2005
F. Sanberg & D. Corrigan: Natural remedies their origins and uses; Taylor and Francis, 2001
5. Grouping of the Business Programmes’ Courses

MID-TERM INTERNSHIP 5

Lecturer: Edina Molnár; Orsolya Savella; Csilla Rimóczi-Kalmár; Attila Lengyel
Semester: 5
Code: SZFNSTUGY05
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Miklós Németh, dr. univ

Course objectives:
Midterm internship enhances students’ professional, personal and methodological competencies in five distinctive fields: assessment of customer satisfaction, use of ‘Grand Tour’ Software, guest relation, handling problems, ecotourism fieldwork, participation in event organization.

Course content:
Assessment of customer satisfaction (8 hours – Ms Orsolya Savella)
Questionnaire is a frequently used tool for interdisciplinary researches. During the practical class students can learn how to compile methodologically correct questionnaires in the field of customer satisfaction assessment, and gain experience in questionnaire design and assessment by self-supported tasks. Students gain routine in building databases and encoding questionnaires.

Use of ‘Grand Tour’ Software (6 hours – Mr Attila Lengyel)
‘Grand Tour’ Tour operation software helps to record business administration actions and organizational tasks in electronic platform in the daily routine of tour operators and travel agents. The application helps to record all transactions in domestic and inbound tour operation, and provides user-friendly environment to reduce the administrational tasks. Students participate in the solution of real business administration tasks to gain experience in software use and get familiar with the main menus, submenus and commands.

Guest relation, handling problems (6 hours – Ms Edina Molnár)
Effective and proper guest – front staff communication requires good communication skills, problem solving ability, spontaneity, and sensitivity to guest problems, which can be enhanced by continuous practice. Guest relation is a special field of business communication the general rules of which are also required to know. During the practical class students can learn the basic modes of communication and logical direction of discussion and with continuous practice they can enhance their skills. Creative tasks help to identify possible solution for guest complaints. The internship also helps to develop student networks and personality.

Participation in ecotourism fieldwork (8+4 hours – Mr Albert Tóth)
Study tour is an effective tool for gaining experience in the field of tourism. The main aim of study trips is to discover practical use of conceptualized tourism theories and complement achieved level of knowledge with practical aspects. During the study trip students can gain experience about the ecotourism market of Lake-Tisza region, can get to know the main actors of the market.

Participation in event organization (8 hours – Ms Margit Rézsó)
Students take part in organizing events in the college campus either for students or for other local or foreign guests.

Requirements, evaluation, grading: Signature.
Required and recommended reading:-
**Courses in Commerce and Marketing programme:** Marketing Communications 1, Usefulness of the product and product management 1, Quantitative and Qualitative Research, Consumer Behaviour, Insurance Marketing, Service Marketing, Consumer Satisfaction & Consumer Protection

### MARKETING COMMUNICATIONS 1

**Lecturer:** Éva Pólya, PhD  
**Semester:** 5  
**Code:**  
**Responsible department:** Department of Commerce, Marketing and International Business  
**Responsible instructor:** Éva Pólya, PhD

**Course objectives:**
The main aim of this course for you is to understand how diverse organisations can communicate with internal and external customers and; how communication strategy can assist in the facilitation of exchange. It is also a crucial aim is to develop your strategic decision making skills, as well as the practical skills necessary to develop an effective communication plan.

**Course content:**
The scope of this course is to make you familiar with the main marketing communication platforms and tools as well as their implementations in a real life situation. Integrated marketing communication, advertisements, sales promotion, product placement, sponsorship and brand communication are the main topics that will be covered during the semester.

**Requirements, evaluation, grading:**
This course is based on lectures and seminars. Lectures are supported with presentations, but interactivity and joint discussions will be also essential. During the semester students have to write two mid-term tests (25-25 %), and prepare short presentations on given topics for seminars (50%). these two main activity forms will define your final mark.

**Required and recommended reading:**
T. A. Shimp & J. C. Andrews: Advertising Promotion and Other Aspects of Integrated Marketing Communications; 2013  
Handouts given in class
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

USEFULNESS OF THE PRODUCT AND PRODUCT MANAGEMENT 1

Lecturer: Attila Szakács, PhD.
Semester: 5
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Attila Szakács, PhD.

Course objective:
The general knowledge of products target acquisition required for the commercial use. In this context, the criteria of quality, quality influence, and - preservation and quality - price - unit places a great emphasis on utility.

Course content:
The Goods organization, value analysis and training in addition to the chapters dealing with quality assurance and liability issues. The standards and consumer protection goods tests examine correlations. Parallel knowledge of packaging materials and technologies for concrete furniture store, process layout examples are considered.

Requirements, evaluation, grading:
The condition of signature is writing a successful test during the semester, and completing the required seminar task for 20 points (the requirement is 50%). The result of the tasks - if completed over 50% - will be added to the result of the test. If students fail the test, they can write it once again from the full material of the semester. At the end of the semester students have to take an exam where the points gained can influence the final marks.

Required and recommended reading:
Compulsory readings:

Recommended reading:
QUANTITATIVE AND QUALITATIVE RESEARCH

Lecturer: Éva Pólya, PhD
Semester: 5
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Róbert Sándor Szűcs, PhD

Course objectives:
The main objective of the subject is to draw attention of students to the importance of qualitative and quantitative researches. The purpose of this course is to make students a knowledgeable research consumer. The focus will be on qualitative (exploratory) and quantitative research execution and the application of research findings and analysis in decision-making. The course is geared toward the practical application of research, though gaining a working knowledge of certain terminology will be important. The most important aim of the course is that students are able to make a real research with precise use of different research techniques.

Course content:
This course focuses on the importance of qualitative and quantitative research methods. The scope of this course is to give a deeper understanding and knowledge to these methods and building on your previous market research studies make you able to plan and execute complex company researches.

Requirements, evaluation, grading:
The course is based on lectures and seminars. Lectures are supported with PowerPoint slide shows and joint discussions and supplemented with handouts to take notes. Discussion and inter-activity are essential. Lectures are mainly based on theories and different case studies to enforce students to use their theoretical knowledge in practice and to make them synthesize their previous knowledge. Students have to execute a real-life own research in pairs with using different research techniques Each member of the pair must contribute equally to the research project work.

Required and recommended reading:
CONSUMER BEHAVIOUR

Lecturer: Kata Földi, PhD  
Semester: 5  
Code: SZFNSKRMM13  
Responsible department: Department of Commerce, Marketing and International Business  
Responsible instructor: Kata Földi, PhD

Course objectives:  
This highly practical course is aimed at business students who wish to understand the consumer. Marketing begins and ends with the consumer. The purpose of this course is to introduce you to the study of consumer behaviour. We will take the perspective of a marketing manager who needs knowledge of consumer behaviour in order to develop, implement and evaluate effective marketing strategies.

Course content:  

Requirements, evaluation, grading:  
The course is based on lectures and seminars. Lectures are supported with PowerPoint slide shows and joint discussions and supplemented with handouts to take notes. Discussion and interactivity are essential. Lectures are mainly based on theories and different case studies to enforce students to use their theoretical knowledge in practice and to make them synthesize their previous knowledge. Active participation is necessary at lectures and seminars. Case study working in teams of two or three (30%). A case study about the product or service consumer behaviour, secondary research will provide real life experience as well as its presentation will improve presentation skills. They also have an oral exam from the material of the lectures (50%). 
Midterm exam 20%, Final oral exam 50%, Case study 30%.

Required and recommended reading:  
INSURANCE MARKETING

Lecturer: Attila Szakács, PhD
Semester: 5
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Attila Szakács, PhD

Course objective:
The main purpose is to show students the most important categories and contexts of insurance marketing so that students see the market relations of companies, the importance of insurance to create calm management. They have to be able to link different techniques to competitive market, and use these techniques to deal with risk management. They get knowledge about the participants of insurance companies and their products. This subject shows marketing strategies, and the students learn the use and conditions of these possibilities.

Course content:
With the accomplishment of this subject, students will be able to learn the main aspects and processes of insurance, they can also realize and deal with market risk within the company. They will apply the tools of insurance marketing to solve market changes, realize motivations of customers and insurance market, compare the policies of different insurance companies. They will be able to make reliable decisions on getting information, and analyze the situations of risks.

Requirements, evaluation, grading:
Students have to take a final exam in this subject.

Required and recommended reading:
Compulsory reading:
SERVICE MARKETING

Lecturer: Attila Szakács, PhD.
Semester: 5
Code: GA014
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Máté Zoltán PhD

Course objective:
This subject shows a full picture about the development of principles, methodology, Hungarian and international trade in products and the provision of marketing. It describes the particularities and consequences of services as a special product. It deals with the specialties and strategies of goods and services, and also with specificity of marketing mix.

Course content:
With the accomplishment of this subject, students learn the basic knowledge and areas of marketing services. They also learn the main tasks and tools of marketing services and see the strategy-making process and will be able to make plans for marketing of services alone. They will be able to make complex work based on the analysis of processes for gaining profit and developing efficiency.

Requirements, evaluation, grading:
The condition of signature is writing 1 successful test during the semester, and taking a final exam.

Required and recommended reading:
Compulsory readings:
CONSUMER SATISFACTION AND CONSUMER PROTECTION

Lecturer: Róbert Sándor Szűcs, PhD
Semester: 5
Code: SZFNSKRO16B
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Róbert Sándor Szűcs, PhD

Course objectives:
The main objective of the subject is to draw attention of students to the importance of consumer protection and marketing. The course surveys the basic concept of consumer protection in the aspect of consumer satisfaction, definitions, the situation, and role of importance of „fair trade”. The course will also deal with the relation of trade, marketing and consumer protection, product liability, guarantee and warranty (e.g. advantages of life time guarantee, etc.), good and bad cases (e.g. Ford Pinto, etc.), time share contracts, doorstep selling, content and rules of product labels, price displays, general terms and conditions, laws and ethics in marketing communication. There will be case studies to use the acquired theoretical knowledge in practice. The opinions and ideas of student are very important in this subject.

Course content:
Introduction – Definitions of consumer protection and consumer satisfaction, History and development of consumer protection, Consumer rights and consumer satisfaction, Importance of information (product label), Product liability, guarantee, warranty in consumer protection and in marketing, Price in consumer protection and in marketing, Legal questions of the distribution channels, Contracts, Competition law, Regulation of marketing communication, Food safety.

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes. Closing exam.
Required and recommended reading:
5. Grouping of the Business Programmes’ Courses


EU COMMON AND COMMUNITY POLICIES

Lecturer: Sándor Meisel, dr.univ
Semester: 5
Code: SZFNSNG008A
Responsible department: Department of Commerce, Marketing and International Business
Department code: 
Responsible instructor: Zsolt Szakács, PhD

Course objectives: The aim of the course is to give a detailed and well-founded overview of the system of financial distribution in the European Union. It presents the EU common budget, its history, structure and role in the development of the integration. Lessons dealing with two major budget related re-distributive common policies, i.e. Common Agricultural Policy (CAP) and regional development policy describe their functioning, effects, achievements and contradictions. Special emphasis is placed on a problem-oriented assessment of these policies.

Course content: The content of the module is divided into five distinct segments. The first part concentrates on brushing up the students’ knowledge of the European Union acquired in the framework of a previous EU Studies module. The second element seeks to examine the notion, nature and specific features of common EU policies. The third part explores the operation and mechanisms of the common budget and its role in the financial distribution. The fourth block of the module presents the objectives, principles and economic effect of the Common Agricultural Policy. The final element presents the origins, basic rules and key problems of Community actions to handle regional inequalities in the European Union.

Requirements, evaluation, grading: The course is based on lectures. Students will be able to follow the lecture with the help of outlines distributed in the class. During the term, students are encouraged to take part actively in discussions related to the topics of the programme and to current events of the integration. They are required to carry out a small research on a chosen topic and to make a short presentation of their findings. Presentations will be part of the final assessment. There will be two interim exams to test students’ understanding of key issues. Grades will be given according to the following pattern: home assignment (10%), two mid-term tests 40%, final exam 50%.

Required and recommended readings:
Nicholas Moussis: Access to European Union – Law, economics, policies; http://www.europedia.moussis.eu/home.tkl
INTERNATIONAL FORWARDING & TRANSPORT

Lecturer: György Karmazin, PhD
Semester: 5
Code: NSNG009A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: György Karmazin, PhD

Course objectives:
Within the frame of this subject students are familiarised with the concepts of international freight transport and forwarding, the organisational tasks related to them and the documents used for different transport methods. The subject also covers the legal regulatory background of forwarding, and through a review of the Hungarian General Forwarding Conditions, students are introduced to the theory and practice of the forwarding processes and are also acquainted with the documents used in their practice. In the course of the term, students are introduced to the domestic and international regulations concerning international freight transport by road and rail, river and international sea transport, air and container transport, as well as the theoretical and practical applications of international conventions. The subject also offers a review of the combined forms of transport.

Course content:

Requirements, evaluation, grading:
Teaching of the subject is based primarily on the material covered in the lectures while theoretical knowledge is complemented with practical intensification in the seminars where students are familiarised with the organisational tasks and processes of goods transport. Students take a final exam in the subject and their performance is classified with a term mark (min. 50%).

Required and recommended reading:
Alan Rushton, Phil Croucher & Peter Baker: The Handbook of Logistics and Distribution Management; Kogan Page, 2006; Gwynne Richards: Link The logistics and supply chain toolkit – over 90 tools for transport, warehousing and inventory management; Kogan Page, 2013
Monika Wrzesinska (ed.): Six years of road freight growth lost to the crisis - Trends in EU road freight transport; Eurostat - Statistics in focus 12/2011.
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

LAW OF INTERNATIONAL RELATIONS

Lecturer: Eszter Bakos-Pándi, PhD
Semester: 5
Code: SZFNSNG015A
Responsible department: Department of Economic, Finance and Management
Responsible instructor: Eszter Bakos-Pándi, PhD

Course objectives:
The aim of teaching Law of International Relations is to provide relevant knowledge on the law of international relations to the student. Besides basic international law knowledge, high emphasis will be placed on the composition and tasks of today’s leading international organizations such as the European Union and on the commerce-related topics of the law of international relations.

Course content:
The subject focuses on the following topics: basics of international law (its sources and different actors, public and private international law), countries as actors of the international law, international organizations, the individuals in the international relations, international contracts and the significance of customs. Moreover, students will get acquainted with the commerce-related regulations of international relations, such as the INCOTERMS 2010 and the CISG. Finally, the European Union will be presented to the students.

Requirements, evaluation, grading:
Lectures on the Law of International Relations will focus on different international actors, commerce and economy related to international contracts and daily international issues. We will rely on students’ previous knowledge about the Fundamentals of Law and Economic Law; furthermore on how students are informed about the daily international affairs. The evaluation will be based on a final written exam the grading of which is the following: 0-50%: fail, 51-60%: sufficient, 61-75%: satisfactory, 76-90%: good and 91-100%: excellent.

Required and recommended reading:
Robert Beckman & Dagmar Butte: Introduction to International Law;
Walid Abdulrahim: A State as a Subject of International Law;
Rudolf W. Strohmeier & Ingrid Habets (eds.): EU policies: an overview - from decision-making to implementation; Brussels, Centre for European Studies, 2013, ISBN 978 2 930632 30 8
INTERNATIONAL MARKETING

Lecturer: Éva Pólya, PhD
Semester: 5
Code: NSKR010A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Zoltán Máté, PhD

Course objectives:
This course aims to examine the global opportunities and impediments that commonly confront an international marketing manager. The purpose of the course is to help prospective managers identify market opportunities, analyse marketing problems, and develop strategic marketing programs in international markets. This course will emphasize the integration of a number of marketing concepts and principles and will stress strategic thinking, decision-making, and application. Assignments will seek to help students develop fundamental skills of analysis, communication, critical thinking, planning, and decision-making.

Course content:
The scope of this course is to take you into the world of an international marketer. The scope and structure of international marketing are examined. Product, price, promotion and place, consumer behaviour, business environment and relevant laws are emphasized. Understanding of these factors can lead on to the formulation of a comprehensive and integrated marketing approach to an international environment.

Requirements, evaluation, grading:
During the semester students have to write two mid-term tests (10-10%), and prepare one home assignment (20%). As a home assignment students have to create an own marketing plan for a freely chosen product. If you miss the deadline, you will get a 10% deduction from your points per each day. Students have to be well prepared for all seminars, their preparatory work has to be sent the day before. Pre-handed case studies also have to be read before the lectures, and students must be prepared about the given topic. Apart from these, class contribution (10%) and exam results (50%) will define your final mark.

Required and recommended reading:
Cateora & Graham: International Marketing; McGraw Hill, New York, 2005
McDonald: Marketing plans. How to prepare them, how to use them; Elsevier, Burlington, 2007
Handouts given in class

DECISION THEORY AND DECISION SUPPORT SYSTEMS

Lecturer: Sándor Bozóki, PhD
Semester: 5
Code: GA008
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Sándor Bozóki, PhD

Course objectives: The aim of the course is to discuss the basic models of quantitative decision theory. Decision makers’ preferences are in the focus, especially, how to quantify them. Multi-criteria decision-making includes problems with more than one objective functions, namely conflicting criteria. The aim is to find the overall best alternative. Group decision making seeks for the aggregation of individual judgments. Decision models are discussed together with the associated decision support systems and case studies.


