

Óbuda University Keleti Faculty of Business Economics

GSXUG2ZMNE	Business Economics GSXUG1EMNE							
Institute:	Szervezési és Vezetési Intézet				Credit:	5		
Study	full-time			language:	english		Semester: winter	
technical information	MSc							
Course owner:	Prof. Dr. Katalin György Dr. Takácsné			Teacher:	Prof. Dr. Katalin György Dr. Takácsné			
Prerequisites:								
Weekly / semester hours:	weekly	Course:	2	Classroom Practice:	2	Lab:	0	Consultation:
Requirement:	Midterm mark							
Condition of Signature:	Two individual papers presented during the semester and a written exercise.							
Grading:	Asseys and presentation on a special topic of business economics (6-8 pages, min 10 minutes): 60 %; closing exercise (written): 40 %.							
Educational purpose:	The aim of the course is to explore businesses from a contingencialist point of view; relations to their environment along with their internal processes. The general characteristics, such as the work and power structures, business functions of organisations, questions of resource management from wider aspect, value creating processes and financial aspects of investment strategies and general operations are also discussed.							
Mid-tern requirements (task, thesis, essay, etc.):	During the semester it is required twon essays and presentations on a special topic of business economics (6-8 pages, min 10 minutes). A closing excise on the last week of the semester, reaching at least 51 %.							
Week of Education (Consultation)	Topic (course)							
1.	Organisational objectives - business organisations							
2.	Theory of firms							
3.	Production, value chain							
4.	Business environment - macro							
5.	International business environment - globalisation							
6.	Micro-level business environment							
7.	Micro-level business environment							
8.	Financial statements. Capital structure.Role of foriegn capital.							
9.	Investment decisions, Cost and profit analysis							
10.	Organisational structures							
11.	Life cycle of the enterprise and its finances							
12.	Competitiveness - marketing aspects of business operations							
13.	Change and change strategies in organisations							
14.	Corporate social responsibility - role of managers							

Week of Education (Consultation)	Topic (practice)
1.	Case study based on literature - general economic environment
2.	Theory of Costs
3.	Profit and economic variables I.
4.	Profit and economic variables II.
5.	Macro environment analysis methods (PEST, PESTEL, STEEP)
6.	Micro-level business environment - the five forces of competition
7.	Micro-level business environment - resource analysis, resource management
8.	Presentations I Cost and profit analysis
9.	Investment decisions, Cost and profit analysis - calculations
10.	Presentations II
11.	Presentaitons III
12.	Core competencies
13.	Managing of business risks
14.	Presentations IV
Week of Education (Consultation)	Topic (lab)
1.	
2.	
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11.	
12.	
13.	
14.	
Compulsory literature	
1	Campbell - Craig (2005) Organisations and the Business Environment, Routledge.
2	Savov R, Takács-György K: Selected chapters from strategic management Nyitra: Slovak Agricultural University, 2016. 85 p.
3	Ppt-s given during the semester through moodle system.
4	
Recommended literature	
1	Turceková,N. – Svetlanská, T. – Takács I. (2016): Business Economics – International V4 Studies. Nitra.
2	Materials and ppt-s given during the semester.