



BA Business Administration
Study Abroad Course List - 2017/2018
Faculty of Business and Economics

Tuition-fee/credit: 110 USD

Full list of Study Abroad courses in Business Administration:

Course title	Semester	Credits (ECTS)
Quantitative methods	Fall	7,5
Microeconomics	Fall	7,5
Information Systems	Fall	7,5
Introduction to Social Sciences	Fall	7,5
Business Statistics	Fall	7,5
Organisational Behaviour	Fall	7,5
Banking and Finance	Fall	7,5
Business Economics	Fall	7,5
Corporate Finance	Fall	7,5
Strategic Management	Fall	7,5
Probability and Statistics	Spring	7,5
Macroeconomics	Spring	7,5
EU/Business Law	Spring	7,5
Introduction to Accounting	Spring	7,5
Foundation Marketing	Spring	7,5
Human Resource Management	Spring	7,5
International Economics	Spring	7,5
Investments	Spring	7,5
Operations Management	Spring	7,5



Detailed information about the courses:

BA BUSINESS ADMINISTRATION YEAR I.

Course title: Quantitative methods

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture and practice

Class hours per week: 4

Credits: 7.5

Course aims: To make students aware of the usefulness of mathematics as an aid in formulating and solving business-related problems. To enable the students to understand the main features of deterministic phenomena and investigate their models. To provide a service to other subjects which use mathematical techniques, e.g. Economics, Finance, Operations Research, Operations Management, etc.

The project module is predominantly a self-managed special study. The overall objective for this module is to consolidate the student's learning at Bachelor's level. Within the broad objective it is possible for suitable projects to range from researching a management or business topic which is written up as a thesis at the end. Both theoretical as well as practical topics are welcome. Close supervision throughout is given, and is designed as a student's first opportunity for investigate work. This module provides support so that the students can write about their thesis topic with a critical and creative approach of business and economic theories by the analysis of qualitative and quantitative methods. Students are given individual project supervision that is supported by seminars in research and project skills. Project Module I provides the basis for next semester Project Module II.

Learning outcomes: On completion of this module the successful student will be able to:

- Understand and appreciate the key aspects of mathematical theory
- Demonstrate the role and significance of quantitative methods in decision making
- Critically evaluate the limitations of the different optimisation models and solution methods

This module will call for the successful student to:

- Investigate and model deterministic phenomena from Business, Economics, Finance, etc.
- Develop and solve simple business-related optimisation models
- Analyse and interpret the output given by Excel applications



Assessment methods:

Students will have two closed book written tests during the semester on selected problems. These tests will address learning outcomes 1, 2, 5 and 6. At the end of the semester there will be a final exam. This will address the full range of learning outcomes.

The final grade will be based on the following weights:

- First test: 15 %
- Second test: 15 %
- Final exam: 70 %

Each midterm test as well as the final exam will be organised in the computer lab in order to give the students possibility to incorporate computer use, i.e. support their solutions by Excel applications.

The scaling system for obtaining the final grade is as follows.

Cluster	Final grade
$0 < P < 50$	1
$50 < P < 60$	2
$60 < P < 75$	3
$75 < P < 87$	4
$87 < P$	5

P denotes the final score determined as the weighted average of the scores obtained for the two tests and the final exam.

It is required to achieve at least 50% (pass) of the final exam in order to receive a pass in aggregate.

Maximum of 25% missing, otherwise the semester will not be approved



Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture and practice

Class hours per week: 4

Credits: 7.5

Course aims: The aim of the module is to provide an introduction in the field of microeconomics. It targets the introduction of the basic concepts of microeconomics (e.g. household and producer decisions, welfare issues). Based on the acquired knowledge students will be able to attend macroeconomic and higher microeconomic courses.

This is an introductory course in the basic concepts and principles of microeconomics. The course gives the students the ability to handle the tools (e.g. curves, functions) and to make simple consumer and business decisions.

Learning outcomes:

- On the completion of this module the successful student will be able to:
- Differentiate between ordinal and cardinal thinking,
- Compare positive and normative approaches,
- Critically analyse optimization methods behind consumption and production decisions
- Evaluate the respective strengths and weaknesses of theories in the field.

