

ÓE KGK GTI

angol nyelvű szakdolgozat témái

Dr. habil. Csiszárík-Kocsir Ágnes

Financial culture in Hungary
Financial specialities of SMEs
Project management methods and practices
Agile project management in practice
Project controlling – how should we monitor the projects?
Risk management – how should we handle the risks and dangers in the projects?

Dr. Garai-Fodor Mónika

Analyses of factors which influence consumer behaviour in case of a concrete product /brand/service
Analyses / preparing of a concrete marketing communication strategy Effect of generation marketing in case of a concrete marketing issue

Dr. Kelemen-Erdős Anikó

Marketing models in practice
Retail marketing and management
Marketing communication in case of a product or a company Non-business marketing
Sensory marketing in retail environment
Service marketing and management
Customer value creation opportunities

Dr. Kohlhoffer-Mizser Csilla

Law and state -functions of the state in economy
Public finances, state and entrepreneurship
Alternative dispute resolution systems, special attention to the finance sector Conflict resolution in between companies, legal entities

Saary Réka

Analyzing the effectiveness of marketing strategy - company case study
Analyzing service marketing strategy of a company Marketing specialties on B2b market

Dr. Szekeres Valéria

Foreign direct investment in Hungary
Multinational companies in Hungary
Operation of Magyar Suzuki
Gender-sensitive economics
Female engineers missing - analysis of career orientation and labour market Hungary as an open economy

Prof. Dr. Takács István

Metro Line 4 project – what we can learn about the public projects
FDI – case study about technological modernization of an industry
PPP – participation of private sector in the realization of public goals
Crowdfunding – case study about financing a new business idea by the power of the crowd
Business angels – starting a new business
Local currencies – for improvement of local economy
Crypto currencies – new model of payment or a big cheat
Sharing economy as a new world of business

Dr. Varga János

Leading change and crisis management in the XXI. century
Projectmanagement methods and the project based organizations (PBO) in the economy
Competitiveness of firms and nations
Clusters as drivers of competitiveness
Intercultural management: how to manage people with different culture?
The pillars of the high performing organization (HPO) Bossonomics: why is it important to become a better leader?