

SPECIFIC PROGRAM - Subjects - MM

OPTIONAL WEEKLY ASSIGNMENTS

WEEKLY ASSIGNMENT 1 - RESEARCH METHODOLOGY (compulsory)

Description:

The most important task of the first week is for the group members to agree on the methodology of the semester.

The processing of the weekly topics always builds on the refresher of the related subject. It is advisable to distribute this among the group members in the lead of the topic leader. Use the knowledge and creativity of the members to incorporate it into the project! The "how to" is helped by the description of three methods (brainstorming, nominal group technique, Delphi method) of the links below.

In the first week, the group plans the schedule for the solution for the semester.

To do this, use the GANTT chart, which clarifies the tasks to be performed, the exact time of the in-person meetings, and the consultation with the consultant. This document will provide a good basis for evaluating the project (what has been done and what has not been done) at the end of the project!

Weekly assignment

(These tasks are compulsory tasks, the next 10 topic area give possible proposals only):

1. Brainstorming, learning about nominal group technique
2. Recording and finalizing the topics and subtasks to be developed
3. Download Forms

4. UPLOAD THE TOPIC RESPONSIBILITY SHEET IN THE MOODLE SYSTEM

From the remaining 10 topics, 4 topics have to be selected and the group will develop a total of 10 sub-topics. Each student will be responsible for 4-4 topics (this will be on the topic responsibility page), which means that he / she will upload a minimum of 2 pages per week to Moodle.

OPTIONAL SUBJECTS AND WEEKLY ASSIGNMENTS FOR WEEK 2-12.

	code	topics	topic tutor	
2	GSEVG2MBNE	Business Economics	Dr. Peter Szikora	ready
3	GVXME1MBNE	Basics of Management	Dr. Bene Andrea	ready
4	GVXTM1MBNE	Production Management	Dr. Reicher Regina	ready
5	GVXEM2MBNE	Human Resource Management	Dr. Noémi Piricz	ready
6	GVXTQ2MBNE	Total Quality Management	Ildikó Gombaszögi	ready
7	GVXUI1MBNE	Business IT Applications	Dr. Tick Andrea	ready
8	RKXKV2MBNE	Environmental Protection	Ildikó Gombaszögi (temporarily)	ready
9	GGXMA2MBNE	Basics of Marketing	Dr. Mariann Kiss	ready
10	GVESA1MBNE	Basics of Accounting	Ildikó Gombaszögi	ready
11	GGXVP2MBNE	Business Finance	Dr. Ágnes Csiszárík-Kocsir	ready
13	GGXUK2MBNE	Business communication	Tóthné Téglás Tünde	ready
12_1		Project Manager specialization	Dr. János Varga	
12_2		Sales Manager specialization	Dr. Mónika Garai-Fodor	
12_3		Organizing E-Business Specialization		
12_4		Corporate Strategy specialization	Dr. Gábor Gyarmati	
12_5		Corporate Management specialization	Dr. Andrea Tick	ready
12_6		Quality management specialization	Dr. Andrea Bene	ready
	GGEAJ1MBNE	Public administration and legal knowledge	Dr. Csilla Kohlhoffer-Mizser Csilla	
	GGEPA1MBNE	Fundamentals of Finance	Dr. Ágnes Csiszárík-Kocsir	
	GSESM2MBNE	Organizational Behavior	Dr. Kornélia Lazányi	
	GVEUK1MBNE	Customer relationship Management	Dr. Reicher Regina	

2 Business Economics - responsible: Dr. Péter Szikora

Content:

Starting a business, its legal forms, capital requirements.

Internal and external stakeholders, local communities, strategic partners.

Market and wider environment of the enterprise.

The process of corporate value creation, resource requirements, and organizational structure

The cost of the product, service, pricing

Description:

Establishing operational tasks related to the activity selected by the group is the basic task of the topic. The details are elaborated on further topics. Identifying the material and human resources involved in the core process of establishing a business, analyzing a product, or providing a service is essential. The choice of its capital requirement and its possible legal and organizational form should be made.