This module will call for the successful student to demonstrate:

- Ability in optimizing economic processes,
- Ability to interpret mathematical models in a microeconomic setting,
- Organize data and information relevant in the field.

Assessment methods:

- Midterm exam: 30% (K1, K2, S2, S3)
- Final examination 70% (K1, K2, K3, K4, S1)



Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture and practice

Class hours per week: 4

Credits: 7.5

Course aims: The course covers the uses of data, information, technology, software, networking, manpower, organization, and will conclude by discussing information management, IT business planning, competitiveness and the problems of the Information Society.

The course intends to present basic knowledge on modern information technology in general and an overview on business applications to establish the necessary level of understanding, the roles and potential of these technologies and methods in everyday business life.

Learning outcomes:

On completion of this module the successful student will be able to:

- Understand the role and characteristics of IT tools and methods in business life.
- Know how to leverage up-to-date technology development (hardware and software) and trends.
- Apply relevant ICT terms like hardware, software, data, information, information system, information management, information society in managing business
- Critically evaluate IS and modern info-communication technologies in the context of the business organization
- Discuss the IS development process, different approaches, advantages and risks in business

By completing this course students will be able

- To discuss the role and types of stand-alone and networked IT devices
- To demonstrate how to use information technology to design competitive organizations
- To discuss dilemmas and controversies on IT and Information Management
- To select PC-based managerial support tools in their individual work.

Assessment methods:

There are two assessment periods with one midterm and a final test (true/false and multiple choice questions), and lab coursework. Students are required to be present in lecture and lab time. They can be faced to verbal questions at the end of every classroom lecture session. On lab work time students will have to work on assignments alone (CW #2) and in small (2 persons') teams (CW #1 & #3), using copied handouts and prepared sample files.

20% of the grade will be based on homework assignments (i.e. coursework), further 70% goes for two closed-book tests.

Progress is controlled by a series of simple Quiz-type testing, more times during the semester. Feedback will be provided following completing of the quizzes, addressing Learning Outcomes 1,3,7,8.

Assessment weighting is as follows: Total: 100 points



Coursework scores (S2, S3, S4):

- CW #1 A sample ACCESS DB, presentation – 10 points
- CW #2 Review on an ICT article (Word) – 10 points
- CW #3 A complex business document (PPT, Excel-based analysis) – 10 points
- Midterm test (75 minutes) – 30 points (K1,K2,K3)
- Final test (75 minutes) – 40 points (K4,K5,S3,S4)

Students are required to achieve at least 50% (16 scores; “pass”) of coursework assessments, and also a minimum 50% (16 scores) on the midterm written test.

Plagiarism of homework, especially concerning written reports, is not acceptable: any failure to demonstrate academic honesty may result in sanctions up to a course grade "Failed".



Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: To acquire insight into the social topics relating to the social structure and human behaviour. The aim of the module is to gain a conceptual understanding enabling students to critically evaluate theories and practice in social environment.

The aim of the module is to provide students with such theoretical and empirical background in the social sciences as it facilitates a deeper understanding of people on the market, in the market economy and in different organizations. Introduction into the history of social sciences, overview about the most important issues. The module is designed to expose students to the most important social and psychological issues that arise in various business contexts. Students are invited to adopt and apply knowledge in managerial problem solving.

Learning outcomes:

On completion of this module the successful student will be able to:

- Provide a critical outline of the development of social thought from the 19th century to the present day.
- Compare the main competing theories of current debate.
- Critically analyse their applications in practice.
- Understand and critically evaluate the social context in which business people operate. The different fields of activities and the rules relating there to; with special emphasis on the latest developments in Central Europe.
- Critically analyse and evaluate social issues in the globalised and Hungarian business environment.