Competencies: At the end of the course, students are supposed to identify, model and solve a wide range of business decision-making problems. Learning the basics of individual and group decision-making and decision support systems supports not only the application of the models in real decision situations.

Requirements, evaluation, grading: Examination, five grade scale assessment based on an end-term examination, essay on solving a chosen decision problem (for pass limit see TVSZ).

Required and recommended readings:
Required reading(s):
Course Overhead Materials; - Supplementary readings, class hand-outs

Recommended reading(s):
CONTROLLING

Lecturer: Viktória Bodnár, PhD, Zsuzsanna Deák, PhD
Semester: 5
Code: GA007
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Viktória Bodnár, PhD

Course objectives:
The aim of the course is to present management control. Students get an overview on planning systems, managerial accounting, reporting systems and performance measurement. The course not only provides methodology and protocols but also explains all the controlling tools from the managerial point of view and describes the special role of controller in an organization.

Course content:

Requirements, evaluation, grading:
100% seminar work: class participation, home assignments.

Required and recommended reading:
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

HUMAN RESOURCE MANAGEMENT

Lecturer: Dr. habil. János Fehér, PhD
Semester: 5
Code: GA009
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Dr. habil. János Fehér, PhD

Course objectives:
The course is designed to provide students with an understanding of the role of Human Resource Management within organizations, and a recognition of its contribution to formulating and implementing organizational goals and strategies.

Course content:
Lectures:
Teaching methods will include Case Analyses, Self-Diagnostic Assessments, Group Assignments and Situational Exercises.
Competencies:
At the conclusion of the course, the participants will have a proficiency in the use of the methods and tools of HRM, and an independence and ability in the operation of key HRM related activities.

Requirements, evaluation, grading:
Final examination, five grade scale assessment, two mid-term examinations (achievement of a minimum of 50% is required).

Required and recommended reading:
Required reading(s):
Course Overhead Materials
Supplementary readings, class hand-outs
Recommended reading(s):
ENTERPRISE RESOURCE PLANNING (ERP)

Lecturer: Csaba Fábián, PhD, Zsolt János Viharos, PhD
Semester: 
Code: GA010
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Csaba Fábián, PhD, Zsolt János Viharos, PhD

Course objectives:
Students get acquainted with the purpose, functions and structure of ERP systems. They acquire basic skills in resource planning and decision support, and will see the role information systems play in them.

Course content:
Seminars: -
Labs: Formulation and solution of enterprise recourse planning problems using Excel Solver and a modeling system. Simulation of supply chains.

Requirements, evaluation, grading:
40% seminar work, 60% final examination.

Required and recommended reading:
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

PROJECT MANAGEMENT

Lecturer: Zsolt János Viharos, PhD
Semester: 5
Code: GA011
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Zsolt János Viharos, PhD

Course objectives:
The aim of the course it to meet, understand project management issues and become able to
manage projects, learn the related tasks and methods and acquire the necessary project ma-

Course content:
Definition of the project, strategic and operative projects
Business case, project definition
Targets, assumptions, frames and constraints, responsibilities, resources and capacities
Project organisations and project roles
Project communication, project templates, task allocation and reporting, status reports, hier-
archical project management
Levelling of project tasks and capacities
Project indicators and project risks
Project monitoring and project controlling
Project management software I.: Ms Project, Openproject and Ms Office Excel - understand-
ing
Project management software II.: Ms Project, Openproject and Ms Office Excel - practice
Project closing and follow-up, validity check, project cancelation, project pay-off, exploitation
of results
Management of IT related projects
Agile project management

Requirements, evaluation, grading:
40% seminar work, 60% final examination.

Required and recommended reading:
Scott Berkun: Making Things Happen: Mastering Project Management; O’ Reilly Media Inc.,
LOGISTICS FUNDAMENTALS

Lecturer: Zoltán Lelkes, PhD  
Semester: 5  
Code: GA006  
Responsible department: Department of Information Technology  
Responsible instructor: Zoltán Lelkes, PhD

**Course objectives:**  
The aim of the course it to understand logistics fundamentals and issues and to become able to manage logistic systems, projects and processes, to learn the logistic related tasks and methods and to acquire the necessary logistics skills, too. The students will analyse some case studies related to purchase, production and supply logistics challenge.

**Course content:**  
The definition of logistics, understanding the goal of logistic processes  
Logistics as product, definition of logistic service level  
Purchasing, related challenges, processes and tasks  
The definition and processes of the distribution system  
Distribution system as a network  
Network optimization problem, case study  
The definitions of stock management  
Stock management policies and models  
Supply grid and system in commercial and production companies  
Outsourcing and insourcing possibilities in logistics  
Supply Chain management  
Supply Chain Advanced Planning Systems, case study  
Issues of international purchasing and distribution

**Requirements, evaluation, grading:**  
20% seminar work, 80% final examination.

**Required and recommended reading:**  
5. Grouping of the Business Programmes’ Courses

6th semester

INSTITUTIONAL RELATIONSHIPS

Lecturer: Attila Lengyel
Semester: 6
Code: SZFNSTU013A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Róbert Bagdi, PhD

Course objectives:
The main aim of the subject is to introduce students into the EU and Hungarian administrative environment focusing on the issues, which are strictly connected to the tourism industry. The subject presents the main principles of the international relations of Hungary in the field of tourism, its main objectives and means and the operation of the governmental organizations responsible for tourism relations.

Course content:
Importance of international tourism relations
Functions & institutional system of tourism diplomacy
International relationships of the developed countries
Tourism diplomacy in Hungary
Tourism in Hungarian governmental institutions
International tourism marketing, Tourism management in Hungary
Hungarian Tourism PLC
New trends in international tourism marketing: e-business
International tourism marketing in other European countries
The role of the municipalities in international tourism relations
The possibilities of co-operation in the field of international tourism marketing among tourism enterprises, the Hungarian Tourism PLC and municipalities

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Takis Tridimas: The General Principles of EU Law; Oxford University Press, 2007
Allan M Williams & Vladimir Balaz: Tourism in Transition: Economic Change in Central Europe; TAURIS IB, 2001
Lecturer: Orsolya Savella  
Semester: 6  
Code: SZFNSTUET21  
Responsible department: Department of Tourism, Regional and Social Development  
Responsible instructor: Szilvia Boros MD, PhD

Course objectives:  
This course introduces the importance of personal wellness and fitness. Various issues related to the dimensions of wellness will be discussed. The course will provide the necessary knowledge and skills of wellness elements as parts of wellness programs of a modern spa.

Course content:  
Global spa industry: spa types, history of spas, Wellness = PR3 (Prevention, Recreation, Relaxation, Recovery). Basic elements of wellness, the reason for its popularity. The position of wellness in modern body culture. Wellness as lifestyle. Wellness supplies and demands. Definition of health. Health centred wellness  

Requirements, evaluation, grading:  
Examination.

Required and recommended reading:  
Seminar power point presentations, handouts  
Indicative texts and articles (e.g. Tubergen-Linden: A brief history of spa therapy; Ann Rheum Dis, 2002, 61:273–275)  
Health Tourism Management

Lecturer: Anita Mondok, PhD student
Semester: 6
Code: SZFNSTUET22
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Dora Veronika Rusznak, PhD

Course objectives:
The aims of the course unit are to investigate Health tourism (Spa & wellness tourism according to the international terms), the most important type of tourism in Hungary, from a marketing and management aspect. By completing this course, you will understand the trends and the practice of the spa industry, and you will be able to use this knowledge in your marketing and management work.

Course content:
The perspectives of health tourism, the demand for health tourism services, international trends. The concept of wellness, its significance, motivating system and social judgement, The sections of health tourism, its case maps and the characteristics of the target market. Types of spa conceptions, the categorization of spa resorts from the aspect of marketing. The main characteristics of health tourism services, product development. The most successful European and Hungarian spa destinations, best practices. Case study: Health tourism development. The marketing plan of a wellness program. Case study: Rehabilitation centre. A marketing plan of a health tourism program. Brand in the spa industry. Wine spas. Briefing on the present Hungarian spa-industry situation. International outlook, new tendencies, innovation and results.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
T. Várhelyi (ed.): Az információs társadalom fejlődése és a munkaerőpiac; Debreceni Egyetem TEK, DLE 2007 (könyv, ISBN 978-963-06-2980-5) (only the English chapter)
T. Várhelyi: The importance of brands and marketing in spas, medical, golf and wine tourism; AVE konferencia 2009, Debrecen (in proceedings: 1417-1424)
We will use handouts and articles later about the top European spas, the marketing aspects of the Global Spa Forum and the spa brands & marketing. 100 Best Spas of the World: Insider’s Guide; Guilford, 2006
Spa Finder or spafinder.com
www.globalspasummit.org (a collection of important documents)
RECREATIONAL EXPERIENCE PLANNING

Lecturer: Orsolya Savella  
Semester: 6  
Code: SZFNSTUET24  
Responsible department: Department of Tourism, Regional and Social Development  
Responsible instructor: Szilvia Boros MD, PhD

Course objectives:
The main aim of the course is to get acquainted with the types of leisure activities, with the leisure (tourism and sport) supply elements and the demand trends of wellness hotels and tourism destinations and to show the role and interpretation of experience connected to sport and recreational programs. Students learn the practical aspects of programs.

Course content:
Using cumulative analytical skills, the focus will be on the synergy among various recreational activities and fundamental knowledge in recreation management. This course will stimulate your thinking about the meaning of recreation programs in your life. It is an elemental experience, essential to the total well-being of every person; it is a reflection and expression of the cultural values of a society. Recreation services are also essential for healthy communities in terms of social climate, environmental quality, and economic stability. Recreational activities comprise one of the largest and fastest growing industries in the world.


Requirements, evaluation, grading: Term mark.

Required and recommended reading:  
C.M. Tipton: Exercise physiology; American Physiological Society, Oxford University Press, 2003; Global recommendations on physical activity for health; WHO, 2010  
SPA & WELLNESS FACILITIES MANAGEMENT

Lecturer: Anita Mondok, PhD student
Semester: 6
Code: SZFNSTUET13
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Attila Szabó, PhD

Course objectives:
This program’s unique focus on business gives students the tools they need to pursue careers in management within the wellness industry. The course covers global, national and local concerns, issues and trends in the spa industry. Emphasis is placed on problem-solving skills using currently available resources. Upon completion, students should be able to apply spa management principles to real challenges facing industry managers and workers.

Course content:

Requirements, evaluation, grading: Examination.

Required and recommended reading:
Gerry Bodeker (Editor), Marc Cohen (Editor): Understanding the Global Spa Industry: Spa Management; Butterworth-Heinemann, UK, 2008
Indicative texts and articles
Mary Wisnom & Lisa L. Capozio: Spa Management: An Introduction; Prentice Hall, 2011
Edward Tezak & Terry Folawn: Successful Salon and Spa Management; Milady, NY, USA, 2011; Patricia Erfurt-Cooper & Malcolm Cooper: Health and Wellness Tourism. Spas and Hot Springs; Channel View Publications, Salisbury, UK 2009
Martin Nicholas Kunz & Patrice Farameh: Luxury Hotels Spa & Wellness; TeNeues, 2008
5. Grouping of the Business Programmes’ Courses

THESIS WORK CONSULTATION 1

Lecturer: Márta Kóródi, PhD
Semester: 6
Code: SZFNSTUET25
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Tamás Fülöp, PhD

Course objectives:
The aim of the Thesis Work is to finish off the bachelor program with an individually prepared written work of fixed length and structure that covers a specific field within the program.

Course content:
The thesis or diploma thesis is a “masterpiece” which is prepared at the end of his/her studies by the student. The thesis has to be written in a specific area and topic chosen by the student. The major aim of the thesis is for the student to prove that he or she has acquired all the knowledge and skills that are set down in the study programme, and that he or she is able to synthesize and apply this knowledge. Students must also prove that they are well acquainted with the international literature of the topic. Thesis must be an analytical, creative paper, students are required to form their own opinion and they will have to have their own recommendations on solving problems they will explore and assess in the thesis. The topic of the thesis has to be related to tourism and catering and to the student’s specialisation.

The diploma thesis course is a compulsory course, which has to be taken in the 6th semester, and will help students with writing their thesis. The course is a consultative course with the student’s chosen thesis leader. They should make their choice of topic and tutor to fit their field of interest and future career plans. They will have to defend their thesis that is their opinion, recommendations, etc. at the final examination.

Rules of writing thesis work
Stages of thesis work preparation
Structure of thesis work
Research methods
Layout of thesis work
Frequently made mistakes
Defending the thesis work

Requirements, evaluation, grading:
Term mark.

Required and recommended reading:
Umberto Eco: Come si fa una tesi di laurea edited in different translations 1977
5. Grouping of the Business Programmes’ Courses

MID-TERM INTERNSHIP 6

Lecturer: Orsolya Savella; Edina Molnár, PhD
Semester: 6
Code: SZFNSTUGY06
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Orsolya Savella

Course objectives:
Midterm internship enhances students’ professional, personal and methodological competencies in five distinctive fields: compiling questionnaire, study trip and visiting tourism fair, designing brochure, participation in event organization.

Course content:
Designing brochure (8 hours – Ms Orsolya Savella)
The mid-term internship provides an opportunity to learn how to use Microsoft Office Publisher 2007 software to design tourism brochures. Students gain experience in the use of application by self-supported tasks with the teacher’s assistance. The practical class makes students experienced in how to design, draw up and edit effective and attractive brochures.
Compiling questionnaire (8 hours – Ms Orsolya Savella)
Questionnaire is a frequently used tool for interdisciplinary researches. During the practical class students can learn how to compile methodologically correct questionnaires in the field of tourism, and gain experience in questionnaire design and assessment by self-supported tasks.
Participation in study tour (8 hours – Ms Orsolya Savella)
Study tour is an effective tool for gaining experience in the field of tourism. The main aim of study trips is to discover the practical use of conceptualized tourism theories and complement achieved level of knowledge with practical aspects. During the study trip students can gain experience about the Hungarian health, wellness and spa tourism market, can get to know the main actors of the market.
Participation in tourism fair (8 hours – Savella Orsolya)
The objective of the study trip is to gather, sort and analyse information (concerning the food industry, confectioner’s trade, gastronomy, restaurant and hotel management, kitchen organization, etc.). By taking part in the fair, students can form an opinion of what factors are considered when designing the fair installation, who is the best person to represent the company and who would be invited to the fair.
Participation in event organization (8 hours – Ms Margit Rezso)
Students take part in organizing events in the college campus either for students or for other local or foreign guests.

Requirements, evaluation, grading: Signature.

Required and recommended reading: -
Courses in the Commerce and Marketing programme: International Marketing, Retail Marketing, Market Types, Personal Selling, Company Case Studies, Usefulness of the Product & Product Management 2, Brand Management, Distribution Channel, Marketing Communications 2, Thesis Consultation

**INTERNATIONAL MARKETING**

Lecturer: Éva Pólya, PhD  
Semester: 6  
Code: NSKR010A  
Responsible department: Department of Commerce, Marketing and International Business  
Responsible instructor: Zoltán Máté, PhD

Course objectives:  
This course aims to examine the global opportunities and impediments that commonly confront an international marketing manager. The purpose of the course is to help prospective managers identify market opportunities, analyse marketing problems, and develop strategic marketing programs in international markets. This course will emphasize the integration of a number of marketing concepts and principles and will stress strategic thinking, decision-making, and application. Assignments will seek to help students develop fundamental skills of analysis, communication, critical thinking, planning, and decision-making.

Course content:  
The scope of this course is to take you into the world of an international marketer. The scope and structure of international marketing are examined. Product, price, promotion and place, consumer behaviour, business environment and relevant laws are emphasized. Understanding of these factors can lead on to the formulation of a comprehensive and integrated marketing approach to an international environment.

Requirements, evaluation, grading:  
During the semester students have to write two mid-term tests (10-10%), and prepare one home assignment (20%). As a home assignment students have to create an own marketing plan for a freely chosen product. If you miss the deadline, you will get a 10% deduction from your points per each day. Students have to be well prepared for all seminars, their preparatory work has to be sent the day before. Pre-handed case studies also have to be read before the lectures, and students must be prepared about the given topic. Apart from these, class contribution (10%) and exam results (50%) will define your final mark.

Required and recommended reading:  
Cateora & Graham: International Marketing; McGraw-Hill, New York, 2005  
Gilligan & Hird: International Marketing. Strategy and management; Routledge, London, 1993; McDonald: Marketing plans. How to prepare them, how to use them; Elsevier, Burlington, 2007; Handouts given in class
Retail Marketing

Lecturer: Kata Földi, Phd
Semester: 6
Code: SZFNSKR025A
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Kata Földi, PhD

Course objectives:
This highly practical course is aimed at business students who wish to understand the effects of marketing mix used by retail companies. With the retail world actively seeking marketers to develop their consumer loyalty and attract new custom this course will equip you with the skills needed to become a key player in this evolving sector. It covers fundamental marketing concepts as well as retail marketing knowledge.

Course content:
Retail market trends: retail concentration and competition. Functions of retailing. Retail assortment, assortment planning, retail services, private labels and category management. Factors affecting price, retail pricing methods, strategy and differentiation. Retail communication, advertising, promotion, sales promotion and integrated marketing communications in retailing. Distribution, Decisions: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members. Store atmospherics: retail atmospherics, store design, space valuation in Mall.