Weekly assignment:

- 2.1. Drafting a business plan and choosing its content
- 2.2. Definition of the principal activity, production technology, size and legal form of the enterprise
- 2.3. Site selection, narrower and wider environment analysis

3. Basics of Management - Responsible: Dr. Andrea Bene

Content:

Modern management theory trends, leadership styles.

Functions of management, requirements for managers.

Methods of strategic planning, organizational goals.

Decision models. Group methods and group decision making techniques in management

Benchmarking.

Continuous organizational development, changeover and change management.

Motivation

Conflicts in the organization

Description:

In addition to identifying the basic managerial knowledge and skills, developing leadership personality, defining leadership and organizational functions, tools and methods. Proper development and use of human relationships in leadership. Developing alternatives to anticipate operational risks and changes.

Weekly assignment:

- 3.1.** Choice of organization, assignment of responsibilities and powers
- 3.2.** Execution of external marketing activities.
- 3.3.** Elaboration of the strategic planning analysis phase, definition of the main guidelines
- 3.4.** Establishment of performance evaluation and motivation tools in the organization, preparation of related cost plan

4. Production Management - Responsible: Dr . Reicher Regina

Content

The product-process matrix; Manufacturing Types, Product Life Curve.

Examination of forecasting models.

Analysis of Short-term Capacity, Capacity and Efficiency.

Long term capacity analysis.

Inventory management; Define inventory levels, order levels, and inventory levels.

Requirements Planning; MRP, ERP systems.

Kaizen, Lean, JIT

Description

The description of the basic steps of production and service processes and properties, methods for selecting the basic design of the production and service tasks and their effective implementation. Explore methods for forecasting production tasks, tasks and conditions for securing resources, and managing inventory problems.

Weekly assingment

- 4.1. Preparation of Product Process Matrix
- 4.2. Short- and long-term capacity utilization
- 4.3. Calculation of inventory cost function
- 4.4. Introduction of MRP, ERP systems
- 4.5. Value stream planning

5. Human Resource Management - Responsible: D r . Noémi Piricz

Content

Human Resource Management Planning System: Strategies, Planning, Evaluation

Job and competency analysis

Resource management systems: recruitment, selection, insertion and redundancy

Current employment issues in employment

Career Management

Description

Within the framework of the theme, the aim is to explore the tasks of the organization's most important resource, the people, and to develop practical applications of applicable tools, processes and systems. It is closely linked to the organizational structure and the development of the related functions of the workforce. It is advisable to combine it with the development of a motivation system and a cost plan.

Weekly assignment

- 5.1. Analysis of the labor market segment in the enterprise environment
- 5.2. Definition of labor demand, specification of forms of employment
- 5.3. Development of recruitment and selection method
- 5.4. Elaboration of internal education plan, related cost plan
- 5.5. Career planning related to specific positions

6. Total Quality Management - Responsible: Ildikó Gombaszögi

Content

Costs of poor quality.

Impact of error prevention costs on profit.

Advanced process and quality management techniques.

Fault Mode and Impact Analysis (FMEA)

8D analysis.

Quality documentation system.

Total Production Maintenance (TPM).

The tool for creating a workplace, the tool for work order (5S).

Description

Within this theme, practical implementation of certain elements of quality management systems will be developed.

Creative integration, application of systemic, structural, strategic experiences, methods, tools and techniques to implement TQM into a project or business plan. The most important goal is to present the expectations of every work process, the approach of continuous improvement, and apply it by means of concrete quality improvement tools in order to be customer oriented.