This module will call for the successful student to:

- Ability to conduct effective small-scale research (library use, literature research, referencing)
- Positive contribution to team working
- Effective verbal presentation of ideas
- Effectiveness in argument and debate with peers

Assessment methods:

The three assessment components are:

- Seminar work (20%): 10% short seminar papers addressing learning outcomes 1, 2, 4, 5); homework 5% addressing learning outcomes 3, 4, 5) and seminar activity 5% addressing learning outcomes 1,2,3,4,5
- Midterm exam (30%) addressing learning outcomes 1, 2, 4, 5
- Final exam (50%) addressing learning outcomes 2, 3, 4, 5

All parts must be passed successfully in order for a student to pass the module.



Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture and practice

Class hours per week: 4

Credits: 7.5

Course aims: To develop a basic understanding in probability theory and basic statistical methods. The course aims to build a strong basis in methodology for both theoretical and practical issues in the given field.

The module is a course on basic probability theory and an introduction to statistical analysis.

Learning outcomes:

- On completion of this module the student will be able to
- Understand the key aspects of probability and random variables in the decision making process,
- Apply the theoretical concepts in a business environment,
- Critically analyze and solve business related problems.
- On completion of this module the student will demonstrate:
- Ability in solving numerical business problems,
- Ability to select the appropriate technique and method for the solution of such problems,
- Evaluative judgement of solution of the business problem.

Assessment methods:

Midterm tests: 10-10% (K1, S1, S2)

Home assignments: 10% (K1, K2, S1, S2)

Final test 60% (K1, K2, K3, S1, S2, S3)

Lectures: 2.00 Seminars: 2.00 hours/week TOTAL: 4.00 HRS/WEEK



Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: The module aims to introduce the most important aspects of macroeconomics and to get the students understand how the economy works as a whole. The course introduces basic macroeconomic models, the fiscal and monetary decisions, the real and the money market and the principles of foreign trade and economic growth. The module also aims to provide the students with a critical overview of different schools of macroeconomics and draw the attention on the complexity of the subject.

Learning outcomes:

On completion of this module the successful student will be able to:

- Analyse fundamental economic data (GDP, inflation, unemployment)
- Discover and interpret trends in basic macroeconomic variables
- Analyse the basic mechanisms behind fiscal and monetary interventions
- Describe the most important short and long run effects of economic shocks
- Provide critical assessment of different schools of macroeconomics (neoclassical, Keynesian, monetarist, etc.)
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This module will call for the successful student to:

- Effectively use model-based thinking in relation to macroeconomic problems
- Provide macroeconomic outlook for business decision support
- Critically evaluate the potential effects of fiscal and monetary interventions

Assessment methods:

20% of the final grade is calculated from the valuation in the lectures (homework, and work in classes). Classwork is evaluated according to the activity of students with respect to answering questions and contributing to discussions. Homeworks are assigned weekly and it has to be delivered via the Coospace up to the next class.

Midterm exam (7th week, March): will be a 60 minutes paper with definitions, curves, examples, calculations and theoretical questions. Subject: the material of the first 6 weeks. It gives 20% of the final grade.

The final examination will be a 75 minutes paper with some detailed theoretical questions, complex calculations and examples. It gives the remaining 60% of the final grade.



Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: To gain an understanding of the principles of law. To demonstrate a thorough working knowledge of tort law and contract law. To understand tort law and contract law, i.e. the importance of the issues in a case, and to apply the law to the facts of a hypothetical case. The module is designed to provide an outline of the major issues and the most important aspects of the nature of legal norms and their application in the field of the law of obligations (tort law, contract law and relevant EU law).

The module uses primary sources (legislation, case law) as well as directed reading and resource-based learning to provide students with the necessary knowledge and skills in their systematic understanding of the module's key aspects.

Learning outcomes:

When the student have finished studying this module, s/he should be able to demonstrate that

- s/he have acquired a coherent and detailed knowledge of the most important rules relating to the law of obligations (tort law, contract law, plus the relevant European legislation) and the theory underlying it, with special emphasis on contemporary issues.
- to critically evaluate the failures and controversies surrounding the development of law in certain areas
- to apply the relevant legal rules to a situation.

When the student have finished studying this module, s/he should be able

- to identify key issues of tort law and contract law,
- demonstrate his/her knowledge of what the law is trying to do in response to particular issues,
- to analyse the various cases, and provide a critically evaluation thereof; to sustain arguments;
- to understand case law and solve problems, and apply the case law to a given issue.
- to describe and comment upon various aspects of business law.