Requirements, evaluation, grading:
The course is based on lectures and seminars. Lectures are supported with PowerPoint slide shows and joint discussions and supplemented with handouts to take notes. Discussion and interactivity are essential. Lectures are mainly based on theories and different case studies to enforce students to use their theoretical knowledge in practice and to make them synthesize their previous knowledge. Active participation at lectures and seminars is necessary. Case study working in teams of two or three (20%). A case study about the analysis of marketing mix using the retail company exercise will provide real life experience as well as its presentation will improve presentation skills. They also have an oral exam from the material of the lectures (60%).
Midterm exam 20%, Final oral exam 60%, Case study 20%.

Required and recommended reading:
Market Types

Lecturer: Éva Pólya, PhD  
Semester: 6  
Code:  
Responsible department: Department of Commerce, Marketing and International Business  
Responsible instructor: Éva Pólya, PhD

Course objectives:  
The main aim of the course unit is to acquaint students with the differences in organizational and consumer markets and make them able to recognize and implement appropriate marketing actions. It is also essential to provide useful and practical knowledge that students can quickly, easily and properly use in real corporate life situations.

Course content:  
The course unit focuses on consumer and organizational markets. During the course most important trends of both market types and special characteristics of different market types are in focus. Consuming and purchasing processes are also emphasized and examined in details. This course gives students a new, more holistic picture about the specialties of different market types.

Requirements, evaluation, grading:  
The course is based on lectures. Lectures are supported with PowerPoint slide shows and joint discussions and supplemented with handouts to take notes. Discussion and interactivity are essential. Mid-term tests (20-20%) and the final exam result (60%) will define your final mark.

Required and recommended reading:  
Handouts given in class
PERSONAL SELLING

Lecturer: Attila Szakács, PhD.
Semester: 6
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Attila Szakács PhD.

Course objective:
The main objective of the course is to show the particular place and roles of personal selling in the marketing mix and in the life of companies. It highlights to personal selling and its direct and indirect main purposes, directions, and specific producing processes of the producing, trading and service providing companies.

Course content:
With the accomplishment of this subject, students will be able to get acquainted with the theoretical and practical background of personal selling. They learn to realize areas of planning and controlling with personal selling. They will be able to analyze value, manage and motivate sales staff and improve their efficiency. Students learn about the reasons for ethical and legal problems, they will be able to find a solution, and understand the roles of salespeople.

Requirements, evaluation, grading:
The condition of the signature is writing 2 successful tests during the semester; if it is not successful, students can rewrite it, and at the end of the semester, they have to take a final exam.

Required and recommended reading:
Compulsory readings:
COMPANY CASE STUDIES

Lecturer: László Kacsirek. CSc
Semester: 6
Code: NSKRES23
Responsible department: Department of Commerce, Marketing, and International Business
Responsible instructor: Szűcs Róbert Sándor, PhD

Course objectives:
The major aim of the course is to assess specific company issues and problems with the help of case studies. It is an aim for students to think and discuss company problems and thereby develop their soft business skills (e.g. report writing, presenting, discussing, etc.).

Course content:
The course unit consists of three major parts: discussing methodology, analysing company cases and writing and discussing case studies. In the first part the methodology of case study learning will be discussed. This will include the methodology of reading cases, assessing cases, identifying the problem, developing alternatives, report writing and presenting results. Students will be working in groups. 4 cases will be discussed with four different problems in four areas: management, marketing, logistics ad internationalisation. Student work on the cases, they write the report and present their solutions. Reports and presentations will be discussed. Students will be briefed in the methodology of writing case studies. Students are required to choose and visit a company and write a case study on an issue that they consider to be interesting. They write the case study, present the problem and the company’s solution. Cases will be discussed.

Requirements, evaluation, grading:
Class participation 10%, Case study analysis: 45%, Case study writing 45%.

Required and recommended reading:
Ingo Rohlfing: Case studies and Causal Inference: An integrative framework; Palgrave, 2012
John Gerring: Case Study Research: Principles and practices; CUP, 2007
USEFULNESS OF THE PRODUCT AND PRODUCT MANAGEMENT 2

Lecturer: Attila Szakács, PhD.
Semester: 6
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Attila Szakács, PhD.

Course objective:
The main objective is that students learn about different goods groups, and about factors of quality and consumption. They can use this knowledge for meeting customer needs and satisfaction. The subject introduces theoretical knowledge with practical examination proceedings. With this knowledge, students will be able to recognize the quality by just visual perception in the fastest way they can.

Course content:
With the accomplishment of this subject, students will be able to examine the value of different kinds of goods and products, recommend qualitative goods and realize the nature of products. They can also evolve acceptable conditions for the storage of goods.

Requirements, evaluation, grading:
The condition of signature is writing 2 successful tests during the semester, and making 2 presentations in front of the class.

Required and recommended reading:
Compulsory readings:

Recommended reading:
BRAND MANAGEMENT

Lecturer: Éva Pólya, PhD
Semester: 6
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Éva Pólya, PhD

Course objectives:
The aim of the course unit is to develop a brand manager thinking in students. The course unit aims the develop the skills that are necessary for the management of brands like positioning, segmentation or emotional tools.

Course content:
The main topics covered during the semester are connected to examining the role of brands in marketing and consumption. We will focus on the emotional and symbolic content of brands as well as on brand equity and the process of building brands through marketing communication. Brand extension possibilities, corporate reputation, global and international brands will also be examined.

Requirements, evaluation, grading:
The approach to this course unit will take the form of a moderated discussion. The schedule for discussion topics follows and may be changed by the interest of students, news and current questions in business life. Active class participation is essential and will be graded as well. Besides this during the semester students have to write a mid-term test and work on a complete project assignment.

Required and recommended reading:
M. Ross: Branding basics for small business; Nor Lights Press, 2010, p. 285
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

DISTRIBUTION CHANNEL

Lecturer: Szűcs Róbert Sándor, PhD
Semester: 6
Code: SZFNSKRMM22
Responsible department: Department of Commerce, Marketing, and International Business
Responsible instructor: Szűcs Róbert Sándor, PhD

Course objectives:
Distribution channels management is a critical business function that every firm has to pay attention to. This course aims to introduce current theories and practice in distribution channels management to students. By learning the relevant theoretical frameworks, students will understand the motivations and behaviors of channel members and effective ways to manage a firm’s relationships with its channel members. Students will also learn how to make informed decisions in channels management. More important, this course is not a standalone marketing course. It integrates concepts and ideas from other marketing courses so that students can fully comprehend the linkage of channels management with other core marketing functions.

Course content:
Introduction, Marketing channel concepts, Channel participants, Environment of marketing channels, Behavioral processes in marketing channel, Strategy in marketing channels, Designing marketing channels, Selecting channel members, Motivating channel members, Product issues
Pricing issues, Promotion issues, Logistics and channel management, Evaluating channel member performance, Electronic marketing channels

Requirements, evaluation, grading:
Active participation at lectures and laboratory classes. Solving exercises and tasks at laboratory classes. Term mark.

Required and recommended reading:
MARKETING COMMUNICATIONS 2.

Lecturer: Éva Pólya, PhD
Semester: 6
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Éva Pólya, PhD

Course objectives:
The main aim of the course unit is to acquaint students with the tools of marketing communications and their applicability in business life. It is also essential to provide useful and practical knowledge that students can quickly, easily and properly use in real corporate life situations.

Course content:
The course unit focuses on managing advertising tools in different business situations. In the first part of the course unit students get a hint to advertising tools and how to build up an advertising campaign. In the second part students will get acquainted with media planning. In the third part the course will focus on corporate advertising problems and the everyday implementation of marketing-communication tools.

Requirements, evaluation, grading:
The course unit will be based on very active seminar work. Instead of traditional lectures based on knowledge-transfer, we will focus on joint exploration and discussions. Active participation and contribution are essential; not just in class but also during the whole of the semester. Students are encouraged to ask questions and to take part in discussions. Students will explore important questions of marketing communications by analysing situations, exploring problems, working on case studies and carrying out their own project work. Your final mark will be based on your seminar work with active class participation, a mid-term test and a project assignment.

Required and recommended reading:
T. A. Shimp & J. C. Andrews: Advertising Promotion and Other Aspects of Integrated Marketing Communication; Cengage Learning, Australia, South Melbourne, 2013
M. Dahlen, F. Lange & T. Smith: Marketing Communications. A Brand Narrative Approach; John Wiley and Sons Ltd., Chichester, 2010
5. Grouping of the Business Programmes’ Courses

THESIS CONSULTATION

Lecturer: Éva László, PhD
Semester: 6
Code: SZFNSKMN0151S-MM
Responsible department: Department of Commerce, Marketing & International Business
Responsible instructor: Tamás Fülöp, PhD

Course objectives:
The thesis provides professional consultation and methodological assistance in the preparation of the thesis.

Course content:
The department provides a suitable thesis topic in a business area. In preparing the thesis the student is provided with practical knowledge to manage complex problems.

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
Dr. Tamás Fülöp: http://international.szolfportal.hu/images/tc_dokuments/guidance_for_preparation_thesis_work.pdf
Peter McMahon, Hints and Tips on (Science and Engineering) Bachelor’s and Master’s Thesis Writing, 2009 May
Courses in the International Business Administration programme: EU Funds & Application Form Writing, Foreign Economic Relations of Hungary, International Logistics, Political Economy of the European Integration

EU FUNDS & APPLICATION FORM WRITING

Lecturer: Katalin Herbály, PhD
Semester: 6
Code: NSNGKV22
Responsible department: Department of Technology, Agriculture and Economic Analysis
Responsible instructor: Katalin Herbály, PhD

Course objectives:
Regional policy deals with the EU’s economic development (first of all on regional level), lays the foundations of the implementation of EU funds.

Course content:
Lectures: Students are familiarised with the issues of regional development, while the past years have also witnessed qualitative changes in regional integration arrangements. Regionalism is a part of the global economic environment and it also seemed desirable to ground the new analysis more firmly in empirical results than had been before. Students are also introduced to using the methods of applying funds (Structural Funds and Cohesion Fund) from the European Union. They will learn the methodology of project writing and filling in an application form.

Seminars: Home and international processes, connected with regional policy and EU Funds are constantly monitored and integrated into the teaching material. When discussing categories and relations of the course-unit material in a seminar format, students are encouraged to analyse current events with tutorial assistance. Students are also expected to carry out their own research, work out a new project and present it (PPT presentations) in the seminar sessions. Group work is also necessary to master the material.

Labs: -

Requirements, evaluation, grading:
Students are supposed to show active seminar participation. Project (50%), term paper (40%) and class contribution (10%).

Required and recommended reading:
Ronald Hall, Alasdair Smith & Loukas Tsoukalis: Competiveness and Cohesion in EU Policies; Oxford University Press, 2004
Maurice Schiff & Alan Winters: Regional Integration and Development; IBRD/The World Bank 1818 H Street, NW, Washington, DC 20433
Issues of EU Committee of the Regions and handouts
FOREIGN ECONOMIC RELATIONS OF HUNGARY

Lecturer: László Kacsirek, CSc
Semester: 6
Code: NSNGKV23
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: György Karmazin, PhD

Course objectives:
The aim of the course is to explore the external economic relations of Hungary. We will focus both on the macro- and micro level of the relationships. The most important aim is to analyse the opportunities of a small and open European economy, with special attention to international trade and foreign direct investments. It is an aim to raise awareness about the importance of the factors that have a great impact on the formation and development of international economic relations. Focus is placed on international trade relations and on the economic relations between Hungary and the EU.

Course content:
The course unit consists of two major parts. The first one analyses the development of the Hungarian economy, its structure and competitiveness, inward and outward FDI, the country’s trade policy strategy and relations with major trading partners. The second part is divided into three further parts. The first part concentrates on the history and evolution of the Hungarian-EU relations, as well as on the economic and institutional elements of the accession process. The second one focuses on the most important segment of the Hungarian companies’ economic environment, namely the Single European Market. It gives an overview of its past and present developments and evaluates the process of its completion. The third part offers a comparative analysis of the post-accession performance and future priorities of the Central and Eastern European member states in the EU.

The course is based on lectures, home assignments and interactive discussions of each topic. Lectures are interactive and discuss the topics above. In seminars various problems, case studies and figures will be analysed and evaluated.

Requirements, evaluation, grading:
Class participation 10%, Discussion, presentation and written report: 25%, Final exam 65%.

Required and recommended reading:
Andrea Éltető & Katalin Völgyi: The development of Hungarian Foreign Trade with Asia; Institute of World Economy, HAS, working paper, no. 200, 2013
ICEG EC: V4 trade and FDI observer Hungary; 2012 October, pp. 20-35.
INTERNATIONAL LOGISTICS

Lecturer: György Karmazin, PhD
Semester: 6
Code: NSNGKV25
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: György Karmazin, PhD

Course objectives:
The main objective is to make students realise the global impacts of logistics, supply chain and transport and, within their realm, the correlations between efficiency, thrift, environmental and sustainability issues, get them acquainted with the relevant domestics EU trends, procedures and methods applied. Students are also introduced to the role of the supply chain within the systems applied inside and between companies and are encouraged to recognise the integration role and correlations of logistics.

Course content:

Requirements, evaluation, grading:
Students are requested to write two term papers as well as a home assignment on a chosen topic which aims to assess partly the required theoretical knowledge, and partly its practical application in the form of complex tasks. Students take a final written exam in the subject. The mark of the final exam is affected by the results of the two term papers and the result of the home assignment.

Required and recommended reading:
Alan Rushton, Phil Croucher & Peter Baker: The Handbook of Logistics and Distribution Management; Kogan Page, 2006
Martin Christopher: Logistics & supply chain management; Harlow, Financial Times Prentice Hall, 2011
Ágnes Hadászi: Basic logistics; Műszaki Könyvkiadó, 2014
Marion Grussendorf: English for logistics; Oxford University Press, 2013
**POLITICAL ECONOMY OF THE EUROPEAN INTEGRATION**

**Lecturer:** Sándor Meisel, dr.univ  
**Semester:** Elective, all semesters  
**Code:** SZFNSKR014C  
**Responsible department:** Department of Commerce, Marketing and International Business  
**Responsible instructor:** Zsolt Szakács, PhD

**Course objectives:**  
The aim of the course is to encourage common polemic discussion and to provide students with a solid knowledge on the European integration. Starting with a short historical review of the past decades, the module focuses on the logic of integration, as well as on the background, motivations and outcomes of the main developments in the process of deepening and widening of the European Union. Special emphasis will be placed on the problem-oriented and critical assessment of the discussed topics.

**Course content:**  
In the process of completing the course students will review and critically assess the effects, consequences and future of the most important EU policies and actions. A detailed analysis of the deepening and widening process of the integration will be carried out on the basis of the students’ own research and contribution. The last section of the course tries to map the challenges ahead and to draw future scenarios of the European Union.

**Requirements, evaluation, grading:**  
The course is based on lectures. During the term, students are encouraged to take part actively in discussions related to the topics of the programme and to current events of the integration. They are required to carry out a home research on a chosen topic and to make a short presentation of their findings. Presentations will be part of the final assessment. Grades will be given according to the following pattern: home assignment (30%), in-class activity (30%), final exam 40%.

**Required and recommended readings:**  
Richard Baldwin & Charles Wyplosz: The Economics of European Integration; McGraw-Hill, 2006  
Nicholas Moussis: Access to European Union – Law, economics, policies;  
http://www.europedia.moussis.eu/home.tkl  
Websites of the European institutions
Courses in the Business Administration and Management programme: Consumer Behaviour, Human Centred Business Ethics, Taxation, Production Technologies, Quality Management, Supply Chain Optimization and Simulation, International Logistics

CONSUMER BEHAVIOUR

Lecturer: Gábor Nagy, PhD, Vatroslav Skare, PhD
Semester: 6
Code:
Responsible department:
Responsible instructor:

Course objectives: The overall goal of this course is to provide students with a thorough understanding of the internal and external factors that influence consumer behaviour, and to develop an appreciation of the importance of consumer behaviour in marketing and in today’s business world. Therefore, your major objectives for this course as follows: 1) To learn about the consumer decision-making process and its implications for marketers. 2) To understand the major psychological influences on consumer behaviour and their practical significance. 3) To discern how individuals and groups influence consumer behaviour, and how marketers utilize this knowledge to help achieve organizational objectives. 4) To comprehend the role of cultural norms and values in consumer behaviour. 5) To gain a better understanding of consumer and marketer ethics and ethical issues surrounding consumer behaviour. 6) To integrate and apply the concepts learned in the course through experiential activities and assignments.


Student learning outcomes:
Students will: 1) Learn key theories and research from the behavioural sciences (e.g., psychology, sociology, economics etc.) that would help them to understand consumer behaviour. 2) Apply these concepts and theories in developing and evaluating marketing strategies, understanding their value and their limitations. 3) Develop skills in managing and implementing a multi-step group project and practice oral and written communication skills.

Requirements, evaluation, grading: 20% course participation, 20% team project paper, 20% team project presentation, 40% final exam.