Weekly assignment

- 6.1.** Examine the types of nonconformities associated with the activity! Do an Ishikawa analysis to determine possible roots for 3 specific problems! Make a suggestion to root out!
- 6.2.** Make a Poka-Yoke development plan for 3 specific cases! Make a cost-effectiveness calculation by calculating the cost and result of a PDCA development plan (for a minimum of 2 cycles).
- 6.3.** Create an 8D Analysis and Development Plan for a Specific Customer Complaint!
- 6.4.** Develop a Comprehensive Maintenance Plan for a Plant Unit!
- 6.5.** Develop a documentation system (prescriptive and supporting documents) for a main process!
- 6.6.** Create a 5S project for a specific location!

7. Business IT Applications - Responsible: Dr. Jolán Velencei

Content

Software market, free application

Knowledge visualization, Drawing knowledge maps

Business and information management

Contribution of information technology to management tasks

Information Systems Security, Privacy Act

Description

In this topic, the scope of IT applications for a specific project is defined and its impact on business processes is examined.

The goal is for the learner to be able to search the Internet with new concepts, put the new knowledge into context, and share it through social media for the project.

Weekly assignment

7.1. Free Apps for Startup Small Businesses

- Explore the types of business processes that can be supported by IT applications!
- Choose 3-4 business processes and search for free applications, software!
- Demonstrate the use of these through a sample!

7.2. Based on the economy-sharing (Sharing Economy)

- Examine what are the key areas where the community management model appeared!
- Do a questionnaire research on the recognition and acceptance of the model!
- Introduce 3-4 companies based on this model!

7.3. Make a Case Study on Supporting a Business Decision!

- Interview with a company decision maker on how to prepare for a specific business decision!
- Build a rule-based knowledge base from the interview!
- Evaluate the outcome of the knowledge system conclusion with the decision maker!

8. Environment protection - responsible: Ildikó Gombaszögi

Content

Pollution of the business

The ecological footprint of a business

Means of regulating environmental protection, relevant legislation

KIR - risk analysis; FMEA

EMS - preparation of internal regulations

Description

One of the elements of CSR is environmentally conscious thinking, which imposes many tasks on organizations as well. Identifying, among other things, the environmental footprint of an organization can reduce significant costs. In addition to protecting the environment, it can be one of the means to increase efficiency. The introduction and operation of an environmental management system will provide long-term and continuous improvement assistance.

Weekly assignment

- 8.1.** Assessment of environmental load and risks, elaboration of recommendations for prevention and elimination
- 8.2.** Knowledge and presentation of the environmental legal environment for the specific organization / project
- 8.3.** Possibilities for reducing environmental impact (calculating investment and return on investment)
- 8.4.** System design documentation required for the application of EMS standard (prescriptive and supporting documents)
- 8.5.** Preparation of EMS implementation project
- 8.6.** Development of an environmental accounting information system

9. Marketing Basics - Responsible: Dr. Mariann Kiss

Content

Customer retention, customer service life, customer value estimation

Consumer behavior surveys

Examining organizational (b2b) market characteristics

Segmentation, definition of target markets, positioning product policy

Pricing

Distribution, channel policy

Marketing communication, advertising

Description

Within the framework of the topic the examination of the market environment of the product / service, the determination of the customer target group and the definition of the product assortment is included. It is possible to develop a marketing strategy, to select sales channels and to fix the related pricing, to make a cost plan for choosing marketing communication tools.

Weekly assignment

9.1 Customer Value

Analyzing the customer retention, customer management strategy of the company / company, estimating customer life, determining customer value, mapping customer sales strategies.

- Examine your company's customer retention rates!
- Estimate customer value! (can be by customer category if relevant)
- Examine the buying features of existing customers! (cross sell, upsell, customer retention programs, etc.)

9.2. Consumer behavior surveys

Examining the consumption characteristics of existing / potential customers and consumers based on external and internal factors. Examination of geographical, demographic, socio-demographic, behavioral characteristics, motivation, presentation of the results of attitude research (secondary, primary).

- Examine the characteristics of your company's customers!
- Estimate the level of penetration and examine consumers' relationship to novelty!
- Perform secondary / primary research on consumption characteristics! (motivation, attitude research)

9.3. Examining organizational (b2b) market characteristics

Examining the company's suppliers, introducing and analyzing a supplier evaluation system, even for a given project.