Assessment methods:

The grade will be based on the following weights:

- Coursework: 15%

This assessment will assess the fundamental knowledge and understanding of a given topic covered during the class. This will address learning outcomes K1, K2, S2 and S3.

- Midterm exam: 15%

An open-book exam involving the critical evaluation of a hypothetical case (tort law). This will address learning outcomes K2, K3, S1, S3, S4.

- Home assignment: 10%



Individual work; students are required to describe and comment upon particular aspects of contract law. This element will assess the depth of understanding of contract law concepts. This will address learning outcomes K2, K3, S1, S2, S3, S4 and S5.

- Final exam: 60%

This will address learning outcomes K1, K3, S1, S2, S3 and S4.

Student is required to achieve at least 50% (pass) on the midterm and final exam in order to receive a pass in aggregate.



Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: The most important aim of the module is to teach the basics of accounting, focusing on how to produce financial information.

This module is aimed to provide some fundamental knowledge in the area of accounting. Beyond the discussion of the basic expressions and techniques we also focus on interpreting and analysing financial information, which students will definitely need in their future business activities or in their further studies.

Learning outcomes:

On completion of this module the successful student will be able to:

- Evaluate the relationship between accounting and the business environment
- Comprehend the role of accounting information
- Interpret the information inherent in annual reports
- Compare the main competing theories in accounting

This module will call for the successful student to demonstrate:

- Ability in recording the most important transactions on T-accounts and in a journal
- Ability in organizing information from financial events
- Effectiveness in arguing the consequences of economic events on the accounting of companies

Assessment methods:

- Midterm exam 40% (45 minutes) (K1, K2, K3, S1, S2)
- Final exam 60% (75 minutes) (K1, K2, K3, S2, S3)



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BA BUSINESS ADMINISTRATION YEAR II

Course title: Business Statistics

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture and practice

Class hours per week: 4

Credits: 7.5

Course aims: The main focus of the module is to introduce students to the complex tools of statistics to enable them to research business and management problems in their further studies. Material will be covered with the appreciation of studied techniques and methods in other quantitative modules.

The aim of this course is to provide you with an understanding of both the theory and practice of Business Statistics. Using the MS Excel as a statistical tool, the student will be able to use the special features of a commonly used program; he will get an overview over the background of the calculations.

Learning outcomes:

On the completion of this course successful students will be able to:

- Match statistical methods and procedures with business problems to solve them with the help of MS Excel
- Explain and critically evaluate outcomes of analyses
- Present the results to a general audience in a proper way
- Create and administer statistical datasets

This module will call for the successful student to:

- Improve their substantial quantitative skills
- Form and deepen research skills
- Experience and adapt to team work

Assessment methods:

The grade will be based on the following weights:

- interim test I: 15% (knowledge 1, 2, 4; skill 1, 2)
- interim test II: 10 % (knowledge 2, 4; skill 1, 2)
- interim test III: 15% (knowledge 1, 2; skill 1, 2)
- final exam during the exam period 60% (knowledge 1, 2, 3; skill 1, 2)

Extra points (3-4-6 points) might be given to the three best groups, based on their group work during the lectures. Groups of 3-4 students will be formed by the module leader. (skill 3, 4)

If the student misses the interim test(s), a possibility to substitute it would be given in the first week of the exam period.

Student is required to achieve at least 50% (pass) of the total amount of the available points. Class presence is required according to the general rules.



Course title: Organisational Behaviour

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: The module provides a comprehensive introduction for undergraduates to human behaviour in organisations and is a starting-point for further studies in the field of Management. It aims to show the historical features and most significant theories in the field and to cover all those topics which are important for organisations.

This module concerns work-based organisations and the forms of behaviour which people can be expected to show in them. It serves as an introduction to the conceptual and theoretical basis of Organisational Behaviour and Organisation Theory, focusing on the operation of work organisations and the particular problems and encounters associated with the human side of business. The module aim to show students the concepts, controversies and applications of Organisational Behaviour.