Required and recommended reading:
HUMAN CENTRED BUSINESS ETHICS

Lecturer: Laura Sarolta Baritz, OP, PhD
Semester: 6
Code: GA013
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Laura Sarolta Baritz, OP, PhD

Course objectives:
During the course students get an overview on the human centered business ethics, they will become familiar with ethical tools and they will be able to incorporate to their way of thinking business ethical aspects as well. The course covers the social and economical function of ethics and business ethics, their scope and their role in decision-making.

Course content:

Requirements, evaluation, grading:
20% seminar work, 80% final examination.

Required and recommended reading:
To be announced.
TAXATION

Lecturer: Mihály Hegedűs, PhD
Semester: 6
Code: GA015
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Mihály Hegedűs, PhD

Course objectives:
Students familiarize themselves with the structure of the Hungarian taxation system and the related sources of law. Thereby they become able to independently recognize the taxation aspects of business activities as well as to reply to specific questions related to taxation and to independently calculate the amount of tax due.

Course content:

Requirements, evaluation, grading:
Five-grade examination mark.

Required and recommended reading:
Dr. György Herich: Adótan 2016
Sándorné Új Éva: Adózási ismeretek alkalmazása I. és II.
5. Grouping of the Business Programmes’ Courses

PRODUCTION TECHNOLOGIES

Lecturer: Zsolt János Viharos, PhD  
Semester: 6  
Code: GA016  
Responsible department: Faculty of Engineering and Computer Science  
Responsible instructor: Zsolt János Viharos, PhD

Course objectives:  
The aim of the course is to make students understand production systems, their behaviour, types, control and to become able to transfer a set of orders into a set of finished products. Management skills will be learned to realize and operate an efficient production system and complete supply chains.

Course content:  
Manufacturing trends: Globally, in Europe and in Hungary  
Production system types and their characteristics: mass-, customized mass-, batch-, and one-of-a-kind production.  
Continuous and discrete manufacturing  
From the requirements until the finished product: production planning steps  
Material Requirement Planning (MRP I.) and Manufacturing Resource Planning (MRP II.)  
Production scheduling  
Just-in-time (JIT) principle, Kan-ban systems  
Optimisation of manufacturing processes  
Lean production, Value Stream Map  
Reliability and availability  
Production monitoring and diagnostics, Failure Mode and Effect Analysis (FMEA)  
Supply chains and their characteristics  
Production simulation

Requirements, evaluation, grading:  
40% seminar work, 60% final examination.

Required and recommended reading:  
QUALITY MANAGEMENT

Lecturer: Katalin Líska, PhD
Semester: 6
Code:
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Katalin Líska, PhD

Course objectives:
The purpose of the course for students is to get to know the operation, goal and principles of quality management systems. Students can get acquainted with possibilities of application of these systems. They get to know the types, methods and techniques of these systems. Students achieve practical knowledge in the processes of building, introducing and maintenance. They also learn techniques in the process of audit.

Course content:
Terminology in quality, the social and market background of quality philosophy-development. (Japan, USA, Europe)
The structure of processes. The role of the documented information system design; workflow systems, quality management handbook.
Main phases of the establishment and introduction of the quality management system.
Classroom test
Responsibilities and types of control. Statistical Process Control.
Process of audit. Techniques in audit.
Self-assessment methods in practice,. Quality Award models.
TQM management philosophy.
Basics and methods of customer-focus. The types of customers, customer needs
Classroom test.

Requirements, evaluation, grading:
Practical grade. Writing of both classroom tests is obligatory for sufficient level. The level of practical grade depends on the score of both classroom tests and on the activity of the student during the semester.

Required and recommended reading:
Gerd F. Kamiske & Jörg-Peter Brauer: ABC des Qualitätsmanagements; Hanser Fachbuch, 2012
SUPPLY CHAIN OPTIMIZATION AND SIMULATION

Lecturer: Dr. Zoltán Lelkes
Semester: 6
Code:
Responsible department: Department of Information Technology
Responsible instructor: Dr. Zoltán Lelkes

Course objectives:
The aim of the course is to understand supply chain optimization issues, and the familiarization of the students with the Supply Chain optimization models, understanding the SCM and scheduling problems (capacity optimization, short term planning, flow-shop, job-shop). The students will analyse some case studies.

Course content:
Supply Chain model understanding, decision levels
SCM game, action learning
Supply Chain Reference Model
AIMMS as supply chain optimization tool, project, model tree, algorithmic features, GUI, integration.
Comparison of different Supply Chain optimization methods
Case study: SCM optimization problem in SAB Miller company
Developing a simple SCM optimization problem, action learning
The definition of scheduling
Flow-shop, job-shop scheduling, heuristics
Scheduling meta-heuristics methods
A simple job-shop scheduling game, action learning
Case study: Scheduling in practice
Supply Chain Advanced Planning Systems

Requirements, evaluation, grading:
20% seminar work, 20% homework, 60% final exam.

Required and recommended reading:
7th semester

Courses in the Tourism and Catering programme: Thesis Work Consultation 2, Six-month continuous complex internship.

THESIS WORK CONSULTATION 2

Lecturer: Márta Kóródi, PhD
Semester: 7
Code: SZFNSTUET25
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Tamás Fülöp, PhD

Course objectives:
The aim of the Thesis Work is to finish off the bachelor program with an individually prepared written work of a fixed length and structure that covers a specific field within the program.

Course content:
The thesis or diploma thesis is a “masterpiece” which is prepared at the end of his / her studies by the student. The thesis has to be written in a specific area and topic chosen by the student. The major aim of the thesis is for the student to prove that he or she has acquired all the knowledge and skills that are set down in the study programme, and that he or she is able to synthesise and apply this knowledge. Students must also prove that they are well acquainted with the international literature of the topic. Thesis must be an analytical, creative paper, students are required to form their own opinion and they will have to have their own recommendations on solving problems they will explore and assess in the thesis. The topic of thesis has to be related to tourism and catering and to the student’s specialisation.
The diploma thesis course is a compulsory course which is has to be taken in the 6th semester and will help students with writing the thesis. The course is a consultative course with the student’s chosen thesis leader. They should make their choice of topic and tutor to fit their field of interest and future career plans. They will have to defend their thesis that it is their opinion, recommendations, etc. at the final examination.
Rules of writing thesis work; Stages of thesis work preparation; Structure of thesis work
Research methods; Layout of thesis work; Frequently made mistakes; Defending thesis work.

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
Umberto Eco: Come si fa una tesi di laurea edited in different translations; 1977
SIX-MONTH CONTINUOUS COMPLEX INTERNSHIP

Lecturer: Márta Kóródi PhD
Semester: 7
Code: SZFNSTUGY07
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Márta Kóródi PhD

Course objectives:
The application in practice of the theoretical principles acquired and professional knowledge gained during the teaching semesters at the college.
The aim of the complex, continuous internship is to prepare students for the planning, organizing, managing processes in the tourism industry. It is needed to gain experience in real situations – among guests, travellers –, and to practice the main strategic and operational tasks of tourism businesses and organizations. A further objective of the internship is the observation of the professional daily routine by accompanying a manager’s shift, understanding the essence of tourism procedures, gaining experience in managing and leadership tasks of different manager’s levels and taking part actively in carrying out daily tasks. Complex internship helps students with making foundation for thesis writing and with the synthesis of theoretical and practical knowledge.

Course content:
Manager assistant internship accomplished in a tourism business or organization fitting to the student’s specialization.
Based on the specimen curriculum students in Tourism and Catering BA Programme, Full-time course take part in a six-month (15-week, 600-hour) continuous manager assistant internship after the completion of all course (subject) requirements of 1-6 semesters. The content of the internship needs to be in harmony with the specialisation of the student.
Students are required to make an agreement on the internship scheduling with the tourism employer – taking into consideration the time requirement of writing and consulting thesis work, and indicate the agreed period of time in the Letter of Acceptance. A Fulfilled Letter of Acceptance and Data of Internship Venue documents must be submitted to the Internship coordinator and students need to attach a reference (e.g. fact sheet, brochure) as well.
Students can be employed during the internship linked to their specialization:
Health Tourism Specialization: organizations of health tourism development, management or marketing, wellness or spa hotels, baths, wellness or spa centres, tour operator or travel agent services in health tourism, tourism information offices of spa resorts or destinations.

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
Courses in the Commerce and Marketing programme: Thesis Work Consultation
2, Six-month continuous complex internship

THESIS WORK CONSULTATION 2

Lecturer: Éva László PhD
Semester: 7
Code:
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Tamás Fülöp, PhD

Course objectives: The aim of the Thesis Work is to finish off the bachelor program with an individually prepared written work of a fixed length and structure that covers a specific field within the program.

Course content: The thesis or diploma thesis is a “masterpiece” which is prepared at the end of his / her studies by the student. The thesis has to be written on a specific field and topic chosen by the student. The major aim of the thesis is for the student to prove that he or she has acquired all the knowledge and skills that are set down in the study programme, and that he or she is able to synthesize and apply this knowledge. Students must also prove that they are well acquainted with the international literature of the topic. Thesis must be an analytical, creative paper, students are required to form their own opinion and they will have to have their own recommendations on solving problems they will explore and assess in the thesis. The topic of thesis has to be related to commerce and marketing and to the student’s specialisation.

The diploma thesis course is a compulsory course which has to be taken in the 6th semester and will help students with writing their thesis. The course is a consultative course with the student’s chosen thesis leader. They should make their choice of topic and tutor to fit their field of interest and future career plans. They will have to defend their thesis that it is their opinion, recommendations, etc. at the final examination.

The main scopes of this course are:
Rules of writing thesis work
Stages of thesis work preparation
Structure of thesis work
Research methods
Layout of thesis work
Frequently made mistakes
Defending thesis work

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
- Umberto Eco: Come si fa una tesi di laurea edited in different translations; 1977;
SIX-MONTH CONTINUOUS COMPLEX INTERNSHIP

Lecturer: Éva László PhD  
Semester: 7  
Code:  
Responsible department: Department of Commerce, Marketing and International Business  
Responsible instructor: Éva László PhD

Course objectives:  
The aim of the complex, continuous internship is to prepare students for the planning, organizing, managing processes in commerce and marketing activities. Students have to gain experience in real situations and to practice the main commercial and marketing tasks of businesses and organizations. A further objective of the internship is observing professional daily routine by accompanying a manager’s shift, understanding the essence of international activities, gaining experience in managing and leadership tasks at different manager’s levels and taking part actively in carrying out daily tasks. The complex internship helps students with making a foundation for thesis writing and with the synthesis of theoretical and practical knowledge.

Course content:  
The manager assistant internship accomplished in an international/multinational business or organization fitting to the student’s specialization. Based on the specimen curriculum students in International Business BA Full-time course take part in a six-month (15-week, 600-hour) continuous manager assistant internship after the completion of all course (subject) requirements of 1-6 semesters. The content of the internship has to be in harmony with the specialisation of the student. Students are required to make an agreement on the internship scheduling with the employer – taking into consideration the time requirement of writing and consulting thesis work, and indicate the agreed period of time in the Letter of Acceptance. A Fulfilled Letter of Acceptance and the Data of Internship Venue documents must to be submitted to the Internship coordinator and students need to attach a reference (e.g. fact sheet, brochure) as well. Students can be employed during the internship linked to their specialization. The main scopes during the internship for students to specialize in ‘Marketing Management’ specialization are the following:  
make students able to organize and manage commercial activities of SMEs  
get to know the procurement and sales processes of different products  
make students able to analyse market research results  
make students able to analyse and plan commercial processes and to prepare reports  
forming an entrepreneurial approach  
evolve the ability of individual problem solving, information gathering, interpretation and usage

Requirements, evaluation, grading: Term mark.

Required and recommended reading: none
Courses in the International Business Administration programme: Thesis Work Consultation 2, Six-month continuous complex internship

THESIS WORK CONSULTATION 2

Lecturer: Zoltán Máté PhD
Semester: 7
Code:  
Responsible department: Department of Commerce, Marketing and International Business
Responsible instructor: Tamás Fülöp, PhD

Course objectives:
The aim of the Thesis Work is to finish off the bachelor program with an individually prepared written work of a fixed length and structure that covers a specific field within the program.

Course content:
The thesis or diploma thesis is a “masterpiece” which is prepared at the end of his / her studies by the student. The thesis has to be written in a specific area and topic chosen by the student. The major aim of the thesis is for the student to prove that he or she has acquired all the knowledge and skills that are set down in the study programme, and that he or she is able to synthesize and apply this knowledge. Students must also prove that they are well acquainted with the international literature of the topic. The thesis must be an analytical, creative paper, students are required to form their own opinion and they will have to have their own recommendations on solving problems they will explore and assess in the thesis. The topic of thesis has to be related to international business and to the student’s specialisation. The diploma thesis course is a compulsory course which has to be taken in the 6th semester and it will help students with writing the thesis. The course is a consultative course with the student’s chosen thesis leader. They should make their choice of topic and tutor to fit their field of interest and future career plans. They will have to defend their thesis that it is their opinion, recommendations, etc. at the final examination.

The main scopes of this course are:
Rules of writing thesis work
Stages of thesis work preparation
Structure of thesis work
Research methods
Layout of thesis work
Frequently made mistakes
Defending thesis work

Requirements, evaluation, grading: Term mark.

Required and recommended reading:
Umberto Eco: Come si fa una tesi di laurea; edited in different translations, 1977
SIX-MONTH CONTINUOUS COMPLEX INTERNSHIP

Lecturer: Zoltán Máté PhD  
Semester: 7  
Code:  
Responsible department: Department of Commerce, Marketing and International Business  
Responsible instructor: Zoltán Máté PhD

Course objectives:  
The aim of the complex, continuous internship is to prepare students for the planning, organizing, managing processes in international business activities. Students have to gain experience in real situations and to practice the main strategic and operational tasks of international businesses and organizations. A further objective of the internship is observing professional daily routine by accompanying a manager’s shift, understanding the essence of international activities, gaining experience in managing and leadership tasks at different manager’s levels and taking part actively in carrying out daily tasks. The complex internship helps students with making a foundation for thesis writing and with the synthesis of theoretical and practical knowledge.

Course content:  
The manager assistant internship accomplished in an international/multinational business or organization fitting to the student’s specialization.  
Based on the specimen curriculum students in International Business BA Full-time course take part in a six-month (15-week, 600-hour) continuous manager assistant internship after the completion of all course (subject) requirements of 1-6 semesters. The content of the internship has to be in harmony with the specialisation of the student.  
Students are required to make an agreement on the internship scheduling with the employer – taking into consideration the time requirement of writing and consulting thesis work, and indicate the agreed period of time in the Letter of Acceptance. A Fulfilled Letter of Acceptance and the Data of Internship Venue documents must be submitted to the Internship coordinator and students need to attach a reference (e.g. fact sheet, brochure) as well.  
Students can be employed during the internship linked to their specialization.  
Students specializing in ‘Enterprising in International Business’ specialization are able to prepare and perform foreign trade transactions, apply price calculation formulas, prepare and use standard payment documents in international trade, perform duties of foreign dealers and other trade professionals by having professional knowledge of international trade.

Requirements, evaluation, grading: Term mark.

Required and recommended reading: -
5. Grouping of the Business Programmes’ Courses

Courses in the Business Administration and Management programme: Practical Training

Compulsory elective courses in the Business Administration and Management programme: Business Informatics, Environmental Project Calculation, Economics of Natural Resources, Intercultural Communication & Negotiation Techniques, Study and Research Skills

BUSINESS INFORMATICS

Lecturer: Zsolt János Viharos, PhD
Semester: 3,4
Code: GA017
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: Zsolt János, Viharos, PhD

Course objectives:
The course provides an insight into the services and solutions of information systems in a managerial and corporate context. The course develops all the skills of students to use the most widespread corporate applicatons of information systems during their future professional life.

Course content:

Requirements, evaluation, grading: Class participation 100%.

Required and recommended reading: To be announced.
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

ENVIRONMENTAL PROJECT CALCULATION

Lecturer: Zsuzsanna Deák, PhD
Semester: 4
Code: GA018
Responsible department: Agricultural Economics and Rural Development
Responsible instructor: Zsuzsanna Deák, PhD

Course objectives:
This is an advanced elective course focusing on the cost-benefit analysis of environmental projects. Environmental accounting is a sub-discipline of accounting that addresses some of the unique challenges of using accounting information to determine the environmental costs and benefits of a firm’s activities and expenditures. Environmental management accounting, on the other hand, is a subset of environmental accounting. It focuses on information required for decision-making within the organisation.

Course content:
Discussing environmental accounting issues, including implications for reporting and decision-making. Understanding the inherent difficulties of addressing environmental issues within conventional accounting frameworks. Analyzing environmental projects using accounting tools and methods.
Becoming familiar with examples of environmental decision models.
Seminars:
Topics include calculating annual cash flows and generating financial indicators for pollution prevention investments, Simple Payback, Net Present Value (NPV), and Internal Rate of Return (IRR) for purposes of project screening and sensitivity analysis.

Requirements, evaluation, grading:
It is strongly recommended that before taking this course the student has already absolved Environmental Economics and Finance. A basic understanding of accounting and project management is also helpful.
Grading is based on the completion of a current project calculation (50%) and a final exam (50%).