- Investigate your company's supplier relationships! (number of suppliers, composition, frequency of transactions)
- Describe a specific procurement project: Process, Purchase Center, Valuation Methods Used (Advantages, Disadvantages)

- Analyze / design your company's supplier evaluation system or examine the system's operation for a specific project!

9.3. Segmentation, definition of target markets, positioning

This topic is closely related to consumer behavior surveys. Based on the results obtained there, the task is to map the segments, identify the company's target market strategy, and determine the positioning strategy.

- Analyze the market of the company / product / brand and examine the evolution of demand.
- Examine the characteristics of the consumers of the company / product / brand. Suggest segmentation principles!
- Examine the current market position of the company / product / brand using a (two-dimensional or multi-dimensional) perceptual map!
- Propose the future market position of the company / product / brand!

9.4. Product policy

Analysis and development of company product policy. Product life cycle testing, assortment decisions, branding.

9.5. Pricing

Pricing strategy, analyzing tactical issues of pricing, examining / developing pricing practices.

- Examine the company's basic pricing practices! (cost-based, competitor-driven, demand-driven...)
- Describe pricing tasks for a particular product!
- Analyze the factors affecting the formation of the company's final prices! (package price, experience function, psychological factors, promotions, pricing, product line, etc.).

9.6. Marketing communication, advertising

Examination of the company's promotional strategy, mapping of the various elements of the promotional mix, precisely

- Analyze the marketing communication tools of the company.
- Describe in detail one or more specific tools, addressing their specifics and the relevance of their application based on market characteristics.
- Analyze / plan a specific campaign! Describe the purpose, target groups, tools, impact, effectiveness of the campaign! Describe the applicable indicators!

10. Accounting - responsible: Ildikó Gombaszögi

Content

Accounting policies

Certifications

Relationships between business assets, inventory and balance sheet

Costing - Pricing

Income Statement

Description

The training course is to raise awareness among students that the accounting market must function as an information system effectively serving the different needs of the different levels of the business management and of the actors in the market. Teaching the subject of Accounting I is of the utmost importance, with a strong emphasis on the concepts of accounting and the relationships between them.

The final semester aims to introduce the accounting of liabilities, the methods of cost accounting, the impact of costs on profit, the accounting of economic events related to the profit and loss account, the items of the profit and loss account and the synthesis of accounting materials.

Weekly assignment

- 10.1.** Prepare the accounting policy of the business and related notes.
- 10.2.** Build an Opening Inventory and Plan a Closing Inventory for the Business Year! Based on these, compile the opening and closing balance sheets of the annual report!
- 10.3.** List the accounting documents used by your business! Design your business's internal credentials!
- 10.4.** Prepare a draft accounting report in the attached chart.
- 10.5.** Create a scorecard for your business plan!
- 10.6.** Prepare your business by cost center and cost bearer!

11. Corporate Finance - responsible: Dr. Ágnes Csiszárík-Kocsir

Content

Internal forms of financing

Forms of external financing

Possibilities of taking loans, documents

Public tender documents

Investment Economy Calculations

Scenario analysis

CF - Financial Perspective

Description

As the topic develops, the team should be able to determine the project's financing plan based on detailed calculations and estimate costs and expected revenues. You will then need to determine the cost-effectiveness of the project using the methods you have learned, and then use the scenario analysis to produce the optimistic, realistic and pessimistic versions that will be presented for each project outcome. You should be able to demonstrate to the group how the project can raise funds even if it is over budget. They should be able to demonstrate the financing opportunities that will lead to the successful implementation of the project.

