

# Óbuda University Keleti Faculty of Business Economics

<b>GSXVG1EBNE</b>		<b>Enterprise Economics I</b>							
<b>Institute:</b>	Szervezési és Vezetési Intézet 1081 Budapest, Népszínház u. 8.						<b>Credit:</b>	3	
<b>Study</b>	full-time			<b>Language:</b>	english		<b>Semester:</b>	winter	
<b>technical</b>									
<b>Course owner:</b>	Ferenc Katona			<b>Teacher:</b>	<a href="#">Ferenc Katona</a>				
<b>Prerequisites:</b>									
<b>Weekly / semester hours:</b>	Heti /Féléves	<b>Course:</b>	2	<b>Classroom Practice:</b>	0	<b>Lab:</b>	0	<b>consultation:</b>	0
<b>Requirement:</b>	exam								
<b>Condition of Signature:</b>	-								
<b>Grading:</b>	<p>The written exam is evaluated as follows:</p> <p>0-50%: fail (1)            51%-63%: pass (2)            64%-76%: good (3)            77%-89%: very good (4)            90%-100%: excellent (5)</p>								
<b>Educational purpose:</b>	<p>Students are able to get such knowledge via the processing of the course which will enable them to deal with economic and financial problems in the perspective of the companies. During the processing of the curriculum, students are introduced into the concept of enterprises, objectives, business environment, business forms, the concept of value creation, production processes, organizational forms, strategy creation and corporate marketing.</p>								
<b>Mid-tern requirements (task, thesis, essay, etc.):</b>	Tests								
<b>Week of Education (Consultation)</b>	<b>Topic (Course)</b>								
1.	Enterprise, purposes, environment, main characteristics of the company								
2.	Forms of entrepreneurship								
3.	Elements of the value-creating production process I.								
4.	Elements of the value-creating production process II.								
5.	Production planning calculations, needs calculations								
6.	Capacity and throughput calculation; Test								
7.	Time course of production, calculation of lead time								
8.	Massity, manufacturing systems								
9.	Organization of production systems								
10.	Organization of the company, basic forms of organization								
11.	Characteristics of organizational forms								
12.	Market Activity, Marketing Basics, Test								
13.	Introducing a new product, preparing for a new market entry								
14.	Repeat Test								
<b>Week of Education (Consultation)</b>	<b>Topic (Practice)</b>								

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<b>Week of Education (Consultation)</b>	<b>Topic (Lab)</b>
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	<b>Compulsory literature</b>
1	Kadocsa Gy. (2007): Entrepreneurial Management. Amicus Press, Budapest - München
2	Ppt Presentations of the lecturer.
3	
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	<b>Recommended literature</b>
1	Hisrich, R.D., Peters, M.P., Shepherd, D. (2016): Entrepreneurship. McGraw-Hill/Irwin
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<b>The quality assurance methods of the course:</b>	