



Applied Management MSc

Study Abroad Course List

Tuition fee/credit: 110 USD

You can find the course descriptions by clicking on the Course title!

For course syllabi, please contact the Study Abroad Office!

Course title	Semester	Credits (ECTS)
Economics	Fall	6
Production and Process Management	Fall	6
Intercultural Business Communication	Fall	6
Project Management	Fall	6
Strategic Management	Fall	6
Knowledge Management	Fall	6
Strategic Human Resource Management	Spring	6
Advanced Organisational Behaviour	Spring	6
Business Intelligence	Spring	6
Applied Statistics and Econometrics	Spring	6
Applied Venture Valuation	Spring	6
Global Marketing	Spring	6
Business Consulting	Spring	6
Quality Management	Spring	6
Change Management	Spring	6
Leadership and International Management	Spring	6

Detailed information about the courses:

**Strategic Human Resource Management**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	Strategic Human Resource Management examines strategic issues of human resources discussing both domestic and multinational practices in business corporations. The aim of the course is to highlight how HRM practices may contribute to organisational strategy and success in operation.
Assessment methods:	presentation, midterm and final exam
Teaching period:	Spring Semester

Economics

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The aim of the module is to provide the students with intermediate knowledge on micro- and macroeconomic issues. The course builds on and develops further introductory knowledge on market mechanisms, consumer choice and macroeconomic principles. Upon completing the course, students get familiar with tools of analysing the behaviour of economic agents, markets and the economy as a whole. While the subject is based on standard intermediate knowledge in micro- and macroeconomics, it provides reference to new developments and encourages a critical approach to these tools and methods of economic analysis.
Assessment methods:	Semester work, midterm exam, final exam
Teaching period:	Fall Semester

**Production and Process Management**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	Production and process management deals with the efficient utilization of resources to produce products and services. It plays a crucial role in achieving business strategy, as its sustainability is based mainly on outstanding operations capabilities that are not easy to copy. During the semester, students have the opportunity to see typical examples to be found in company case studies, and to meet professionals in the field.
Assessment methods:	Class work, Midterm exam, Final exam
Teaching period:	Fall Semester

Business Intelligence

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	Business Intelligence generally is about how decision making processes can be improved through various interaction with data. The course focuses on data analytics application of internal and external enterprise data sources. The course structure follows the steps of the industrial standard CRISP-DM methodology. After a concise introduction to the data warehouse and the multidimensional data model, the typical data mining task are detailed. The semester is dedicated to predictive modeling tools, followed by frequently used descriptive models. These issues are illustrated by real world examples with special emphasis given to Machine Learning. Related case studies are discussed and solved by recent data mining softwares as hands-on experimentation with algorithms.
Assessment methods:	Assessment, group work, midterm test and final exam
Teaching period:	Spring Semester

**Applied Statistics and Econometrics**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	The subject gives an overview of major methods of empirical work in economics, mostly concentrating on econometric techniques. The methods will be applied to various economic problems, demonstrating their use in practical applications. Students get hands on experiences analysing various economic problems with a variety of approaches. We use gretl for practical work.
Assessment methods:	interim tests and final exam
Teaching period:	Spring Semester

Applied Venture Valuation

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The objective of this course is to discuss the content of financial statements coming from international accounting systems (US GAAP, IFRS), and then to build up students' ability to appropriately select and apply different valuation methods and thus to determine the intrinsic value of any company, with a special focus on the International Valuation Standards (IVS).
Assessment methods:	midterm exam, project work, final exam
Teaching period:	Spring Semester

**Intercultural Business Communication**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The module is based on three pillars: culture, (business) communication and intercultural aspects of communication. The objectives are to improve knowledge about the nature of intercultural (business) communication with emphasis on intercultural business talks, and to develop skills in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts through cultural intelligence.
Assessment methods:	Class participation, course work, assessment, final exam
Teaching period:	Fall Semester

Project Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	<p>The importance of the projects is undoubtedly high in nowadays business management. It is due to two reasons: on the one hand, it is a key to success of the realization and implementation of non-operationalizable and big volumed problems. On the other hand, it is an essential financial source to those project proposals in line with the main priorities of the European Union. The course aims to clarify for students possible cooperation between general management and project management.</p> <p>The course helps to get familiar with the concept of project, megaproject to understand their role in portfolio management, program management, project management and organizational project management. The learning process is strengthened by the Microsoft Teams project management software.</p>
Assessment methods:	Project validation, Mid-term report, Final presentation
Teaching period:	Fall Semester

**Strategic Management**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The globalisation, extended European international co-operation, spreading West-European-Hungarian joint ventures, appearance of multinational firms in Hungary, the joining of Hungary to the European Union requires new knowledge of corporate planning, strategic management. This subject intends to serve and fulfil this demand.
Assessment methods:	Case study, presentation and final exam
Teaching period:	Fall Semester

Business Consulting

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	The course is designed to give last year students an opportunity to meet real life problems and to consult with real businesses and organisations. This module will provide student interaction with existing business problems as well as with top managers of the businesses. In the final stage student have to solve a real business problem.
Assessment methods:	Classwork, presentations, final exam
Teaching period:	Spring Semester

Quality Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The goal of the course is to show the concepts and methods of quality management in organizations.
Assessment methods:	Presentations, case study, final exam
Teaching period:	Spring Semester

**Change Management**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	Change Management is an area of management studies re-evaluating, synthesizing, and applying existing knowledge. The core aim of the course is to make students exercise managerial decision-making skills, to provide knowledge and skills for them to become change agents in organizations.
Assessment methods:	Report, presentation, case study and final exam
Teaching period:	Spring Semester

Knowledge Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	This module builds on the theoretical and methodological foundation provided by the Organizational Behaviour and Human Resource Management module of the BA Programme and is designed to make students aware of the importance of knowledge and talent in the value production of organizations, and prepare them to be able to critically deal with issues in this field.
Assessment methods:	Project and course work, final exam
Teaching period:	Fall Semester

**Global Marketing**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	Macroeconomic, politic, cultural and legal variables are studied in relation to commercial opportunities available in export markets. Information search and international markets assessments are presented as a prerequisite to market entry and to structuring a marketing strategy and preparing a proposed international marketing mix. Internet sources of information for export are covered. International marketing opportunities and challenges are presented for small and medium sized businesses as well as for large global corporations.
Assessment methods:	Active participation, presentation and final exam
Teaching period:	Spring Semester

Leadership and International Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The module presumes that students had participated already at some introductory management course such as Organizational Behavior, General Management, or International Business Management. This module specifically addresses those critical problems and significant challenges that leaders and managers face in their daily lives. It will explore how can the student as a future manager and leader build and sustain high performance at the individual, group and organizational levels. The module emphasizes that it will be based on previous knowledge and will analyze, synthesize and raise previous experience to a higher stage. Besides aiming at a comprehensive coverage of the main theories, the module will develop, strengthen and polish skills such as motivation, communications, influence, conflict handling, negotiation.
Assessment methods:	Active participation, quizzes, assignment
Teaching period:	Spring Semester

**Advanced Organisational Behaviour**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	In the 21st century, technical knowledge is essential but insufficient to be productive in the workplace. Students need comprehension of human behavior in organizations, how these affect organizational systems, structure, and productivity. In this module, we will explore some chosen topics in the field that will aid students to deepen their already existing knowledge and enable them to analyze and understand human and organizational processes. No matter what future field of business the student chooses, this module will aid her/him to be efficient and productive in their chosen organization.
Assessment methods:	Participation, simulations, computer-based exams
Teaching period:	Spring Semester