Required and recommended reading:
There is no single textbook for this course, but the following recommended readings are invaluable in gaining better understanding of the subject:
UNSD - United Nations Division for Sustainable Development: Environmental Management Accounting Procedures and Principles; EMARIC Environmental Management Accounting Research and Information Center, 2003
Mária Csutora: A környezetvédelmi projektek pénzügyi elemzésének módszertana; Budapest, 2001
5. Grouping of the Business Programmes’ Courses

ECONOMICS OF NATURAL RESOURCES

Lecturer: László Vasa, PhD
Semester: 4
Code:
Responsible department: Faculty of Engineering and Computer Science
Responsible instructor: László Vasa, PhD

Course objectives:
Natural resource economics focuses on the supply, demand and allocation of the Earth’s natural resources. The main objective is to gain a better understanding of the role of natural resources in the economy, to address the connections and interdependence between society and natural ecosystems. The focus is on how to operate an economy within the ecological constraints of the earth’s natural resources. Topics covered typically include the economic classification of natural resources: scarcity, growth and sustainability; ownership, access systems and rent dissipation and principles of optimal depletion and use. Policies and mechanisms to foster a greater economic efficiency in economic systems dependent on natural resources are also examined.

Course content:
1. Natural resource economics: conservation vs. exploitation; environmental valuation: contributions of nature; measuring social costs and benefits: net present values. 2. Resources as capital: the standard paradigm; inter-temporal efficiency, portfolio balance and discount rates; property rights, market failures and externalities. 3. Eco-system service function values and sustainability; cost effectiveness, allocative efficiency, inter-generational equity and sustainability. 4. Open access resources: the fishery. 5. Forest resources and rotation periods, management of forest resources. 6. Land: land management, role of agriculture. 7. Water resource management. 8. Recreational resources and amenity values; tourism and recreation: the contribution of nature. 9. Minerals and mines. 10. Petroleum and natural gas resources; exploration and development activity; the international petroleum market. 11. Modelling the energy sector. 12. Instruments of public sector rent capture; the behavior of primary commodity markets. 13. Resource use conflicts: land and resource management planning

Requirements, evaluation, grading:
Group assignment: 20% (group paper + presentation), Homework assignment: 20% (15% paper; 5% in-class presentation), Midterm: 20%, Final 40%.

Required and recommended reading:
5. GROUPING OF THE BUSINESS PROGRAMMES’ COURSES

INTERCULTURAL COMMUNICATION & NEGOTIATION TECHNIQUES

Lecturer: Gabriella Hima, DSc
Semester: 4
Code: SZFNSKM008A
Responsible department: Department of Tourism, Regional and Social Development
Responsible instructor: Gabriella Hima, DSc

Course objectives:
The professional knowledge and expertise of international business people moving around in the environment created by globalisation cannot be used effectively without being equipped with intercultural understanding. Accordingly, the aim of the course unit is to provide assistance and appropriate methodology to students so that they act successfully in a different cultural environment and be adequately prepared to avoid difficulties and frustration arising from cultural differences. The course unit introduces students to the fundamental concepts of intercultural contacts and communication, the opportunities and traps inherent in it and tries to help them think and act proactively and effectively. This is a course to help to understand how communication works in international contexts – in culturally diverse situations. It also helps to improve skills involving communication strategy and communication performance.

Course content:
Culture and cultures.
Visible and non-visible symbols, beliefs, values, norms, laws, emotions, attitudes and expectations.
Characteristics of cultures. What makes communication intercultural?
The modelling of culture.
Some characteristic features of human communication.
Communication codes and channels.
Communication and language. Non-verbal communication.
Types of non-verbal codes.
Virtual territories.
Stereotypes.
The culture shock.
Intercultural competence.
How to negotiate internationally?
Argumentation techniques.

Requirements, evaluation, grading:
Examination.

Required and recommended reading:
Berton, Kimura & Zartman: International Negotiation; Palgrave MacMillan, 1999
6. ERASMUS COURSES OFFERED BY THE FACULTY OF ENGINEERING AND COMPUTER SCIENCE

CAD
Lecturer: Gergely Ivánovics

CAE
Lecturer: Gergely Ivánovics
Types of assembling in CATIA V5 R17: the traditional and the constrained possibilities. Background information to the Generative structural analysis in CATIA V5 R17. The meshier of the CATIA V5 R17. General questions of the accuracy and the estimated time of the computation. Beam, shell, solid type models. Assembly modeling in the Generative structural analysis in CATIA V5 R17. Practicing models for the students. Optimization in the Product engineering optimizer of CATIA V5 R17

Chemistry
Lecturer: Dr. Andrea Major Ádámné

Decision Making Under Uncertainty
Lecturer: Dr. Csaba Fábián
Digital Image Processing  
**Lecturer:** Dr. Zoltán Megyesi  
At the lectures, we address the most widespread image processing problems and solutions, while in the lab we learn to use industrial image processing software systems and cameras. Lectures: Application fields of Image Processing, Camera components, Color Models, Intensity Transformations, Filters, Template Matching, Edge and Corner Detection, Segmentation, Binary Image Processing, 3D Reconstruction. Lab: DVT, NI and Cognex camera handling, image acquisition, designing illumination, objective selection. Measurement, pattern recognition, edge counting, blob detection. Logging, and communication with the camera.  
Graphical embedded software development (LabVIEW)  
**Lecturer:** Tibor Dobján  
LabVIEW Fundamentals, debugging, basic and advanced structures, programming VIs and functions, data communication and synchronization, Functional Global Variables, error handling, design patterns. VI server, firmware programming, compiling projects.

**Introduction to C# Programming**  
**Lecturer:** Dr. Kovács Tamás  

**Introduction to Matlab Programming**  
**Lecturer:** Dr. Zsolt Csaba Johanyák  

**Linux for Beginners**  
**Lecturer:** Dr. Zsolt Csaba Johanyák  

**Media Technology**  
**Lecturer:** László Göcs  
Camera movements, video making techniques, digital video editing, fundamentals of photography, digital photo editing. Acoustic instruments, sound reinforcement of events, sound digitization.
Metal Forming and Shaping  
**Lecturer:** Dr. Zoltán Weltsch  

PLC Based Industrial Machine Control  
**Lecturer:** Gábor Kátai-Urbán  
Basic concepts of Programmable Logic Controllers. Programming OMRON and SIEMENS PLCs using ladder diagram. Automation of pneumatic based systems. Timers, counters. Arithmetic operations with PLC.

Polymer Physics  
**Lecturer:** Dr. Andrea Major Ádámné  

Polymer Processing II  
**Lecturer:** Dr. Károly Belina  

Polymer Processing III  
**Lecturer:** Dr. Károly Belina  

Projektarbeit  
**Lecturer:** Dr. János Kodácsy  

Rubber Technology  
**Lecturer:** Dr. Károly Belina  

**Selected Topics From Advanced Material Science**  
**Lecturer: Dr. Zoltán Weltsch**  
The subject introduces some of the latest developments in materials science. The basis of materials science involves studying the structure of materials, and relating them to their properties. The main topics of the subject are: new materials, and its examination methods, modern diagnostics technique, soldering brazing and welding technique in vehicle industries, extreme materials, surface tension, wetting ability. At the semester a company will be visit where use advanced material science.

**Sheet Metal Forming**  
**Lecturer: Dr. Zoltán Weltsch**  

**Sonderbearbeitung**  
**Lecturer: Dr. János Kodácsy**  

**Special Technologies**  
**Lecturer: Dr. János Lísko**  

**Structure and Properties of Polymers II**  
**Lecturer: Dr. Andrea Ádámné Major**  

Unix-Based Operating Systems
Lecturer: Krisztián Medgyes

Windows System Administration
Lecturer: László Göcs, Dr. Zsolt Csaba Johanyák

7. ERASMUS COURSES OFFERED BY THE TEACHER TRAINING FACULTY

(For the updated list of the offered courses please consult the International Team.)

Children’s Literature 1
Lecturer: Éva, Ujlakyné Szűcs, PhD
The aim of this course is to provide learners with general information on the relevant genres of Children’s Literature and how they can be integrated into young learners foreign language development.

Concert
Lecturer: Dr. Attila Smuta, DLA
The course provides an introduction to the live performance on concert with general music pedagogical tools of music making approach. By the end of the course the students/course members will develop competencies in the areas of authentic music performance in different music historical period-born pieces. This course is recommended for students with higher than average music routine.

Chorus
Lecturer: Dr. Attila Smuta, DLA
The course provides an introduction to the European choir music from Renaissance till the
period of contemporary music. The course provides students with awareness and competencies in the fields of vocal training and choir singing. By the end of the course the students/course members will develop competencies in the areas of authentic music performance in different music historical periods-born pieces.

**Creative Music Methodology**  
**Lecturer: Dr. Attila Smuta, DLA**  
The course provides an introduction to the so called Sáry-Method. The course provides students with awareness and competencies in the fields of an alternative Hungarian music pedagogical system. By the end of the course the course members will develop competencies in the area of a special approach to music teaching.

**Developing reading strategies and comprehension**  
**Lecturer: Dr. habil. Steklács János PhD**  
The course provides background knowledge on the most topical, important questions, results of reading research, reading instruction, develops students’ reading comprehension and learning skills.

**Educational Psychology**  
**Lecturer: Lilla Koltói**  
The course provides an introduction to the main theories and methodology of educational psychology. The aim of the course is to get the students know and use in practice the most important theoretical issues about children, learning and socialization. The course deals with the sociopsychological phenomena of teaching as well. The course helps the students to realize and cope with the psychological problems occurring in schools.

**English Descriptive Grammar 1**  
**Lecturer: Judit Hardi, PhD**  
The main objective of the course is to give insight in the theory and practice of English grammar. The course aims to make students familiar with the rules, structures and terminology of English descriptive grammar in order to get functional knowledge about the language.

**ELT Methodology 2**  
**Lecturer: Éva Ujlakyné Szűcs, PhD**  
The aim of this course is to provide learners with general information on developing skills in young learners’ language learning.

**Erasmus+ International Course**  
**Lecturer: Eszter Váriné Dósa**  
The course provides an introduction to the different cultures of our incoming Erasmus+ students. The aim of the course is to explore the cultural complexities and diversity of our current times, from a variety of conceptual, disciplinary and professional perspectives. It invites students to consider what these complexities might mean for individuals in a variety of contexts and also to further develop their own intercultural awareness and skills.
Fairy Tales of Europe and Hungary  
**Lecturer: László Pál Galuska, PhD**  
The course introduces the development of tales from the alteration of myths to the birth of literary tales.

**Foreign Language Teaching in Early Childhood**  
**Lecturer: Ujlakyné dr. Szűcs Éva, PhD**  
The course provides students with awareness and competencies in the field of early foreign language teaching. At the end of the course the students are aware of the fact that, although the aims, objectives and teaching/learning environments of foreign languages are different in different countries, the approaches and contents of language learning can be similar and should follow both the needs and developmental characteristics of children. Course members will develop competencies in the areas of activity-, lesson-, course- and curriculum-planning, evaluation and validation in general and from the viewpoint of European literacy.

**Français langue étrangère 1**  
**Lecturer: Erzsébet Nyiri**  

**Historical Dances**  
**Lecturer: Zsuzsa Buzás**  
The aim of this course is to give an introduction into the Renaissance and Baroque dances. Seminars: A theoretical and practical presentation about the dances of the Renaissance and Baroque periods: Branles, Menuett, Country Dance. With the help of the dances the goal is to develop students’ musical, artistic, performing or concentration skills.

**Hungarian Language**  
**Lecturer: Judit Hardi, PhD**  
The course offers students an introduction into Hungarian as a foreign language. Students will be familiar with everyday expressions and basic grammatical forms in a practical manner concentrating on oral communication. The primary aim of the course is to give foreign students help with succeeding in everyday situations in and out of school context while staying and learning in Hungary.

**Inclusion in Education**  
**Lecturer: Judit Neszt, PhD**  
The course provides students with an introduction to inclusion in education. The main objective is to give insight into the most important subject matters of the chance of inclusion. Course members will get an introduction into the types and methods of inclusion in Hungary, and the inclusion policy of the European Union.

**Music lesson observation**  
**Lecturer: Zsuzsa Buzás**  
The Kodály Concept that forms the basis of the Hungarian music education, is well-known not only in Hungary, but abroad. Kodály’s pedagogy emphasizes developing music literacy begin-
ning with folk songs. We examine teaching strategies, motivation, and use digital material in educational environment.

**Piano**

**Lecturer: Zsuzsa Buzás**

Piano lesson is designed for students who want to learn the basics of piano playing or study more complex compositions according to their skills.

**Psycholinguistics**

**Lecturer: Judit Hardi, PhD**

The course provides students with an introduction to psycholinguistics. The main objective is to give insight into the most important subject matters of this interdisciplinary branch of science in order to raise students’ awareness of the most important issues. The interrelation of psychology and language will be outlined and the most important concepts will be discussed to help students understand the psycholinguistic function of the human brain. Course members will get an introduction into the nature of human speech processing.

**Teaching English to Young Learners**

**Lecturer: Éva, Ujlakyné Szűcs, PhD**

The aim of the course is to provide information, practice and comparative studies to course members on teaching English to young learners in different European countries. Students will observe good practices and examine literature on the topic.

**The Story of English in the British Isles**

**Lecturer: Andrew James Chandler**

The objective of the course is to develop English language awareness and/or competency, in addition to comparative linguistic & intercultural awareness.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

Andrea Ádámné Major PhD
Associate Professor
Department of Materials Technology

She obtained her M.Sc. diplomas in 1998 from the University of Szeged, she is a chemist and teacher of chemistry. She obtained her diploma in management in 2005 from Kecskemét College and her PhD in Material Sciences and Technologies in 2011 from the University of Miskolc. She works as associate professor at the Department of Materials Technology at Kecskemét College. Her teaching areas include Chemistry, Structure and properties of polymers, Polymer physics, Environmental chemistry and engineering. She has significant research experience and practice in polymer chemistry and physics. She leads a group that investigates polymers, polymer blends, polymer composites and nanocomposites. She published lots of scientific works. She is the Head of the BSc Course in Material Science at Kecskemét College. In 2013-2014 she was the vice dean for education of the Faculty of Mechanical Engineering and Automation. She is member of the Hungarian Association of Material Sciences and ESA-FORM.

Rafael Pedro Alvarez Gil
Associate Professor
Department of Information Technology

He obtained his M.Sc. in Software Designer Mathematician in 1980 from the József Attila University of Szeged, and his PhD in Mathematical Science in 1985 from the Expert Committee of Mathematical Sciences of the Hungarian Committee of Scientific Qualifications. He teaches Algorithms, Data Structures, Databases and Web Programming. His research interests include Web Engineering, Computational Intelligence and Formal Modelling Methods. He has published his results in scientific and technical journals and conferences. He was Associate Professor of the Technical University of Havana (ISPJAE) from 1980 to 2000, and he was visiting professor at the National Technical Institute (IPN, Mexico City, 1994 and 1996), the Autonomic University of Sinaloa (UAS, Mexico, 1995 and 1996), and the University Cruzeiro do Sul (UNICSUL, Sao Paulo, 1998-1999). He is member of the John von Neumann Computer Society and member of the Web Application Development Division of the Society.
8. INTRODUCTION OF THE LECTURERS, SHORT CVS

ELVIRA DOBJÁNNÉ ANTAL
COLLEGE SENIOR LECTURER
DEPARTMENT OF NATURAL SCIENCES AND ENGINEERING

She has graduated as Computer Programmer in Economics (M.Sc. equivalent) from the University of Szeged in 2010. She has finished the PhD programme of the University of Szeged in Computer Science and currently writing her thesis in operations research. She has participated in various research and development projects as scheduling on machine lines, etc. Furthermore, she was a teaching assistant at the Institute of Informatics, University of Szeged, for four years. She works at the Kecskemét College from 2013, teaching Mathematics for Computer Science and Optimization Methods for computer engineers.

RÓBERT BAGDI
COLLEGE ASSOCIATE PROFESSOR
DEPARTMENT OF TOURISM, REGION AND SOCIETY DEVELOPMENT

He graduated as a teacher of history and geography MA in 2002 from the University of Debrecen, his M.Sc. completed in English-Hungarian Translation in Geography in 2008 from the University of Debrecen, and he obtained his PhD in History Science in 2010 from the University of Debrecen. He is an assistant professor with the Department of Tourism, Regional and Social Development at the College of Szolnok. His teaching areas include Resources in Tourism, History of Arts, Geography of Destinations, and Tourism Destination Management. His research interests include tourism geography about Hungarian tourism regions and historical geography in connection with the 19th century. He has significant experience in compilation maps to make the results of his research more complex. He has published around 40 scientific works, including a book as a co-author, several articles in different journals, e-textbooks, or conference proceedings in Hungary and abroad. He is a member of the Society of Hungarian Scientists and Scholars; he is the member of the Historical-Geographical Subcommittee of the Hungarian Academy of Sciences.
ESZTER BAKOS-PÁNDI

Senior Lecturer
Department of Economic, Finance and Management

She obtained her law degrees from the University of Szeged, Faculty of Law in 2010 and from the University of Pécs, Faculty of Law in 2012. Her qualifications are Doctor of law and political science, and ICT expert lawyer. She got her Doctoral Degree and title of doctor (PhD) in the field of Legal studies from the University of Szeged in the year 2013. The title of her doctoral dissertation is Minors’ protection against harmful media contents in the light of the regulation of the European Union and Hungary. She is assistant professor at the College of Szolnok from 2013; currently she is at the Department of Economics, Finance and Management. Her teaching areas include civil law, company law, financial law, administrative law, international law and law of international relations; previously she taught media law as well at the University of Szeged. At the College of Szolnok she is the responsible instructor for most legal subjects. She teaches in English as well. Her research interests include media law and consumer protection from legal aspects, particularly in the field of the financial sector. Her publications and conference presentations focus mainly on how media law can protect children nowadays. She is the member of the Ethics Committee and the Public Procurement Committee at the College of Szolnok.

