



## Applied Management MSc Study Abroad Course List

**Tuition fee: 2600/2900 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)
<a href="#">Economics</a>	Fall	6
<a href="#">Production and Process Management</a>	Fall	6
<a href="#">Business Analysis and Valuation</a>	Fall	9
<a href="#">Sustainable HR</a>	Fall	6
<a href="#">Project Management</a>	Fall	6
<a href="#">Strategic Management</a>	Fall	6
<a href="#">Knowledge Management</a>	Fall	6
<a href="#">Strategic Marketing</a>	Spring	9
<a href="#">Advanced Organisational Behaviour</a>	Spring	6
<a href="#">Business Intelligence</a>	Spring	6
<a href="#">Applied Statistics and Econometrics</a>	Spring	6
<a href="#">Advanced Communication for Leaders</a>	Spring	6
<a href="#">Business Ethics and CSR</a>	Spring	6
<a href="#">Services Marketing and Management</a>	Spring	6
<a href="#">Advanced Business Simulation</a>	Spring	6
<a href="#">Investment Management</a>	Spring	6
<a href="#">Negotiations</a>	Spring	6
<a href="#">Business Consulting</a>	Spring	6

**Detailed information about the courses:**

**Economics**

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min.
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	Semester work, midterm exam, final exam
<b>Teaching period:</b>	Fall Semester

**Production and Process Management**

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min.
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	Class work, Midterm exam, Final exam
<b>Teaching period:</b>	Fall Semester

**Business Intelligence**

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min



<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	Assessment, group work, midterm test and final exam
<b>Teaching period:</b>	Spring Semester

### Applied Statistics and Econometrics

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	interim tests and final exam
<b>Teaching period:</b>	Spring Semester



### Project Management

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min.
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	<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>
<b>Assessment methods:</b>	Project validation, Mid-term report, Final presentation
<b>Teaching period:</b>	Fall Semester

### Strategic Management

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min.
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	<p>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.</p>
<b>Assessment methods:</b>	Case study, presentation and final exam
<b>Teaching period:</b>	Fall Semester

### Business Consulting

<b>Language of instruction:</b>	English
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<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	Classwork, presentations, final exam
<b>Teaching period:</b>	Spring Semester

### Knowledge Management

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min.
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	Project and course work, final exam
<b>Teaching period:</b>	Fall Semester

**Advanced Organisational Behaviour**

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours per week:</b>	2x90 min.
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	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.
<b>Assessment methods:</b>	Participation, simulations, computer-based exams
<b>Teaching period:</b>	Spring Semester

**Strategic Marketing**

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	lecture
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	9
<b>Course description:</b>	The module focuses on the important decisions and tasks that managers working in the field of marketing have to face when they harmonize resources, capabilities and goals of companies and other organizations with market needs and opportunities. This knowledge is beneficial to the managers to be able to work effectively and efficiently on the market. Analytical approach is used throughout the semester, which helps to understand and analyze market-related problems and develop appropriate solutions. The course focuses on strategic thinking and the presentation of the versatile, universal and synergistic usability of the marketing mix. This is supported by practice oriented tasks and exercises, as well as by group-work based the project work. Upon the successful completion of the module



	students acquire skills that will enable them to plan and implement marketing programs in a complex manner, taking into account the environmental effects.
<b>Assessment methods:</b>	Active class participation and discussions are an integral part of the module. Students get direct feedbacks from the lecturers.
<b>Teaching period:</b>	Spring

### Business Analysis and Valuation

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	9
<b>Course description:</b>	Students will be guided through the financial life cycle of businesses from early phases to maturity to highlight the available funding options, opportunities and risks. Therefore, the course will cover the topics from bootstrapping and crowdfunding in entrepreneurial finance to the financial management issues of listed companies. Students will be equipped with skills and competences to perform financial statement analysis, to make capital structure and payout policy related decisions. Students will have a deep insight into the financial statements presented under US GAAP and under International Financial Reporting Standards (IFRS) and will understand how accounting information should be interpreted and used for valuation purposes. Furthermore, students will acquire the necessary knowledge and skills to appropriately select and apply different valuation methods to determine the intrinsic value of any company, and to present their work in a high-quality valuation report in line with the International Valuation Standards (IVS). Students will be able to perform real option valuation imbedded into financial management decisions.
<b>Assessment methods:</b>	Consultation will be offered to the students to discuss financial analysis issues and to provide a feedback on their performance prior to the submission of the course work.
<b>Teaching period:</b>	Fall

