



Business Administration BA

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)
Quantitative Methods	Fall	7
The Art of Writing and Presenting	Fall	7
Microeconomics	Fall	7
Information Systems	Fall	7
Business Statistics	Fall	7
Organisational Behaviour	Fall	7
Introduction to Accounting	Fall	7
Corporate Finance	Fall	7
Business Case Studies	Fall	7
International Business	Fall	7
International Business Communication	Fall	7
International HRM Project	Fall	7
Management Accounting and Control	Fall	7
Marketing Calculations	Fall	7
Probability and Statistics	Spring	7
Introduction to Social Sciences	Spring	7
Macroeconomics	Spring	7
Introduction to Management	Spring	7
Introduction to Marketing	Spring	7
Human Resource Management	Spring	7
International Economics	Spring	7
Banking and Finance	Spring	7
Operations Management	Spring	7
Advertising and Sales Promotion	Spring	7
Consumer Behaviour	Spring	7
International Career Management	Spring	7
Investments	Spring	7
Marketing Research	Spring	7



Detailed information about the courses:

Quantitative Methods

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim is 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 toolkit to other subjects which use mathematical techniques, e.g. Economics, Finance, Operations Research and Operations Management.
Assessment methods:	midterm tests and final exam
Teaching period:	Fall Semester

The Art of Writing and Presenting

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	It aims to introduce students to the practice of researching, writing and presenting for academic purposes. It also provides a guide for finding useful professional sources, assessing their relevance and reading them critically and introduces how to integrate sources into a paper by quoting, paraphrasing, summarising, critiquing and acknowledging in a scholarly way. Students learn to avoid plagiarism and apply citation and referencing in a correct way. Module aims to prepare students for work in subsequent courses in which researching, writing and presenting are requirements.
Assessment methods:	Assignments, midterm test, presentation
Teaching period:	Fall Semester

**Microeconomics**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim of the module is to provide an introduction to the field of microeconomics. It targets the discussion of the basic concepts and approaches, including optimization, equilibrium and empiricism. Discussion will cover consumer and producer decisions, market structures, and welfare issues. The module helps students to understand the role of economics in society and the way economists think and optimize under different conditions.
Assessment methods:	midterm test and final exam
Teaching period:	Fall Semester

Information Systems

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	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. 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.
Assessment methods:	software tests, presentation and final exam
Teaching period:	Fall Semester

**Introduction to Social Sciences**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	<p>Module aims to examine critically the theoretical and empirical background in the social sciences as it facilitates a deeper understanding of people and human acting on the market, in the market economy and in different organizations. This module offers brief introduction into the history of social sciences in order to understand the development of social thought. The module gives overview about the most important issues in close connection with business life and exposes students to the most important social and psychological issues that arise in various business contexts.</p> <p>This module invites students to adopt and apply knowledge in managerial problem solving. The module will also seek to promote students' ability to think critically.</p>
Assessment methods:	coursework, midterm and final exam
Teaching period:	Spring Semester

Probability and Statistics

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	<p>It aims to develop a basic understanding in probability theory (discrete and continuous distributions) and basic statistical methods (both descriptive and inferential). The course aims to build a basis in methodology for both theoretical and practical issues in the given field. The module helps to understand concepts and methods covered in more advanced statistics courses. Data analytic skills are among the most in-demand jobs nowadays and in the coming years.</p>
Assessment methods:	Assignments, midter tests and final exam
Teaching period:	Spring Semester

**Macroeconomics**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	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.
Assessment methods:	Case study, midterm and final exam
Teaching period:	Spring Semester

Introduction to Management

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	The aim of the course, on the one hand, is to provide students with a holistic view and basic tools to acquire a solid knowledge in the principles of management (planning, organizing, leading and controlling). On the other hand, it is essential that the students achieve a deep understanding of the fundamentals which are required for other specific modules.
Assessment methods:	Presentation, midterm and final exam
Teaching period:	Spring Semester