Weekly assignment

11.1. Examine the budget for implementing an existing project! Describe the cost elements of a project! Group these costs according to the types of costs you have learned (eg. material or human resource costs, fixed costs or variable costs, etc.). Highlight the procedures and methods used to determine and calculate costs. Describe also the types of estimation procedures used to prepare the budget, the accuracy of the cost estimates, and the overall budget itself. Also, mention how successful the cost planning and budgeting performed in the previous period was for the economic operator under examination? What were the main findings and lessons learned from previous years, and could you draw any lessons or conclusions for future budget planning?!

11.2. Analyze the financial analysis-planning activity of the company (or the examined economic operator) in detail! Describe who is dealing with this area with the subject in question! Describe the role of these persons in more detail! If possible, conduct professional interviews, conduct professional interviews with stakeholders, and prepare a case study or a short excerpt. In a separate document, outline how each project participant participated in the financial planning and analysis activity. Describe the documents that served as the basis for financial planning and budgeting! Evaluate the management tasks you have done so far in budgeting and suggest what could be done to make this area even more effective! Find a connection, a link between the implementation or success of your project and the efficiency and methods of budgeting.

11.3. Prepare a brief summary of the methods, indicators, procedures, valuation methods used by the organization under review to better plan the financing plan, costs or revenues. Describe what financial, analytical, or controlling solutions you use to track the project lifecycle and implementation! Also analyze which of the studied and known solutions are applied by the examined economic operator, and it is possible to propose further methods

and solutions! Also, review the project control procedures for each project related factor, document, or project phase.

11.4.Evaluate the opportunities to obtain funding. Outline the application opportunities that would be available today for a similar project! Explore the databases related to the description of the proposals and tenders, and present at least one call (and its text) that could be used to implement the projects. Do a market research and find out what other resources you might want for a project! Check with banks what opportunities are available today in Hungary to fund a project! Also, look at how much of the selected operator is financing the project from equity or debt. Make calculations in this regard, present the related documents, financial-accounting lines! Perform a financial analysis, calculate indicators and evaluate the current situation of the economic operator under investigation and whether the implementation of the project has not materially altered its financial, income or liquidity situation? Make a list of financing opportunities, collect opportunities that you can be used to finance a business or other organization or institution in the future.

12. Specialization topics

Content

12.4. Corporate Strategy specialization
12.4.1. Strategic and business planning
12.4.2. Decision Theory and Methodology
12.4.3. Organisational Theories
12.4.4. EU company and enterprise

12.4.1. Strategic and business planning

Content:

Description:

Weekly assignment:

- 12.4.1.1** Compile the PESTEL or SWOT analysis of the company relevant to your project
- 12.4.1.2.** Analyze the impact of the ERP system deployment on the changes of a company's strategy and vision.
- 12.4.1.3.** Analyze the impact of the IT infrastructure changes on the company's strategy and vision

12.4.2. Decision theory and methodology

Content:

Description:

Weekly assignment:

12.4.3. Organisational theories

Content:

Description:

Weekly assignment:

12.4.4 EU company and enterprise – responsible: Dr. Gábor Gyarmati

Content:

Description:

Weekly assignment:

- 12.4.4.1** Map the markets of the company's suppliers in Hungary and perform a PESTEL analysis!
- 12.4.4.2** What are the main logistics issues of finished product delivery? Choose one and analyze it in relation to the business in question!
- 12.4.4.3.** Analyze the logistics processes and issues of return in relation to your business! What are the main issues and difficulties in Hungary? Make an in-depth interview and draw conclusions based on them, make suggestions for improvement!

Week 13: Organizing a final presentation

Content

COMPLETING AND UPLOADING A WRITTEN DOCUMENT

Making invitations to presentations

Description

A requirement of the completion of the subject is a minimum of 2 pages of weekly material uploaded to the Moodle system, its continuous correction and its consolidation into a single document.

Weekly assignment

- preparation of project documents and its uploading into the Moodle system
- Organization of the project presentation

Week 14 Activity: Presentation and self-assessment

Content

Making a presentation

Presentation presentation

Self-assessment

Description

In parallel to compiling and making the presentation students assess their own and peers' performance. The evaluation criteria are provided by the consultant.