Learning outcomes:

On completion of the course students will be able to:

- Understand types of organisation and their structures as encountered in business;
- Critically evaluate the historical development of both OB and OT;
- Understand individuals and group processes;
- Compare the operation of organisational dynamics.

This module will call for the successful student to demonstrate:

- Ability to interact with people in work environment;
- Ability to argue their ideas in a professional manner;
- Critically judge real-life management problems;
- Positive contribution to group (team) working
- Ability to manage time efficiently

Assessment methods:

- 1 Final Examination (55%) (K1 – K4, S2, S5)
- Class Participation 10%, (K2, K3, K4, S1, S2, S4)
- Team Presentation 15%, (K3, K4, S1, S2, S3, S4, S5)
- Midterm Test 20% , (K1 – K4, S3, S5)
- Examination: 200 points, “Stand up” and “sit down tests” 10 x 10 pts (10 pts each)
- Team Presentation: a total of 100 points (not necessarily shared equally by all team members!)
- Midterm Test: 200 pts

Students must pass all of these elements to be deemed to have passed the module!



The final mark awarded will be determined by the percentage given (as below):

- 0-50% - 1
- 51-60% - 2
- 61-74% - 3
- 75-87% - 4
- 88-100% - 5

Course title: Banking and Finance

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: The main aim of the module is to create interconnection between corporate finance decisions and financial market mechanisms. As students already understood basic financial concepts the analysis of risk, market turbulences, and changes in regulatory decisions will be discussed.

The course is concerned with financial markets, institutions and regulatory environment that govern the financial sector. Heavy emphasis is put on the international perspective of financial markets that determine the performance and opportunities of companies in the globalized economy.

Learning outcomes: On completion of this module the successful student will be able to:

- Comprehend the foundations of the monetary system,
- Compare the impact of the different financial systems,
- Critically analyse the practical significance of financial theories,
- Explain the diversity of international thinking and perspectives

This module will call for the successful student to demonstrate:

- Positive contribution to group (team) working
- Effective verbal presentation of ideas
- Effectiveness in argument and debate with peers
- Ability to cope with uncertainty (decision making)

Assessment methods:The grade will be based on the following criteria:

- Midterm: 25% (K1, K2, K3, S4)Final exam: 45% (K1, K2, K3, K4, S4)
- Research Projects / Presentations 10% (K3, K4, S1, S2, S3)
- Semester paper: 20% (K2, K3, K4, S4)

The instructor at his choosing may add up to 10 % points as deemed necessary for issues such as, but not limited to, class participation, pop tests, and extra credit projects.

Assessments handed after the duration of the deadline can count max. 50% of the originals.



Course title: Foundation Marketing

Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims:

- To develop an integrated view and a complex understanding of modern marketing: a mixture of principles, practices and tools in an increasingly unpredictable environment
- To understand the marketing concepts and the basic steps of marketing management
- To consider the importance of predicting and analyzing consumer's responses to marketing activities
- To become familiar with the basic marketing research techniques and the fundamental marketing tools (marketing mix)
- To consider moral and social aspects of marketing activities
- To take part in group discussions and field research (projects)
- To promote students' interest in marketing as a career.

Foundation Marketing is an introductory course to modern marketing theory and its practical application. It provides an overview of the principles and core concepts of modern marketing, basics to consumer behavior, marketing information, marketing management process and marketing tools. The course is a blend of lectures, seminars and off-class work. Theoretical issues are brought to practice by examples, case studies, in-class exercises and student-run field research.

Learning outcomes: Students upon completing the module

- Will possess basic knowledge in marketing theory, marketing management activities, methods and tools used in the marketing process
- Will be able to define basic marketing issues and problems
- Will gain the ability to apply fundamental theoretical frameworks in daily business-life
- Will be able to recognize and solve basic marketing problems through creative thinking
- Will demonstrate skills in field research and will be able to write reports and develop presentation
- Will be able to develop team building skills and to work in group

Assessment methods:

Student performance will be assessed on the following criteria:

- Active class participation: 10% (discussion, completion of worksheet exercises and other assignments) (S1, S2, S3, S4)
- Midterm exam: 15% (K1, K2, S1, S2)



- Presentation of project field research in group (including handed material in text and ppt form): 15% (K2, S1, S2, S3 S4)
- Final exam: 60% (K1, K2, S1, S2)
- Group work will be evaluated once groups present their field research findings and hand in their research results in text and ppt form. Field research is conducted by students outside classes.
- Presentation materials handed in after the deadline can count max. 50% of the originals.