**Introduction to Accounting**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	7
Course description:	This module aims to examine basic theories and practices of accounting. Based on the discussion of the related key expressions and techniques, it helps students understand the book-keeping system and the financial statements of companies, as well as the relationship between them. This module also assists students in developing practical skills such as recording book-keeping entries, preparing financial statements, comparing different methods (i.e. inventory costing, depreciation) and showing their effects on the financial statements of the firm.
Assessment methods:	midterm and final exam
Teaching period:	Fall Semester

Business Statistics

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture, 1x90 min. practice
Credits (ECTS):	7
Course description:	The module aims to provide students with an understanding of both the theory and practice of Business Statistics. Using the MS Excel as a statistical tool, students will be able to use the special features of a commonly used program and at the same time they will get an overview over the background of the calculations. 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 and work.
Assessment methods:	interim tests, midterm tests and final exam
Teaching period:	Fall Semester

**Organisational Behaviour**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	Although technical knowledge in management is vital for managerial effectiveness, the practicing manager will use human skills from day one in the workplace. This module aims to improve students' knowledge about human behavior with specific emphasis on theory-based analysis and critical application of knowledge. We will address individual, group and organization-wide issues with the aim of proving students the value of systematic study and diagnostic thinking.
Assessment methods:	quizzes, midterm and final exam
Teaching period:	Fall Semester

Business Case Studies

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2 lectures, 2 practices
Credits (ECTS):	7
Course description:	This module aims to examine decision alternatives in a strategically important business situation. The course is based on business cases where students have the possibility to explore real business situations, assess the impact of politics and society on critical managerial decisions and elaborate alternative decisions, then estimate the risks and enforceability of these decisions from the company point of view. This course aims to provide a nuanced understanding of strategy and management decisions in a business context. This module also assists students in developing professional and entrepreneurial skills such as creativity, analysis of ill-structured problems, logical reasoning, problem-solving teamwork.
Assessment methods:	Exam
Teaching period:	Fall

International Business

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2 L + 2P
Credits (ECTS):	7
Course description:	The module aims to introduce students to international business. The factors influencing the firm's decision as to the degree of internationalisation and the methods adopted are considered, as is the institutional framework within which international business must operate. External challenges to the international company are examined, such as those in the economic, political, cultural, ethical and legal fields or concerning ethics, responsible and sustainable business. Possible internal solutions to these challenges are considered, including strategic, human relations, marketing and logistical responses. The importance of multi-disciplinary perspective for purposes of analysis will be adopted throughout, as will the use of up-to-date case studies and applied materials, including the newest research results. Students should gain an appreciation for the complexity of the international environment facing businesses in the 21st century.
Assessment methods:	exam
Teaching period:	Fall

International Business Communication

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	This module aims: • to improve knowledge about the nature business communication in an intercultural environment • to raise the awareness of the importance of understanding and managing cultural differences in contemporary global business environment. Mastering intercultural communication is important for many managerial tasks and business situations, including: negotiating, socializing, giving presentations, advertising, applying for a job, managing and working in multicultural teams etc. • to develop skills in business communication, to help students in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts.
Assessment methods:	Exam
Teaching period:	Fall

International HRM Project

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Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	4
Credits (ECTS):	7
Course description:	International HRM Project module is a virtual exchange between University Pécs FBE and Haaga-Helia University of Applied Sciences (Helsinki, Finland). The goal of this module is to provide a rich virtual learning context to students in an international learning environment. The course enables students to develop their knowledge and competencies as HR professionals in international business context with the help of virtual lectures and international virtual team-meetings. The content of the course covers all international HRM practices including expatriate management. The aim is also to improve generic competence of intercultural-, and presentation skills of bachelor students.
Assessment methods:	Term mark
Teaching period:	Fall

Management Accounting and Control

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	The course aims to enable students to acquire knowledge and understanding of management accounting and control and to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers. The course also develops specialized knowledge of financial and organizational control, including the systems and tools used by managers to ensure that actions and decisions agree with the company's objectives and strategies. The course also implies the development of skills, including the ability to place the subjects studied in different contexts over different periods
Assessment methods:	Exam
Teaching period:	Fall