SAROLTA TERÉZ BARITZ

She obtained her Msc in Teacher of religion, faculty of ethics in 2008 at the Sapienta College of Theology and her PhD in Management in the Corvinus University of Budapest in 2014. She is the faculty founder of the Sapienta College of Theology, Christian Social Principles in Economy and she is working as a teacher at the PADS Foundation of the Central Bank of Hungary. She speaks English and Russian at a high level with specialization in foreign trade. She has been a religious sister of the Dominican Order of Hungary since 1994.
KÁROLY BELINA
PROFESSOR
DEPARTMENT OF MATERIALS TECHNOLOGY

He graduated as dipl. chemical engineer in 1974 from the Budapest University of Technology, Faculty of Chemical Engineering. In 1980, he earned a doctorate (university level). In 1993 he became Candidate of Chemical Sciences, in 1995 received the PhD degree. In 2005 he habilitated in materials science and technology disciplines. In 2006, he became private professor of the University of Miskolc. In 2007 he was appointed full university professor. From 1974 until 2000, he worked at the Budapest University of Technology, Department of Plastic and Rubber Industry. His research field was macromolecular chemistry and polymer physics. Since 2001, he has been working at Kecskemét College. He was Head of Department of Polymer Technology, and dean of Faculty of GAMF till 2015. His main research field is rheology of polymer melts. He has more than 200 scientific publications, and is a member of numerous committees and societies.

JÓZSEF BERÁCS
PROFESSOR
DEPARTMENT OF APPLIED ECONOMICS

Having a Master’s degree (1974) and a Univ. Doctor (1976) in economics from the Karl Marx University of Economic Sciences he was attached to the Department of Marketing at the Corvinus University of Budapest where he chaired the Marketing Department between 1992–2004. Since 2014 he has been a professor of Kecskemét College, responsible for the new business administration education. He earned a Doctor of Sciences degree from the Hungarian Academy of Sciences (2006). He was the founder director of the International Studies Center, the English language Programme of the Corvinus University of Budapest between 1990–2007. He has extensive international activities. As a visiting scholar and professor he has spent shorter or longer periods at many universities, e.g. University of Texas (USA), Otago University (New Zealand), Bordeaux Business School (France), Carleton University (Canada). He served as President of the European Marketing Academy (EMAC) in 2006–2008. He has authored and co-authored more than 200 academic publications.
He obtained his M.Sc. in Software Engineering in 2009 from the University of Debrecen, and his PhD in Information Science in 2015 from the University of Debrecen. He is an Associate Professor with the Department of Information Technologies at Kecskemét College. His teaching areas include computer programming (C#), software engineering and mobile programming (Android, Windows phone) related subjects. His research interests mainly include mobile robot swarms, swarm intelligence and image processing related topics. He has published 18 scientific works and his number of citations is 13. Since 2009 he has been working in the Department of Information Technologies at Kecskemét College.

He obtained his M.Sc. in Applied Mathematics in 2001 and M.Sc. Teacher of Mathematics in 2003 from Eötvös Loránd University. He obtained his PhD in Economics in 2006 from Corvinus University of Budapest. He is a full time senior research fellow at the Institute for Computer Science and Control, Hungarian Academy of Sciences (MTA SZTAKI), Laboratory on Engineering and Management Intelligence, Research Group of Operations Research and Decision Systems. He is a part time associate professor at Corvinus University of Budapest, Department of Operations Research and Actuarial Sciences, in addition he has teaching experience at Eötvös Loránd University, Central European University and Budapest University of Technology and Economics, too. His teaching areas include Operations Research, Optimization, Decision Theory and Multi-criteria Decision Making. He has 20 publications and 40 conference talks in the fields of Multi-criteria Decision Making and Nonlinear Optimization. His number of independent citations is over 200. He has been involved in the multi-criteria analysis in the public procurement procedures of tram and trolley bus tenders in Szeged, as well as in the preparatory study of the new intermodal center in Kecskemét. He is a member of the Hungarian Operations Research Society.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

ZSUZSA BUZÁS
ASSISTANT LECTURER
DEPARTMENT OF ART, LANGUAGE, LITERATURE AND EDUCATION

She obtained her BAs in Solfege, Music theory and Conducting from the University of Szeged, Faculty of Music in 2002, and in English language from University of Szeged, Gyula Juhász Teacher-Training Faculty, and her two MA diplomas in Music Education, Choir conducting, and Music theory in 2005 from the University of Debrecen, Faculty of Music. She is doing her PhD in Teaching and Learning from 2010 in SZTE University, Doctoral School of Education. She is an assistant lecturer at the Department of Art, Language, Literature and Education at Kecskemét College. She has significant research experience with different scholarships at University of Luxembourg and Ball State University, Indiana, United States and she participated at a Tobii Eye Tracking Academy Course in Stockholm. She regularly publishes in Hungarian and foreign educational journals. She is a member of Research Laboratory of Art and Eye Tracking - Teaching Methodology Research Group and Laboratory at Kecskemét College. She is member of the Hungarian Franz Liszt Society.

DR ANDREW JAMES CHANDLER
ASSOCIATE TEACHING FELLOW
DEPARTMENT OF LINGUISTICS AND LANGUAGE TEACHING

Gained a first class honours degree from the University College of North Wales (Bangor) in 1975, completing his doctoral ‘research’ thesis in Economic History (Migration Studies) at University College Cardiff, leading to the award of a PhD in 1989. Qualified as a primary and secondary teacher at Trinity College Carmarthen (University of Wales). As an Advisory Teacher in Intercultural Education at the Selly Oak Colleges, University of Birmingham, he established a TEMPUS-funded exchange programme between Kecskemét College of Education and the Faculty of Education of the University of Birmingham. Working with the specialist English Teacher-training students (February 1990-July 1991) at Kecskemét College of Education, he developed courses, ran research programmes in secondary bilingual education, and developed further courses in Intercultural Studies at Higher Education level in the UK. 1992-1996: Became an Advisor with Devon County Council, Exeter, co-ordinating an in-service teacher-training exchange programme between Devon and Baranya County Assembly, based in Pécs. Also worked as an Associate Lecturer at the Education Faculty of Pécs University (JPTE), obtaining his ‘applied’ Masters’ Degree in Teacher-Training in English Language Teaching in 2001. Currently at the Teacher Training Faculty of Kecskemét College teaching a variety of topics as well as providing Communicative English Language Training for colleagues and students throughout Kecskemét College. His research interests continue to include economic, social, and cultural studies (especially on migration) and bilingualism in families and education.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

Norbert Csík, Dr. is physicist and mathematician programmer. He graduated at the University of Szeged, where he obtained Ph. D. degree at the Doctoral School on Physics as a physicist on the field of medical signal processing. His research area covers stochastic optimization, algorithm development, signal processing.
He has been working at the Pallasz Athéné University since 2003, from 2013 as a college professor. He teaches the following subjects: Signals and Systems, Electronics and Electrical engineering, Digital technology, Control technology.
He supports students of various vehicle building teams as a mentor and those who has outstanding skill in electronics through a so-called ‘Electric-Club’ found by him.

Edit Csizmás

She graduated from the University of Szeged in 1991. She obtained her M.Sc. as a teacher of Mathematics, Physics and Computer Science. She acquired a degree in pedagogical assessment in the University of Szeged in 2005. She has been a student at the University of Miskolc doctoral school of Information Sciences since 2015. She is a college assistant lecturer at the Department of Information Technologies at Kecskemét College. Her teaching areas include computer programming (C/C++, C#), software engineering. Her research interests mainly include the simulation of random phenomena and the stochastical modeling in optimisation and information representation processes. Since 2010 she has been the organiser of the BSc course in Computer Science Engineering at Kecskemét College. She is a member of Hungarian Operations Research Society and John von Neumann Computer Society.
ZSUZSANNA DEÁK
ASSISTANT PROFESSOR
DEPARTMENT OF AGRICULTURAL ECONOMICS AND RURAL DEVELOPMENT

In 1997 she obtained her M.B.A. in International Business from the University of South Carolina, in cooperation with Wirtschaftsuniversität Wien, and in 2013 her PhD from the University of Corvinus. She is an Assistant Professor in the Department of Agricultural Economics and Rural Development at Kecskemét College. Her teaching areas include Business Economics, Environmental Economics, Macro- and Micro Economics, Finance, Managerial Accounting, Accounting and Project Management. Her research interests mainly include Financial Economics, Financial Management, Organizational Behaviour, Environmental Economics, Sustainable Production and Consumption and Corporate Social Responsibility related topics. She brings significant international industry related experience having worked in several business fields. She is a member of the American Economic Association and the Institute of Internal Auditors.

MONIKA DOMINEK NAGYHEGESYI
GERMAN TEACHER
DEPARTMENT OF FOREIGN LANGUAGES AND FURTHER EDUCATION

She obtained her MSc as a German - Russian teacher in 1992 at József Attila University of Szeged. After teaching for 5 years in secondary education, she has been working since 1999 as a German teacher at Kecskemét College. Since 2003 she has been a language examiner recognized by the state (BME and ECL), and she has been head of the Kecskemét College BME language examination center since 2009. Her profession is mainly teaching general German language and the development of students’ language skills. She also teaches technical languages: Business/economic German, informatics and engineering technical languages. Sometimes she takes part in the scientific work of several departments in translating technical texts, foremost in connection with mechanical engineering.
RAJMUND DRENYOVSZKI  
ASSISTANT LECTURER  
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his M.Sc. in Information Engineering from the Budapest University of Technology and Economics in 2010. He is an Assistant Lecturer with the Department of Information Technologies at Kecskemet College. His teaching activities include the subjects of Digital Electronics, Control Systems and Microcontroller Programming (AVR and ARM). He is a PhD Student at the Doctoral School of Information Science and Technology at the University of Pannonia (Veszprem, Hungary). His research topic is about the utilization of ICT systems in Smart Grids to achieve a higher efficiency. He is interested in probabilistic methods that can be applied to direct control and schedule domestic appliances (it is usually called demand side management in the literature).

CSABA FÁBIÁN  
PROFESSOR  
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained Ph.D. in mathematics at the Loránd Eötvös University, Budapest, Hungary in 1999. Chair of the Applied Informatics Research Laboratory at Kecskemét College. Teaching areas: Enterprise Resource Planning, optimization methods. Research interests: decision support under uncertainty, with emphasis on computational aspects. Academic collaboration: Department of Computer Science and Systems Technology, University of Pannonia, Hungary; Centre for the Analysis of Risk and Optimisation Modelling Applications, Brunel University, UK; Decision Support & Operations Research Lab, University of Paderborn, Germany. He regularly gives doctoral courses in stochastic optimization. Courses recently given in English: University of Pannonia, Doctoral School in Information Science and Technology, 2016; Norwegian University of Science and Technology, PhD Programme in Industrial Economics and Technology Management, 2015.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

JÁNOS FEHÉR DR. HABIL., PHD
ASSOCIATE PROFESSOR

He obtained his M.Sc. in Economics in 1974 and “dr. univ.” degree in Industrial Sociology in 1979 from MK University of Economics, Budapest, and his Ph. D. followed by a Habilitation in Business Administration and Organizational Sciences in 2005 and 2012 from Szent István University, Gödöllő. He is an Associate Professor and Head of the BA Course in Human Resources at Károli Gáspár University of the Reformed Church in Hungary, with the Department of Economics and a Visiting Associate Professor at Szent István University, Gödöllő, Hungary. His earlier positions include Associate Professor and Department Head at Szent István University; Associate Professor and Program Director at IMC/International Management Center Budapest (the first Graduate School of Business and Management Institute in the CEE region, a partner of the University of Pittsburgh); and Visiting Associate Professor at Temple University Philadelphia, Case Western Reserve University, Cleveland (Budapest Campus), and Budapest Corvinus University. His teaching areas are Management, Human Resource Management, and Organizational Behavior related subjects. His research interests mainly include Human Resource Management, Change Management and Leadership. He has published 38 scientific and 108 educational and other works and his number of citations is 60 and 89 respectively. He has been a Consultant for and a Program Developer, Director and Instructor of Upper Level Management Programs of leading Hungarian and international companies.

KATA FÖLDI
COLLEGE ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE, MARKETING AND INTERNATIONAL BUSINESS

She obtained her M.A. in Marketing from the Faculty of Economics, University of Pécs in 2002, and her PhD in Economics Science from the Regional Politics and Economics Ph.D School, Faculty of Economics, University of Pécs in 2013. She is an Associate Professor with the Department of Commerce, Marketing and International Business at Szolnok College. Her teaching areas include Retail Management, Consumer Behaviour, Retailing Marketing, and System of Food Trade subjects. Her research interests mainly include Consumer behaviour especially food store choice, structural and organisational changes in food trade, food private label brand choice related topics. She has significant research experience and practice in development of consumer behaviour, store choice and system of food trade. She has published
more than 80 scientific works and her number of citations is several. Since 2013 she has been the Head of the Commerce and Marketing at ISCED level 5 course, and its commerce specialization at Szolnok College. Since 2013 February she has been a teacher mentor of Bethlen István Scientific College at Szolnok College. She is member of Hungarian Economic Society, Marketing Club of Szolnok. Hungarian Academy of Sciences and Hungarian Academy of Sciences Committee of Debrecen Academy Jász-Nagy kun-Szolnok County of the work board of service management. She was a member of the Advisory Board for Modern Retailing Foundation from September of 2013 until December of 2015. She has been the manager of the Modern Retailing Foundation from January of 2016. She obtained a republican scholarship from September of 2001 until June of 2002 from the University of Pécs Faculty of Economics. She won Erdős Pál young researcher scholarship in 2014 in TÁMOP tender.

### LÁSZLÓ PÁL GALUSKA
#### ASSISTANT PROFESSOR
#### DEPARTMENT OF ARTS AND VERNACULAR LANGUAGE TRAINING

He obtained his M.Sc. in Hungarian Language and Literature teacher and Liberal Arts from the Janus Pannonius University of Pécs in 1997, and his PhD from the University of Pécs in 2011. He is an Assistant Professor with the Department of Arts and Vernacular Language Training at Kecskemét College, Teacher Training Faculty. He is teaching literature history, children’s and youth literature, history and theory of dramaturgy, history of the drama and theatre and Hungarian linguistics. He has written many publications in this field. He has been working at the College since 1998. He also acts as a playwright: his several tale-plays have run in different theatres.

### MIHÁLY GÖRBE
#### ASSOCIATE PROFESSOR
#### DEPARTMENT OF SCIENCE AND ENGINEERING


Judit Hardi
Assistant Professor
Department of Foreign Languages and Further Education

Judit Hardi obtained her M.Sc in English Language and Literature in 2000 from the University of Szeged, where she attended the Faculty of English Applied Linguistics within the Doctoral School of Linguistics. At the Teacher Training Faculty of Kecskemét College she works in the Department of Foreign Languages and Further Education. Besides teaching English as a foreign language, she takes an active part training students who undertake specialised courses to become English teachers in primary education. She teaches subjects related to the specialisation, such as English Descriptive Grammar, English Children’s Literature and Language Development. She also helps to supervise the theoretical and practical work in pre-service English teachers’ school training placements. Her main research interest includes Second Language Acquisition and Language Education. In these fields she has published several research papers. She is a temporary member of MANYE (Hungarian Association of Applied Linguists and Language Teachers) and SZOKOE (Hungarian Association of Teachers and Researchers in Languages for Special Purposes).

Katalin Herbály
College Professor
Department of Technical, Agriculture and Economic Analysis

She obtained her B.Sc. in Agricultural Mechanical Engineering in 1980 from the College of Agricultural Mechanical Engineering of Debrecen University of Agricultural Sciences (Mezőtúr), her M.Sc. in Agricultural Mechanical Engineering from the Gödöllő University of Agricultural Sciences, Faculty of Agricultural Mechanical Engineering (Gödöllő), her M.Sc. in Engineering – Economics Budapest University of Economic Sciences, (Budapest) and her PhD in Agricultural Economics in Budapest University of Economic Sciences and Public
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

Administration (Budapest). She is a college professor with the Department of Technical, Agriculture and Economic Analysis at Szolnok College. She spent a year as a visiting professor at Auburn University (Alabama Cooperative Extension System) in the USA. She headed the Economic Development Institute, the Technical & Agricultural Management Institute and also was the head of the Department of Agricultural and Rural Development. Her teaching areas include Micro- and Macroeconomics, Regional Economics, Regional and Rural Development, Rural Tourism, Environmental Management, EU Studies, Project Writing and the related subjects. She has significant research experience in economic and community development and in rural tourism. She has published more than 50 scientific works and other studies. She is the member of public body of the Hungarian Academy of Sciences’ Agro-Economic Committee. She is a scientific advisor in the field of Economics of the Hungarian Ministry of Agriculture and Rural Development.