Course title: Human Resource Management

Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: It is intended that the module will introduce students to the major functions falling within the domain of Human Resource Management. The module aims to develop students' understanding not only of what managers have to do in relation to their employees, but also of the roles, activities and expectations of the individuals as a potential and effective employee.

A critical, evaluative and ability-based approach will be adopted to explore the range of HR activities. The intention is not simply to introduce the activities in themselves but also to develop students' understanding of relevant aspects of the context in which such activities take place.

This module seeks to provide an introductory knowledge of the effective management of people at work by analysing a series of key issues relating to HRM. It examines how HRM as a business function can contribute to the competitiveness and productivity of an organisation.

Learning outcomes: On completion of this module the successful student will be able to:

- Identify and evaluate the major functional areas of HRM, and the meaningful role of HRM in creating a committed workforce that is instrumental in achieving organizational success
- Understand the legal aspects of HRM in comparative view
- Discuss the major challenges in HRM
- Promoting the realistic understanding of business as a whole, including global business issues and challenges and the role of HRM in organizational strategies dealing with these



This module will call for the successful student to demonstrate:

- Ability to apply of conceptual frameworks for the identification and solution of problems in HRM.
- Ability to conduct effective small-scale research in HR themes.
- Effective verbal presentation of ideas in the field.
- Positive contribution to group (team) working.

Assessment methods:

- Final Examination (55%) (K1, K2, K3, K4, S1)
- Class Participation 10%, assessing: (K1, S3, S4)
- Team Presentation 15% assessing: (K3, K4, S1, S2, S3, S4)
- Midterm Test 20% assessing: (K1, K2, K4, S1)

- Final Examination: 200 points, Midterm Examination 200 points, Class reminders 10 x 10 pts (10 pts each), Team Presentation: a total of 100 points (not necessarily shared equally by all team members!)
- Maximum attainable points: 175

Students must pass all of these elements to be deemed to have passed the module!

Course title: International Economics

Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture and practice

Class hours per week: 4

Credits: 7.5

Course aims: The module aims to introduce the most important areas of international economics in a comprehensive perspective. It is also an important aim to analyse the macroeconomic theories when international economic relationships are considered as an inherent part of these models. The module tries to develop a critical approach to theories of trade, trade policy and international financial issues.

The course provides introduction to the theory of trade and trade policy as well as the policy practices. The second part of the course focuses on open economy macroeconomics such as exchange rate theories, balance of payments and their interaction, and also provides an introduction to the past and the present of the international financial system.



Learning outcomes: On completion of this module the successful student will be able to:

- Provide a critical outline on the competing concepts of international trade and income distribution.
- Critically evaluate the possible aims and tools of trade policy
- Contrast the role of the foreign exchange market and the main factors in relation to exchange rate movements

This module will call for the successful student to:

- Ability to conduct effective small-scale research (library use, information elicitation and handling, etc.)
- Positive contribution to group (team) working
- Effective verbal presentation of ideas

Assessment methods:

- Class work and home assignment: 20% (K1, K2, S1, S2, S3).
- Midterm exam: 20% (K1, K2, K3)
- Final examination: 60% (K1, K2, K3, S1)



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BA BUSINESS ADMINISTRATION YEAR III

Course title: Business Economics

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: To make the interconnection between microeconomics and the functional areas of business disciplines. To introduce student to the interaction between firm decision making and the competitive environment.

The module is designed to analyse the impact of business objectives and of the firm's internal organizational structure on business decision making, and to consider the competitive environment within which business decisions are made and the manner in which government interventions both direct and indirect affect the environment and the making of business decision.