Marketing Calculations

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	The module aims to allow students to calculate and comprehend indices from the data available and on the basis of this make basis calculations and make recommendations. The measurement of the respective fields related to the market, marketing strategy and four Ps

	is a very important task, as they are the basis for the evaluation of the success of a certain activity. The course provides guide for understanding what and how should be and could be measured. Students learn the major (top ten) metrics related to the respective areas, their usability and interpretation.
Assessment methods:	Term mark
Teaching period:	Fall

International Economics

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	The module aims to introduce the most important areas of international economics in a comprehensive perspective. The course provides introduction to the theory of trade and trade policy as well as the policy practices. 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 second half of the module is devoted to issues of international finance.
Assessment methods:	coursework, assignments and term papers
Teaching period:	Spring Semester

Introduction to Marketing

Language of instruction:	English
Form of teaching:	lecture and seminar
Class hours per week:	2x90 min.
Credits (ECTS):	7
Course description:	Module 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 provide. It also provides an overview of the principles and core concepts of modern marketing, basics to consumer behavior, marketing information, marketing management process and marketing tools. Students learn to consider the importance of predicting and analyzing consumer's responses to marketing activities and also the moral and social aspects of marketing activities.
Assessment methods:	course work, midterm and final exam
Teaching period:	Spring Semester

Human Resource Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	7
Course description:	This module seeks to provide introductory knowledge of the efficient management of people at work by exploring a series of the main issues relating to HRM. It shows students how HRM as a business function can contribute to the competitiveness and productivity of an organization. The module will introduce students to the primary functions falling within the domain of Human Resource Management. The module seeks to develop students' understanding not only of what managers have to do about their employees but also of the roles, activities, and expectations of the individuals as a potential and capable employee.
Assessment methods:	participation, midterm and final exam
Teaching period:	Spring Semester

Corporate Finance

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	2x2
Credits (ECTS):	7
Course description:	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.
Assessment methods:	Projects and final exam
Teaching period:	Fall Semester

Banking and Finance

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	This module examines some of the contemporary issues facing banking activities through global framework. The module aims to provide a critical awareness and understanding of banking activities and corporate performance valuation. 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.
Assessment methods:	case study, presentations, midterm test and final exam
Teaching period:	Spring Semester

**Operations Management**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min. lecture and 1x90 min. practice
Credits (ECTS):	7
Course description:	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.
Assessment methods:	Class work, midterm test and final exam
Teaching period:	Spring Semester

International Business

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2 L + 2P
Credits (ECTS):	7
Course description:	The module aims to introduce students to international business. The factors influencing the firm's decision as to the degree of internationalisation and the methods adopted are considered, as is the institutional framework within which international business must operate. External challenges to the international company are examined, such as those in the economic, political, cultural, ethical and legal fields or concerning ethics, responsible and sustainable business. Possible internal solutions to these challenges are considered, including strategic, human relations, marketing and logistical responses. The importance of multi-disciplinary perspective for purposes of analysis will be adopted throughout, as will the use of up-to-date case studies and applied materials, including the newest research results. Students should gain an appreciation for the complexity of the international environment facing businesses in the 21st century.
Assessment methods:	exam
Teaching period:	Fall

**International Business Communication**

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	This module aims: • to improve knowledge about the nature business communication in an intercultural environment • to raise the awareness of the importance of understanding and managing cultural differences in contemporary global business environment. Mastering intercultural communication is important for many managerial tasks and business situations, including: negotiating, socializing, giving presentations, advertising, applying for a job, managing and working in multicultural teams etc. • to develop skills in business communication, to help students in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts.
Assessment methods:	Exam
Teaching period:	Fall

International HRM Project

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	4
Credits (ECTS):	7
Course description:	International HRM Project module is a virtual exchange between University Pécs FBE and Haaga-Helia University of Applied Sciences (Helsinki, Finland). The goal of this module is to provide a rich virtual learning context to students in an international learning environment. The course enables students to develop their knowledge and competencies as HR professionals in international business context with the help of virtual lectures and international virtual team-meetings. The content of the course covers all international HRM practices including expatriate management. The aim is also to improve generic competence of intercultural-, and presentation skills of bachelor students.
Assessment methods:	Term mark
Teaching period:	Fall