### Advanced Communication for Leaders

<b>Language of instruction:</b>	English
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<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	<p>The course aims to develop students' communication skills to support them in effective leadership. This course will integrate fundamental behavioural and social sciences insights to provide students with a coherent set of techniques to communicate effectively, inspire collaboration, navigate complex team/organizational dynamics, and influence meaningful change within the organization. In addition to deepening students' communication and leadership competence, this course will also build their confidence.</p> <p>An essential objective of this course is to link theory to practice because effective leadership requires theoretical background and wise application. The course will focus on the most important communication competencies that aspiring managers and leaders need, like self-awareness, emotional intelligence and interpersonal skills, communication skills, collaboration in teams, conflict management, constructive feedback, motivation, and negotiation. Additionally, the objectives are to improve knowledge about intercultural business communication, emphasize intercultural business talks, develop skills in identifying pitfalls in cross-cultural communication, and avoid misunderstandings and conflicts through cultural intelligence.</p>
<b>Assessment methods:</b>	<p>A high emphasis is placed on participation in simulation exercises (role games) with subsequent coaching and feedback by both the teacher and classmates. Each exercise consists of an activity designed to get students thinking about, practising, and discussing skills essential for career and personal success – soft skills</p>
<b>Teaching period:</b>	Spring

### Business Ethics and CSR

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	<p>Business Ethics is designed to expose students to the most important moral issues that arise in various business contexts.. This course will emphasize the individual as</p>





	<p>decision-maker and focus upon ethical issues and dilemmas facing managers and employees in national and global business organizations. The specific objective of the course is to improve the ability of students to reason toward a satisfactory resolution of an ethical dilemma in business and organizational context. The course gives special insights into CSR as one of the most important institutions of business ethics in organizations. It helps to design, plan and assess CSR programs of business organizations.</p>
<b>Assessment methods:</b>	Oral feedback to discussions, presentations, tutoring, consultation about the semester paper and multimedia groupwork
<b>Teaching period:</b>	Spring

### Sustainable HR

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	<p>The aim of the course is to provide students with an advanced and complex knowledge of strategic human resource management from a sustainability perspective. The approach focuses on two roles of sustainable HRM. First, the role of HRM in making the availability of human capital ensured for the organisation. Second, the contribution of HRM functions to overall corporate sustainability. Basic theoretical frameworks together with their practical implications are proposed in the course, covering diverse fields of research including strategic HRM, sustainable HRM, green HRM, labour law, employer branding. This knowledge will be beneficial for students as prospected employees, HR professionals or managers.</p>
<b>Assessment methods:</b>	Formative assessment is an integral part of the learning process. During the whole course, students are highly encouraged to take active part in lectures via discussions and they continuously receive feedback from module leaders and from each other.
<b>Teaching period:</b>	Fall

### Services Marketing and Management

<b>Language of instruction:</b>	English
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<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	This module introduces the student to the various aspects of services marketing and management. The services sector is the dominant economic sector in developed and developing countries, the major contributor in employment, and the most important growth opportunity for companies and brands in today's mature markets. The course will cover the key elements of the extended marketing mix and provide a board set of tools to design a competitive and sustainable strategy for profit or non-profit service organisations
<b>Assessment methods:</b>	exam
<b>Teaching period:</b>	Spring

### Advanced Business Simulation

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	The aim of the modul is show the complexity of a real company. The students evaluate and utilize the company sub-fields taught separately as a whole with the help of a computer model. During the simulation, the students create the production/service, financial, sales marketing, and HR strategy of a company operating in a multi-player competitive market, plan the production and sales processes, and analyze their dynamically changing competitive position, which is determined by their own and competitors' actions.
<b>Assessment methods:</b>	Test Game and continuous tutoring
<b>Teaching period:</b>	Spring

### Investment Management

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
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<b>Assessment methods:</b>	Test Game and continuous tutorin The simulation is a competition among groups playing in pools (max. 10 groups in one pool), the winner gets 70 points, this is 100%, the other teams get their scores in proportion to the percentage they achieved compared to the winner.
<b>Teaching period:</b>	Spring

### Negotiations

<b>Language of instruction:</b>	English
<b>Form of teaching:</b>	
<b>Class hours/week:</b>	
<b>Credits (ECTS):</b>	6
<b>Course description:</b>	The course provides students with a general overview of the negotiation strategy. Students will be able to comprehend the meaning of negotiation and three relevant pillars: people, problem and process. Also, they will be approached with critical negotiation tools and strategies and how to be ready for a negotiation. During the negotiation process, students will understand how to create value for their negotiating points and overcome deadlocks. Finally, as potential negotiators, students will know the steps to discuss and get a power balance during negotiations. Students will understand the importance of cultural differences and how they impact negotiations. They will explore verbal and non-verbal communication differences and their impacts on negotiation. Similarly, students will get familiar with strategies when challenging different culture negotiators
<b>Assessment methods:</b>	Class participation is 20% Summative assessment elements: 2 exams are 40% (20% each) Role Play Game (RPG) 40%.
<b>Teaching period:</b>	Spring