ATILA ILLÉS
ASSISTANT LECTURER
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his B.Sc. in Computer Science at Kecskemet College (GAMF) in 2003 and M.Sc. at ELTE University in 2007. He started PhD studies at University of Szeged in 2012. He is an assistant lecturer at Department of Information Technologies. His teaching areas include Digital technics, FPGA circuits, microprocessors and microcontrollers and their programming. His research area is Image processing and 3D reconstruction in industrial applications. His field of interest is microelectronics and computer aided vision. He loves designing electronic circuits and PCB with microcontrollers. He likes putting into practice some ideas with his students in small groups. Within computer aided vision his main topic is Free-Viewpoint Video and its applications in vehicle area concentrating on blind-spots.

GERGELY IVÁNOVICS
ENGINEER TEACHER
DEPARTMENT OF NATURAL SCIENCES

He obtained his M.Sc. in Wood Engineering in 2001 from the University of West Hungary Faculty of Wood Sciences. He is an engineer teacher with the Department of Natural Sciences at Kecskemét College. His teaching areas include Mechanics, Machine elements, CAD, CAE related subjects.
ZSOLT CSABA JOHANYÁK
PROFESSOR
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his M.Sc. in Mechanical Engineering from the Technical University of Cluj Napoca in 1990, his M.Sc. in Information Engineering from the University of Miskolc in 2005, and his PhD in Information Science and Technology from the University of Miskolc in 2008. He is a Professor with the Department of Information Technologies at Kecskemét College. His teaching areas include Computer programming (C#, Matlab), software engineering, and network administration (Windows, Linux) related subjects. His research interests mainly include Computational Intelligence, Software Engineering and Quality Management related topics. He has significant research experience and practice in the development of fuzzy systems for real world applications. He has published more than 100 scientific works and his number of citations is over 200. Since 2009 he has been the Head of the BSc course in Computer Science at Kecskemét College. Since 2014 he has been vice dean of the Faculty of Mechanical Engineering and Automation. He is member of IEEE, Hungarian Fuzzy Association, Scientific Association for Infocommunications Hungary, Hungarian National committee for European Organization for Quality.

EDIT JOHANYÁK
TECHNICAL TEACHER
DEPARTMENT OF MATERIALS TECHNOLOGIES

She obtained her M.Sc. in Mechanical Engineering from the Technical University of Cluj Napoca in 1990. She is a technical teacher with the Department of Materials Technologies at Kecskemét College. Her teaching areas include materials engineering and mechanical technologies related subjects. Her research interests mainly include the development of high strength materials, application of new materials and technologies related topics.
LÁSZLÓ KACSIREK
COLLEGE PROFESSOR
DEPARTMENT OF COMMERCE, MARKETING AND INTERNATIONAL BUSINESS

Dr Kacsirek has spent most of his childhood in different countries, thus has developed a very international and multicultural attitude. He has obtained his master’s degree in international business at the predecessor of Corvinus University of Budapest and holds a PhD in the same field awarded by the Hungarian Academy of Sciences. He has started his career at the College for Foreign Trade, later became Director for Studies of a private adult education company, he was Vice-rector for Strategy and International Relations of the College of Szolnok. His special field of research is international economics, global economy, international trade and international trade policy – these areas cover the majority of his teaching portfolio. Besides courses in the field of international economics he has a ten-year experience in training presentation skills both in higher education and in business. Along with his teaching and research experience he has a large experience in study programme development, in higher-education management, in the development and management of international study programmes and other projects. He regularly works together in a wide-range international network. At present he is professor of the College of Szolnok, associate professor at the Corvinus University of Budapest and a Board Member of Businet, an international network organisation of institutions in business higher education.

GYÖRGY KARMAZIN
SENIOR LECTURER
DEPARTMENT OF COMMERCE, MARKETING AND INTERNATIONAL BUSINESS ADMINISTRATION

In 1991, he obtained a degree in Transportation Engineering at the Budapest University of Technology, Faculty of Transportation Engineering and in 2001 also at the Budapest University of Technology successfully completed the transport manager - marketing engineer postgraduate training. In 2014 he received his Ph.D. in Management and Business Administration after he successfully finished his studies at the St. Stephen’s University of Economics and Business Administration PhD School. The title of his dissertation: Investigating the influence of operational success factors and Strategy choice on the effectiveness of logistics service provider companies. He is a lecturer at the College of Szolnok and since 2014 he has educated as Assistant Professor the following subjects: Road transport in practice (2003–), International transport in practice (2004–), International logistics I-II (2005–), Logistics case study (2006–), Logistics Management (2013–), Supply Chain Management (2013–). Furthermore, he is the member of the Competency Council working at the College of Szolnok.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

JÓZSEF KÁRPÁTI PhD

He obtained his doctoral title in law in 1998 at the University of Szeged, Faculty of Law, a lawyer-economist university degree in 2005 at the University of Szeged, and he has held a PhD doctoral title in Economics and Business Administration since 2013, obtained also at the University of Szeged. As a senior statistical advisor in the Hungarian Central Statistical Office (HCSO/KSH), he is responsible for the statistical cooperation actions between HCSO and other members of the national statistical service, in the frame of the Presidential Secretariat. He was also a consultant in Ireland, Turkey, Slovakia, Vietnam and Bulgaria in several bi-lateral relations of the HCSO. He specialised in public controlling models/methods, methodological framework for planning and assessing mechanisms for public organizations and process monitoring of resource usage. He is an invited lecturer at the Budapest Business School – University of Applied Sciences (BGE) in statistics. He is the secretary of the Regional Statistics Scientific Section at the Hungarian Statistical Association, and member in the Public Body of the Hungarian Academy of Sciences (MTA), at the IX. Section of Economics and Law.

GÁBOR KÁTAI-URBÁN
JUNIOR ASSISTANT PROFESSOR
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his BSc in Engineering Information Technology in 2007 from the Kecskemét College and his MSc in Software Information Technology in 2011 from the University of Szeged. He works as a Junior Assistant Professor for the Department of Information Technologies at Kecskemét College. His teaching areas include Industrial Automation (PLC programming, Industrial Robotics), Industrial Image Processing, Operating Systems, and Computer Architecture related subjects. His research interests mainly include Image Processing, Calibration of Camera Systems, 3D Reconstruction, and Industrial Automation related topics.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

GABRIELLA KECZER (PHD, HABIL.)
ASSOCIATE PROFESSOR
UNIVERSITY OF SZEGET, FACULTY OF PEDAGOGY

She obtained her M.Sc. in English and History in 1991 and her postgraduate degree in Economics in 2001 from the University of Szeged. She obtained PhD in Business Administration in 2008 and habilitation in 2014. She is an associate professor of the Faculty of Pedagogy and has permanent courses in the Faculty of Economics, University of Szeged.

Her teaching activity includes the different areas of management: fundamentals of management (management functions), managing change, project management, knowledge management. She regularly has semester-long management courses in English for both visiting (Erasmus) and Hungarian students. (At present: Managing educational and cultural organizations and Knowledge management.) She has conducted workshops in English in the field of performance management at the Central European University, and regularly has leadership training and project management courses for the National Institute of Culture.

She has significant research experience and output in issues relating to higher education, mainly in the field of university governance and management. She has published more than 80 scientific papers, including more than 30 in English and has presented at more than 15 conferences abroad.

JÁNOS KODÁCSY
PROFESSOR EMERITUS
DEPARTMENT OF VEHICLE TECHNOLOGY

He obtained his MSc in Manufacture Engineering from Miskolc University, Hungary in 1970, his postgraduate MSc in Tool Engineering from Miskolc University in 1974 and his PhD from Miskolc University in 1998. He is professor emeritus at Kecskemét College, Department of Vehicle Technology. He has a Prof. h. c. title of Technical University Cluj-Napoca. His teaching areas include manufacturing engineering, assembly technologies, non-traditional technologies, precision machining. His scientific research interest mainly include monitoring systems of metal cutting processes, fine finishing processes, environment friendly technologies and magnetic assisted machining. He has significant research experience and practice in the development of machinability testing of austenitic stainless steels and Ni-based superalloy, magnetic assisted machining, temperature measuring systems for cutting processes and method for deburring and roller-burnishing machine parts. He has 112 scientific publications and his number of citations is over 50. He has strong external relations with the Technical University of Cluj Napocai in Romania, University of Applied Sciences Northwestern Switzerland in Switzerland and University of Applied Sciences Albstadt-Sigmaringen in Germany.
LÓRÁNT KOVÁCS
DEAN, COLLEGE PROFESSOR
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his M.Sc. in Electrical Engineering and Informatics in 1998 from the Budapest University of Technology and Economics and his PhD in 2008 from the Budapest University of Technology and Economics, Department of Networks System and Services. He is the Dean of the Faculty of Mechanical Engineering and Automation of Kecskemét College. His teaching activities include the subject of Electrical Engineer and Digital Signal Processing. He is a member of the International TEAM Society and a public board member of the Hungarian Academy of Sciences.

TAMÁS KOVÁCS
PROFESSOR
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his M.Sc. in Physics in 1992 from the University of Debrecen, and his PhD in Physics in 1997 from the same university. His dissertation was written on numeric analysis of fractal growth and nonlinear phenomena. He is a Professor with the Department of Information Technologies at Kecskemét College. His teaching areas include Computer programming (C#, Matlab), software engineering, and network configuration related subjects. His research interests mainly include swarm intelligence algorithms, optimization of traffic systems and computer simulation of multi-agent systems. He is a member of IEEE, Hungarian Fuzzy Association.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

VILMOS LAKATOS
College Professor
Department of Economics, Finance and Management

He obtained his MSc in Agricultural Sciences in 1993 from the University of Agricultural Sciences, Debrecen, and his title of “Candidate of Sciences” (PhD) in Economic Sciences in 1998 from the Hungarian Academy of Sciences. He is an Associate Professor at the Department of Economics, Finance and Management at Szolnok College. His teaching areas include at BA and MSc level Finance and Controlling (Finance Controlling, Finance management, Advanced Management Accounting, Business Planning, Strategic and Projectcontrolling, Controlling of Different Sectors in Hungarian, Fundamentals of Company Management in English. He has significant research experience and practice in the analysis of controlling characteristics os SMEs. He has published more than 70 scientific works. 2004-2014 he was the Head of the Department of Social and Management Sciences at University of Szent István Faculty of Economics, Agriculture and Health Studies - Békéscsaba (earlier Tessedik Samuel College), 2008-2009 he was the vice rector of the college, responsible for education, 2009-2014 he was the vice dean of the faculty responsible for the education. Since 2014 he has been head of Department of Economics, Finance and Management at Szolnok College and since 2015 responsible for the Finance and Accounting BA Course at Szolnok College. He is member of the Public Body of the Hungarian Academy of Sciences, member of the Hungarian Economic Association, member of the Hungarian Controlling Association.

ZOLTÁN LELKES
College Associate Professor

Dr. Zoltán Lelkes graduated with a degree in chemical engineering from the Budapest University of Technology and Economics’ Chemical Engineering Faculty, and then attained a master’s degree in mathematics at Attila József University. He defended his Ph.D. at INSA de Lyon University, where he was the recipient of a French state scholarship at 1998. He became an assistant and later on an associate professor at the Budapest University of Technology and Economics. His area of research and teaching are Chemical Industry Operations, Systems and logistics Optimization. In 2004 he, his research associates and a computer scientist founded Optasoft Ltd., which is a company that offers consulting and development services on operations research and optimization. In 2012 he became a consultant at ICG Consulting Group. He has been helping companies and organizations to optimize their operations and develop planning applications for over 15 years. Since 2015 he has been associate professor of the Faculty of Mechanical Engineering and Automation at Kecskemét College.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

KATALIN LÍSKA
ASSISTANT PROFESSOR
DEPARTMENT OF VEHICLE TECHNOLOGIES

She obtained her M.Sc. in Engineering of Quality Production in 2007 from the Slovak University of Technologies in Trnava and her Ph.D. in Mechanical Engineering in 2010 from the same University. She is an assistant Professor at the Department of Vehicle Technologies at Kecskemét College. Her teaching areas include Quality Management, Engineering measurements and Measuring techniques. Her research interests include mainly methods and techniques used at Quality Management, for example Balance Scorecard and Quality Management related topics. She has significant research experience in metrology field, mainly in investigation of micro- and macrogeometrical properties of surfaces. She has published more than 20 scientific works. Since 2012 she has been the Departmental coordinator of International Relations at the Faculty of Mechanical Engineering and Automation. Since 2012 she has been the Assistant Head of the Accredited Measurement Technology Laboratory. She is external member of Hungarian Academy of Sciences, member of the Editorial Board of the Journal of Production Engineering.

MÁRTA MADARAS, PhD
COLLEGE PROFESSOR
DEPARTMENT OF TECHNICAL, AGRICULTURE AND ECONOMIC ANALYSIS

She is a certificated teacher in the fields of mathematics-physics and philosophy. She obtained her M.Sc. in the fields of mathematics and physics in 1976 from the University of Szeged and M.Sc. in the field of philosophy in 1987 from the University of Debrecen. She received a higher education degree on “European Studies” and “Environmental Policy in an Integrated European Context” in Heerlen University. Distance education expert, completed the English language course for distance education managers titled “Design and Delivery of Distance Learning”. As the coordinator of the Regional Centre for Distance Education Dél-Alföld and later as its director, she helped to spread the method, to establish the technical background and to popularise this kind of education. Her scientific degrees are: PhD, University of Debrecen, in 2000 and Dr. Univ. University of Szeged, in theory of science, in 1990. Her main fields of research are mathematics and its applications; mathematical logic and theory of science: history of mathematics and philosophy of science. She has published more than 100 scientific works. She is author and editor of several college notes and collection of exercises. From 1993 to 2005 she was the head of the Mathematics and Statistics Department and from 2005 to 2014 the head the Economics Analysis and Methodology Department. Since 2010 she was the Head of the Foundation Institute at Szolnok University College.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

**SÁNDOR MEISEL**
COLLEGE ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE, MARKETING AND INTERNATIONAL BUSINESS

He completed his university studies (BA and MA) in 1981 at the Moscow State University of International Relations with specialisation in international economics. In 1984 he obtained Diplome d’Études Supérieures Européennes from Centre Européen Universitaire, Université de Nancy II. Starting from 1981 he worked for several Hungarian research institutes. At present he is research fellow at the Institute of World Economics, Centre for Economic and Regional Studies of the Hungarian Academy of Sciences. His main research fields are focusing on the European integration, trade policy, international trading regime and integration performance of the CEE countries. He started teaching activities in 1996 as part-time lecturer. Since 2002 he has been appointed associate professor at Szolnok College and teaches EU related courses. Since 2014 he has been lecturer at Budapest Corvinus University. He was member of Team Europe Hungary (1992-2002) and member of the editorial board (between 1990 and 2003) of Európa Fórum, quarterly review on European integration.

**EDINA MOLNÁR**
COLLEGE ASSOCIATE PROFESSOR
DEPARTMENT OF TOURISM, REGION AND SOCIETY DEVELOPMENT

She obtained his M.A. in Psychology in 2000 from Eötvös Loránd University, and her PhD in Psychology and Communication Science in 2010 from the University of Pécs. She is an Associate professor with the Department of Development of Tourism, Area and Society at Szolnok College. Her teaching areas include psychology, sociology, and communication related subjects. Her research interests mainly include Talent support, Creativity, Intelligence related topics. She has research experience in the analysis of Hungarian advertisements of the 19th century. She has published more than 30 scientific works. From 2010 to 2014 she was the director of the Centre of Student Services at Szolnok College. From 2013 to 2014 she was the deputy head of the Department of Social Sciences and Communication and in 2014 the head of it. Since 2015 she has been the director of the Andragogy Centre. She is a founding member of the Hungarian Communication Science Association.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

ISTVÁN MOLNÁR
ASSISTANT PROFESSOR
DEPARTMENT OF BUSINESS AND MANAGEMENT SCIENCES

Istvan Molnar graduated in 1998 as a research chemist and in 2001 as a lawyer specialized in EU law at the University of Szeged, Hungary. He was awarded a PhD. at the Faculty of Law of the University of Szeged in the doctoral school of civil law. He is a Hungarian and European patent attorney, a member of the Hungarian Chamber of Patent Attorneys and the European Patent Institute. He has been an assistant professor at College of Kecskemét since 2011. His educational and training activities extend to other universities, including the University of Szeged, where the education of international (Erasmus) students belongs to his responsibility, as well as to the adult trainings at the Hungaria Intellectual Property Office, innovation agencies, and other organizations, in Hungary and abroad. He has been a patent attorney partner at Danubia Ltd. since 2000, and a senior patent attorney at Egis Pharmaceuticals Ltd. since 2014 (part time occupations). Between 2007 and 2010 he was an international consultant and trainer at the World Intellectual Property Organization, and between 2012 and 2015 a member of the Economic and Scientific Advisory Board at the European Patent Office. He has over 30 publications, including monographies and university training aids. He is a member of the Hungarian Industrial property and Copyright Association, Licensing Executive Society, and the Board of the Industrial Property Experts at the Hungarian IP Office.