**Management Accounting and Control**

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	The course aims to enable students to acquire knowledge and understanding of management accounting and control and to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers. The course also develops specialized knowledge of financial and organizational control, including the systems and tools used by managers to ensure that actions and decisions agree with the company's objectives and strategies. The course also implies the development of skills, including the ability to place the subjects studied in different contexts over different periods
Assessment methods:	Exam
Teaching period:	Fall

Marketing Calculations

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	The module aims to allow students to calculate and comprehend indices from the data available and on the basis of this make basis calculations and make recommendations. The measurement of the respective fields related to the market, marketing strategy and four Ps is a very important task, as they are the basis for the evaluation of the success of a certain activity. The course provides guide for understanding what and how should be and could be measured. Students learn the major (top ten) metrics related to the respective areas, their usability and interpretation.
Assessment methods:	Term mark
Teaching period:	Fall

**Advertising and Sales Promotion**

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	<p>This module aims</p> <ul style="list-style-type: none">• to develop an overall perspective of advertising <p>This course is designed to help you develop an overall perspective of advertising as a communication process and the relationship of advertising to the marketing process. Specifically, you should gain knowledge in the resources and tools that are available to advertisers and how these are used to make strategic advertising decisions. You should also gain an awareness of the role of advertising within society and the marketplace in general and the relationship between advertising and the individual consumer in particular.</p> <ul style="list-style-type: none">• to make valuable decisions when facing marketing communication planning tasks and problems in a real life business environment <p>On the long term the course is designed to help students develop their professional attitude and experiential ground for deciding whether a particular communication idea, a proposed advertisement or media is good or not in terms of the company's current situation, goals and brand communication policies.</p>
Assessment methods:	Exam
Teaching period:	Spring

Consumer Behaviour

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	<p>Exploring consumers' decision-making procedures is an exciting field of marketing with significant contributions from other disciplines (e.g. psychology, sociology, anthropology). Knowledge of the principles of consumer behaviour enables marketing managers to develop new, valuable products and attractive communication for the target audience. Investigating relevant factors that can influence consumers' behaviour is essential to anyone who would like to understand the framework and the main elements of the decision-making processes in different situations. With this module, students</p>



	can learn about the influencing factors and also the standard process of consumers' decision-making.
Assessment methods:	Exam
Teaching period:	Spring

International Career Management

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	The overall objectives of the course are to increase students' knowledge according to the topic of career management. The aim of the course is to show the importance of self-awareness, self-exploration, self-consciousness, self-management, self-improvement, self-coaching in professional career and personal life planning; to motivate the students to explore and develop their skills and competences. The method of this course is practice-oriented (simulations, presentations, role-plays, situations, disputes, etc.).
Assessment methods:	Exam
Teaching period:	Spring

Investments

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2+2
Credits (ECTS):	7
Course description:	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 you to understand market forces, equity evaluation methods, and market mechanisms. Besides introducing you to evaluation techniques and models you will have a broad understanding of the investment market from portfolio to venture capital investment. Discussions during class will develop your general financial literacy and intelligence. Not just your knowledge in the field of investment will be developed but exercises, readings and discussions will further strengthen your argumentation and computational skills. During the class discussions you will work in groups to form opinions in issues like the financial and economic crises situations in the past.
Assessment methods:	Exam



Teaching period:	Spring
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Marketing Research

Language of instruction:	English
Form of teaching:	lecture
Class hours/week:	2L+2P
Credits (ECTS):	7
Course description:	The aim of the module is to build the understanding and the ability to define market research problems properly and to match the required methodology to these. Furthermore it is intended to enable students to evaluate research outcomes including the appropriateness of statistical analysis applied.
Assessment methods:	Exam
Teaching period:	Spring