



## **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.

	<b>code</b>	<b>topics</b>	<b>topic tutor</b>
2	<b>GSEVG2MBNE</b>	Business Economics	Dr. Szikora Peter
5	<b>GVXEM2MBNE</b>	Human Resource Management	Dr. Piricz Noémi
6	<b>GVXTQ2MBNE</b>	Total Quality Management	Gombaszögi Ildikó
7	<b>GVXUI1MBNE</b>	Business IT Applications	Dr. Tick Andrea
8	<b>RKXKV2MBNE</b>	Environmental Protection	Gombaszögi Ildikó (temporarily)
10	<b>GVESA1MBNE</b>	Basics of Accounting	Gombaszögi Ildikó
11	<b>GGXVP2MBNE</b>	Business Finance	Dr. Csiszárík-Kocsir Ágnes
12_1		<b>Project Manager specialization</b>	Dr. Varga János
12_2		<b>Sales Manager specialization</b>	Dr. Garai-Fodor Mónika
12_3		<b>Organizing E-Business Specialization</b>	-
12_4		<b>Corporate Strategy specialization</b>	Dr. Gyarmati Gábor
12_5		<b>Corporate Management specialization</b>	Dr. Tick Andrea
	<b>GGEAJ1MBNE</b>	Public administration and legal knowledge	Dr. Mizser Csilla
	<b>GGEPA1MBNE</b>	Fundamentals of Finance	Dr. Csiszárík-Kocsir Ágnes
	<b>GSESM2MBNE</b>	Organizational Behavior	Dr. Lazányi Kornélia
			Dr. Balázs Zsuzsanna

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# **Business Economics - responsible:**

## **Dr. Szikora Péter**

*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:*

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

# Human Resource Management - Responsible: Dr. Piricz Noémi

## *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*

1. Analysis of the labor market segment in the enterprise environment
2. Definition of labor demand, specification of forms of employment
3. Development of recruitment and selection method
4. Elaboration of internal education plan, related cost plan
5. Career planning related to specific positions

# Total Quality Management - Responsible:

## Gombaszögi Ildikó

### *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*

- 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!
- 2.** Make a Poka-Yoke development plan for 3 specific cases! Make a costeffectiveness calculation by calculating the cost and result of a PDCA development plan (for a minimum of 2 cycles).
- 3.** Create an 8D Analysis and Development Plan for a Specific Customer Complaint!
- 4.** Develop a Comprehensive Maintenance Plan for a Plant Unit!
- 5.** Develop a documentation system (prescriptive and supporting documents) for a main process!
- 6.** Create a 5S project for a specific location!

# **Business IT Applications - Responsible:**

## **Dr. Tick Andrea**

### *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*

#### **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!

#### **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!

#### **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!

# **Environment protection - responsible:**

## **Gombaszögi Ildikó**

### *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*

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



# Accounting - responsible:

## Gombaszögi Ildikó

### *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*

1. Prepare the accounting policy of the business and related notes.
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!
3. List the accounting documents used by your business! Design your business's internal credentials!
4. Prepare a draft accounting report in the attached chart.
5. Create a scorecard for your business plan!
6. Prepare your business by cost center and cost bearer!

# Corporate Finance - responsible:

## Dr. Csiszárík-Kocsir Ágnes

### *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*

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?!
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.

**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.

**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.

# **EU company and enterprise – responsible:**

## **Dr. Gyarmati Gábor**

- 1.** Map the markets of the company's suppliers in Hungary and perform a PESTEL analysis!
- 2.** What are the main logistics issues of finished product delivery? Choose one and analyze it in relation to the business in question!
- 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!

## **Dr. Balázs Zsuzsanna – responsible**

### *Topics*

- Examining the relationship between business, gender, and society
- The effect of stereotypes, prejudices and ideologies on the work performance of women and minorities
- Marketing the arts (film, performing arts, photography, visual arts, literature, etc.)
- The influence of sensitization trainings on organisational cultures
- Examining the business and social relationships between Ireland, Italy and Hungary
- The effect of cultural misunderstandings on international business relationships

# 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.