MÁRK MOLNÁR
ASSOCIATE PROFESSOR
DEPARTMENT OF ECONOMICS

He received his M.Sc in Economics in the Budapest University of Economics (currently Corvinus University). He defended his PhD thesis in Economics on the Szent Istvan University. His research areas include game theory, oligopol theory, dynamic systems and control theory, he also participated in a research project with the Experimental Economics Lab of the University of Arizona. His other major field of activity is climate change, energy modeling and emissions projections, he successfully earned an IAEA degree in fuel chain analysis. He participated in numerous international research projects. He is also a lead reviewer of the UNFCCC. He is an associate professor on the Department of Macroeconomics of the Szent Istvan University. He gives lectures in Microeconomics, Macroeconomics, Game Theory, International Finances, Advanced Macroeconomics, Environmental Informatics. He gave seminars in Calculus, Linear Algebra, Probability Theory and Operations Research. He is a member of the European Economic Association.
Stefan Mommertz studied English and German Literature as well as Philosophy at the Ludwig-Maximilians-Universität Munich and the University of Edinburgh. He obtained his M.A. from LMU Munich in 1995, and in 2000 he completed his PhD on fictional editors in modern English literature. From 1999 until the end of 2003 he worked as Head of Content Management for Entertainment Media Verlag (Munich). Since the beginning of 2004 Stefan Mommertz has been living in Hungary, where he teaches mostly Business English and German, but also electives like Business Simulation Games, at the College of Szolnok. In 2007 he was appointed Head of the college’s Department of Foreign Languages. Stefan Mommertz has been involved in the college’s English language programme since its inauguration; apart from teaching Business English in the programme he also acted as tutor for Philosophy from 2007-2012. He has been a member of the Delta Intercultural Academy since 2004 and a member of the MTA DAB Jász-Nagykun-Szolnok Megyei Tudományos Szakbizottság since 2011.

She obtained her BA in Hospitality and Hotel Management in 2001 at the College of Szolnok, her MA in Business Administration with Finance and IT Specialization in 2004 at Scientific University of Szeged and completed her postgraduate education in business administration with regional and settlement development specialization at Science University of Debrecen in 2006. Her PhD studies commenced in 2006 at the Scientific University of Debrecen; she obtained a pre-degree certificate in 2010. After changin doctoral school and programme she took a successful joint exam in 2014 at Pannon University Doctoral School of Management Sciences and Business Administration. She is expected to defence her PhD thesis in February 2016. She is a senior lecturer at the Department of Tourism, Regional and Social Development at the College of Szolnok. Her teaching areas include hospitality and hotel management, health tourism and leisure management related subjects. Her research interests mainly include education of tourism disciplines in tertiary level. She is continuously supporting students by leading thesis works, developing teaching materials and leading course units. Since 2012 she has been the coordinator of English-taught programmes and since 2015 she is also responsible for the international relations. She has been involved in the management and implementation of international projects and EU applications. She speaks English and Russian languages.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

PÉTER NAGY
ASSOCIATE PROFESSOR
DEPARTMENT OF SCIENCE AND ENGINEERING

His M.Sc. degree was awarded in Physics in 1985 from Eötvös Loránd University of Budapest, and he obtained PhD in Physics in 2014 from the same university. He is associate professor at the Department of Science and Engineering at Kecskemét College. The main teaching areas are Physics, Thermofluid Dynamics, and Modern Physics. He has worked in several different fields of research: statistical physics, chaos theory, complex systems, information theory and quantum physics. He has published more than fifty scientific papers. He is a member of Roland Eötvös Physical Society and John von Neumann Computer Society.

JUDIT NESZT, PHD
RESEARCH ASSISTANT, TEACHER TRAINING FACULTY
DEPARTMENT OF BASIC STUDIES AND TEACHING METHODOLOGY

She has taken her first degree at Kecskemét College, Teacher Training Faculty, as a primary school teacher for infant classes. She has worked as a teacher at the Petőfi Sándor Practicing School as a mentor teacher for 16 years, helping the students of the Teacher Training Faculty in acquiring the profession. She has obtained her MA in Pedagogy in 2001 in University of Debrecen, and her PhD in University of Debrecen, Doctoral School of Humanities in 2015. She has started to work at Kecskemét College, Teacher Training Faculty in 2007, as a teacher of pedagogy. Her teaching areas including theoretical pedagogy (History and Theory of Education, Theory of Playing, Inclusion in Education) and the practice of pedagogy (Educational Differentiation, Education of Special needs, The Practice of Playing). She is the member of the European Union’s Grundtvig Partnership “Learning Positive Discipline” task Force from 2014.
ERZSÉBET NYIRI
TEACHER OF FRENCH AS A FOREIGN LANGUAGE
DEPARTMENT OF FOREIGN LANGUAGES AND FURTHER EDUCATION

She graduated from the József Attila University of Szeged on a Master Degree course as a teacher of French as a Foreign Language and History in 1988. She is a teacher at the Department of Foreign Languages and Further Education at Kecskemét College. She takes part in French language teaching. She is a member of AHEF, Hungarian Association of French Teachers. She is interested in young learners’ foreign language learning and French civilization.

RÓBERT PAP-SZIGETI
PROFESSOR
DEPARTMENT OF INFORMATION TECHNOLOGIES

He obtained his M.Sc. in Teaching and Learning as a secondary school teacher of Mathematics, Descriptive Geometry and Information Technologies in 1993 from the Kossuth Lajos University (Debrecen, Hungary), and his PhD in Education in 2009 from the University of Szeged. He is a Part-time Professor with the Department of Information Technologies at Kecskemét College. His teaching areas include databases and web-programming related subjects. His research interests mainly include Skill development, Motivation and Learning Methods related topics. He has significant research experience and practice in content-based skill development and innovative teaching and learning methods. He has published about 35 scientific works and his number of citations is over 70. Since 2015 he has worked as a secondary school teacher at Bolyai János Grammar School of Kecskemét. He is member of János Bolyai Mathematical Society.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

**Judit Pető**  
**Professor / College Teacher**  
**Department of Horticulture**

She obtained her MSc. in Chemistry in 1986, and her PhD in Biology (specialized in Biochemistry and natural organic compounds) in 1999 from the University of Szeged (formerly József Attila University). She is a Professor in the Department of Horticulture at Kecskemét College. Her teaching areas include Chemistry, Soil and plant Analysis, Natural resources, Water quality protection and Environment management. In her scientific works she studies the effects of fertilizers and plant conditioning materials on the environment and crop quantity; nutrient management in agricultural and horticultural plant growing; and some aspects of water management. She has more than one hundred scientific publications. Since 2013 she has been the head of the certificated Soil and Plant Testing Laboratory of Kecskemét College, and since 2015 she has been the head of the Department of Horticulture. She is a public board member of the Hungarian Scientific Academy, member of the Chemical Society and Soil Science Society.

**Éva Pólya**  
**College Associate Professor**  
**Department of Commerce, Marketing and International Business**

She studied at Szent István University and obtained her MSc as an agricultural economist in 2004. She also completed her PhD at the same University in 2012 in the field of Consumer Behavior. The title of her thesis is “Purchase Decision Making Processes and Roles within the Family”. She has been a tutor at the College of Szolnok from 2004; where she was also parallel the marketing manager between 2010-2015. She was also involved in international marketing activity of the college by representing the institution in international fairs, events and preparing information brochures. Several times she was the organizer of international intensive programs based on marketing simulations at College of Szolnok, and also prepared students for IPs in other foreign partner institutions. She has been taking part in English-taught programmes for almost a decade; her main subjects are Marketing and International Marketing. She published more than 60 scientific works including journal articles, book chapters, learning materials and conference proceedings and she has a constant scientific activity. She takes part in the work of the Society of Hungarian Scientists and Scholars.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

**ISTVÁN PINTÉR**

**PROFESSOR**  
**DEPARTMENT OF INFORMATION TECHNOLOGIES**

He obtained his M.Sc. in Electrical Engineering in 1983 from the Technical University of Budapest, and his Ph.D. in Information Science and Technology in 1997 from the Technical University of Budapest. He is a Professor with the Department of Information Technologies at Kecskemét College. His teaching areas include Information technology, Computer architectures, Pattern classification and neural networks, Digital signal processing. His research interests include speech, signal and image processing, neural networks and learning machines. He has research experience and practice in these research areas. He has published more than 50 scientific papers and his number of Web of Science-citations is 14. He is member of IEEE, IEEE Computer Society and Scientific Association for Infocommunications.

**VATROSLAV SKARE**

**ASSISTANT PROFESSOR**  
**UNIVERSITY OF ZAGREB, FACULTY OF ECONOMICS & BUSINESS, MARKETING DEPARTMENT**

Vatroslav Skare holds a PhD in marketing from University of Zagreb. Fields of his academic interest are digital marketing, product management and services marketing. Vatroslav is actively involved in undergraduate, graduate and executive level education, both in Croatia and abroad. He is a member of the Marketing Department at the Faculty of Economics & Business, University of Zagreb, where he teaches Internet Marketing, Product Management and Services Marketing courses. At Ljubljana Summer School (University of Ljubljana, Faculty of Economics) and ISM University of Management and Economics (Vilnius) he teaches Digital and Social Media Marketing course. In a capacity of a guest lecturer, he regularly visits universities in Hungary, Romania, Spain and Austria. When training managers for strategic thinking and marketing decision-making, he is using a leading marketing strategy simulation Markstrat. His research is currently focused on location-based mobile marketing, services innovation, and consumer empowerment. Vatroslav is a member of PRICON research project of The Institute of Economics in Zagreb, where he collaborates with the team of researchers who are examining the issues of consumer privacy in the digital environment.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

**DR. ATTILA SMUTA, DLA**

**COLLEGE PROFESSOR**

**KECSKEMÉT COLLEGE TEACHER TRAINING FACULTY DEPARTMENT OF ARTS AND LANGUAGE EDUCATION**

1983: Diploma at the Academy of Music Ferenc Liszt in Budapest as singing teacher and choirmaster. 2008 – DLA at the University Ferenc Liszt in Budapest. From 1984 – music teacher and choirmaster at the Zoltán Kodály School in Kecskemét. Participation as choirmaster at festivals, in numerous concerts in Western Europe and in Hungary, including before Queen Elizabeth II. Several radio recordings, TV recording, CD. 1989 – Award of his artistic activity as a choirmaster by the Hungarian Ministry of Culture. From 1992 – Head of Department of Music at the Teacher Training College Kecskemét, later Head of Department of Arts and Language Education at the Teacher Training faculty of Kecskemet College. Development of the curriculum of “Song and Music and Methodology of Music Education” for the four years of teacher training. Introduction of several new subjects and courses in music lessons. Development of the program ‘Kodály and the Contemporary Hungarian Music Education’. Numerous publications in the field of musicology and music education. Courses, lectures and demonstrations in Europe and Japan. Organisor of a nation-wide music competition. Organisor of an international charity festival. Governor of the Hungarian Music Teachers’ Association.

**ZOLTÁN SUBECZ**

**ASSISTANT LECTURER**

**DEPARTMENT OF TECHNICAL, AGRICULTURE AND ECONOMIC ANALYSIS**

He obtained his M.Sc. in Electrical Engineering in 1991 from the Technical University of Budapest, his M.Sc. as Informatics Teacher in 2009 from the Eötvös Loránd University Budapest, Faculty of Informatics. He is a PhD Student at PhD School in Computer Science of University of Szeged. He is an Assistant Lecturer with the Department of Engineering, Agricultural and Methodology of Economic Analysis at Szolnok College. His teaching areas include: in English: Information Science 1, Information Science 2, in Hungarian: Computer programming (Java, C#, Object Oriented Programming), Web programming (PHP, ASP.NET, JavaScript, HTML), Database systems, Geographic information systems, Business Informatics, Electronics and Control engineering, Robot techniques - Robot programming, Physics, Office programs, Algorithmic trading in the foreign exchange market related topics. His research interests mainly include Artificial intelligence, Data mining, Text mining, Natural language processing and Information extraction from natural text related topics.
8. INTRODUCTION OF THE LECTURERS, SHORT CVs

ATTILA SZAKÁCS
COLLEGE ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE, MARKETING
AND INTERNATIONAL BUSINESS

He became Honorary Associate Professor of Financial Institute in 2010 (SZIE), before that he obtained his PhD of Management and Organization in 2004. He graduated as certified external economic engineer at Gödöllő Agricultural University in 1993, and as certified mechanical engineer also here in 1991. From 2011 he has been a Professor of Sales, Marketing and International Economy Department at the College of Szolnok. At the College of Szolnok he teaches the following subjects: Usefulness of the product and product management I. and Usefulness of the product and product management II., Personal Selling and Insurance Marketing. These subjects give general knowledge of a good organization, value analysis and training in addition to the chapters dealing with quality assurance and liability issues. He gives necessary knowledge for the students who specialize in Marketing. He published a lot of scientific works and materials, and he is the Executive Director of Merkating nonprofit company.

ZSOLT SZAKÁCS
ASSOCIATE PROFESSOR
DEPARTMENT OF ECONOMIC, FINANCE AND MANAGEMENT

He obtained his Bachelor Degree in Management from the CNAM (Conservatoire National Des Arts Et Metiers Paris), his M.Sc. in Agronomist from the University of Szent István in 1994, and his PhD in Management and Business Administration Sciences from the University of Szent István in 2012. He is an Associate Professor with the Department of Economics, Finance and Management at Szolnok College. His teaching areas include Finance, Microeconomics, Macroeconomics, Fundamentals of Company Management. His research interests mainly include Finance and Economic impact and solutions of climate change. He has significant research experience and practice in the development of Economic impact of climate change. He has published more than 50 scientific works and his number of citations is over 100. He is member of Hungarian Academy a member of the Society of Hungarian Scientists and Scholars, IX. economic - Law Science department, management sciences committee of Debrecen regional committee.
8. INTRODUCTION OF THE LECTURERS, SHORT CVS

RÓBERT SÁNDOR SZŰCS
COLLEGE ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE, MARKETING AND INTERNATIONAL BUSINESS

He obtained his B.Sc. in Economics in 2004 from the College of Szolnok, his M.Sc. in Economics in 2006 from the University of Szeged, and his PhD in Management and business administration in 2011 from the University of Debrecen. He is a college associate professor with the Department of Commerce, Marketing and International Business at the College of Szolnok. His teaching areas include marketing, consumer protection, marketing channel, marketing communication, marketing research, consumer behaviour. His research interests mainly include “Marketing and consumer protection analysis of some food products consumed by young people” related topics. He has published more than 70 scientific works. He is member of the Editorial Committee of European Scientific Journal, Member of Hungarian Academy of Sciences (IX. Section of Economics and Law).

ÁKOS TÓTH PhD
PROFESSOR, KECSKEMÉT COLLEGE
HEAD OF THE DEPARTMENT OF INFORMATION TECHNOLOGIES

Ákos Tóth PhD is an economist specialized in cultural economics, cross-cultural communication, location factors and human resource management studies at Kecskemét College Faculty of Mechanical Engineering and Automation. He is a guest lecturer at Duale Hochschule Baden-Württemberg, Villingen-Schwenningen.

UJLAKYNÉ SZŰCS ÉVA PhD
PROFESSOR
DEPARTMENT OF FOREIGN LANGUAGES AND FURTHER EDUCATION

She graduated from the Kossuth Lajos University of Arts and Sciences in 1981 as a secondary school teacher of English as a foreign language and history. She has 12 years of experience in teaching her majors in different secondary schools. Her Master of Education in TESOL is from the University of Leeds in 1999. She has been working in teacher training since 1993,
teaching English as a foreign language and TEFL specializations. She has been the curriculum developer and course leader of the EFL to Young Learner specialization since 1996. Her books (Children’s Literature Handbook and British Studies I) are taught on these courses. She is specialized in young learners’ foreign language development. As the head of the Department of Foreign Languages and Further Education, she manages pre- and in-service teacher developmental courses. Her PhD is on foreign language teacher education from Pannon University in 2006. She has represented the College in several projects home and abroad focusing on language development and language teacher education.

**TIBOR VAJNÁI**

**PROFESSOR, KECSEKMÉT COLLEGE**  
**HEAD OF THE DEPARTMENT OF INFORMATION TECHNOLOGIES**

Obtained Ph.D. in Physics in 1995 at the Lajos Kossuth University, Debrecen, Hungary.  
Habilitation dr.habil in 2007, Debreceni University  
Teaching areas: physics and computer programing  
Research interests: decision support under uncertainty, statistical modelling  
Academic collaboration: Centre for the Analysis of Risk and Optimisation Modelling Applications, Brunel University, UK. University of Missouri-Rolla, USA.

**ATTILA VÉGH**

**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF NATURAL SCIENCES AND ENGINEERING**

He studied mathematics and descriptive geometry at the Faculty of Natural Sciences of Eötvös Loránd University of Budapest from 1993 to 1998. He obtained the degree of high-school teacher in 1998. He received Ph.D. from Budapest University of Technology and Economics in 2007 with dissertation: Lattices, circle and sphere arrangements. Finishing the university he spent five years at University of West Hungary teaching calculus I, II and geometry. He is associate professor at Kecskemét College. His teaching areas focus on calculus and mathematics for computer science. His main research interests are in discrete and lattice geometry. More specifically, these interests include: multiple circle arrangements and point systems; minimal vectors of the n-lattices; parallelotopes and Dirichlet-Voronoi cells of lattices. He is member of the Hungarian Society for Geometry and Graphics.