Learning outcomes: On completion of this module the successful student will be able to:

- To apply economic concepts and quantitative methods to solve managerial problems.
- To critically evaluate the applications of economic theory to the firm.
- To assess how the changing decision can alter the market in which the firm operates in.
- To critically evaluate the interaction between competitors, their possible decision making, and behaviour.

This module will call for the successful student to demonstrate:

- Ability to exercise quantitative analysis of managerial decisions taking into consideration of the firm's external economic environment.
- Ability to analyse market and corporate data and information in order to make managerial decisions in different market conditions.
- Ability to integrate the various corporate functions (accounting, finance, HRM, marketing, operations management) to solve decision problems and critically evaluate the microeconomic assumptions in the real life setting.

Assessment methods: The grade will be based on the following weights:

- Midterm exam: 30% (K1, K2, K3, S1)
- Final exam: 60% (K1, K2, K3, K4, S2)
- Semester work, Project work: 10% (K4, S1, S2, S3)

Student is required to achieve at least 51% (pass) of each part of the assessment in order to receive a pass in aggregate.



Course title: Corporate Finance

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: The module aims are to:

- Provide students with deepened knowledge and skills to equip them for a career in finance.
- Develop the student's competence in applying a range of financial analytical skills and valuation techniques.
- Help students understand the complexity of financial statements.
- Enhance the development of the students' existing skills base, allowing for a cumulative learning experience.

Students will be introduced to the basic corporate finance principles. Ratio analysis of financial statements; and valuation techniques of securities, projects and corporations are the building blocks of mainstream corporate finance literature and practice.

Learning outcomes:

By the end of this module successful students will be able to

- Provide a critical outline of the development of financial theories,
- Compare/contrast the main competing theories of current debate
- Evaluate the respective strengths and weaknesses of such theories
- Critically analyse their applications in practice

The course helps students understand how to

- Ability to conduct effective small-scale research (library use, information elicitation and handling, etc.)
- Ability to interpret basic datasets,
- Ability to cope with uncertainty (decision making)

Assessment methods: Assessment components are as follows:

-Project 1 (10 points) is the task to apply CAPM to stock valuation and critically evaluate findings. (K1, K2, K4, S2).

-Project 2 (10 points) is to calculate WACC and basic EVA, and to apply basic capital budgeting decisions to a corporate project. (K1, K2, K4, S2, S3).

-Project 3 (10 points) is financial statement analysis, including ratio analysis, interpretation of cash flow statement, working capital management and growth. (K1, K2,).

-Project 4 (10 points) is to interpret the capital structure choice of the company and to test the relevance of capital structure theories. (K1, K2, K4, S2, S3).

-Project 5 (10 points) is the analysis of payout policy (K1, K2, K3, K4, S1, S3).



Projects 1 and 2 are in class exercises, projects from 3 through 5 will have to be uploaded to Neptun as individual home assignments. For this purpose, the expectations will be shown with a sample case study which will be provided via “Financial Analysis” e-learning course in Neptun. Minimum 50% is required on each component.

Course title: Strategic Management

Language of instruction: English

Teaching period (s): Fall

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: Strategic management is primarily concerned with the changing environment, corporate objectives, resources, core competencies, competition, organization, corporate culture and continuous learning. The aim is to help the learners’ involvement in the process of environment analysis, strategy formulation, implementation and evaluation. Learners examine best practices and methods in an international setting at the presence of intense international competition.

Strategic management focuses on the organization as a whole and its interactions with its environment. The corporate world is in the process of transformation driven by information technology and globalization. Strategic management takes a panoramic view of this changing terrain. It attempts to show how large and small companies can be more effective and efficient not only in today’s world, but in tomorrow’s as well.

Learning outcomes: On completion of this module the successful student will be able to:

- Argue organizations’ value proposition extended to various stakeholders considering the founders’ perceived ’Vision’ and ’Mission’;
- Debate the importance of strategic management from the systems perspective
- Critically evaluate favorable and unfavorable societal and ecological factors influencing the organization in the short and long term;
- Compare and contrast the specific type, size, industry related ’critical’ and ’key’ success factors, organizations’ distinctive competencies and bargaining power position ;
- Explain the relationship of product/service, industry, market, organizational life cycle with organizations’ short to long term KPI’s and the hierarchy of strategy
- Describe the link between the pillars of the strategic management system: situational analysis, strategy formulation, governance, implementation, evaluation and feedback;
- Apply the above knowledge to the special case of entrepreneurial organizations and hi-tech industries



- Formulate alternative Vision and Mission statements which best communicate the founders' and leaders' paradigm level, helping effective stakeholder communication
- Exercise appropriate judgements in developing a weighted and rated summary of the most important strategic factors ranked for the short and long term (SFAS);
- Illustrate organizations' value network, internal and external value chains and to distinguish between corporate, business and functional strategies given organizations' portfolio of offerings, power position versus that of the other participants;
- Appraise the influence of leadership and governance for successful implementation
- Construct a Balanced Scorecard (BSC) aiding continuous optimization of performance
- Conduct effective small-scale secondary and primary research
- Demonstrate positive contribution to group (team) working
- Demonstrate positive contribution to self-learning
- Demonstrate effective verbal presentation of ideas
- Effectively argue and debate with peers

Assessment methods: Final mark:

-30% class performance including :

-(10%) weekly discussions and a short paper (1,500 words). Assessed learning outcomes: L 1-7, S 1-4, and S 5-10.

-(20%) Paper and presentations on "Strategic Management System of the selected - company". Assessed learning outcomes: L 1-6, S 1-4, and S 5-10.

-(20%) open book midterm exam. Assessed learning outcomes : L 1-5, S 1,2,3, 10

-(50%) open book final exam (Case Study analysis + Discussions on theories and practices) . Assessed learning outcomes: L 4-7, S 2-5

Course title: Investments

Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: seminar

Class hours per week: 4

Credits: 7.5

Course aims: The aim of this course is to provide you with an understanding of both the theory and practice of finance and portfolio decision making. The combined application of theory and practice will enable the student to understand market forces, equity evaluation methods, and market mechanisms.



Learning outcomes: On the completion of this course you should be able to:

- Understand the corporate factors driving stock prices.
- Determine the investment attitudes for different actors.
- Design a portfolio for companies with different risk preferences.
- Understand the basic equilibrium forces of stock markets

Assessment methods:

News watch – 10%

1st Midterm exam – 15%

2nd Midterm exam – 15%

Final exam – 60%

Course title: Operations Management

Language of instruction: English

Teaching period (s): Spring

Form/method of teaching: lecture

Class hours per week: 4

Credits: 7.5

Course aims: The source of success at the majority of top 500 companies is inevitably based on outstanding products and/or efficient operations processes. Thus operations are one of the most important functions in a company. Additionally, any activity that has outcome is a process and the knowledge and skills provided by operations management can be applied in many other functional areas as well. This line of argument describes the basic rationale of the module.

Operations management deals with the efficient utilization of resources to produce products and services. Operations play a crucial role in achieving business objectives, helps understanding how companies should gain competitive advantage. Operations management comprehends three broad issues: how to design the operating system to serve business strategy, planning and controlling operations processes, and scheduling operations.

Learning outcomes: On completion of this module the student will be able to:

- Understand the key aspects of Operations Management and implement learnt material to business problems
- Analyze the role of operations in the value creation process and have the knowledge to recognize different operations systems required to help achieve company aims.
- Understand the boundaries of the learnt material, and use the acquired knowledge to overcome these boundaries



On completion of this module the student will be able to:

- Design and control operations systems, make long, medium, and short term decisions
- Actively participate in teamwork connected to operations, selection, delegation, development and management.
- Demonstrate and present operation related problems and their solutions
- Analyze the boundaries of the learnt material

Assessment methods:

10% from a presentation based on own research (K1,K2,S2,S3,S4)

15% from home assignments (K1,K2,K3,S2,S4)

25% from the midterm paper, (K1, K2, K3, S1, S3, S4)

50% from the final exam. (K1, K2, K3, S1, S3, S4)
