

Course title: European Business Development Policies		Credits	Course code:
Type of the course		Assessment:	
EQFS level:		Portfolio	X
Lecture		Final and mid-term presentations	X
Seminar	X	In-class activities participation	X
Practice			
Semester (according to the standard curriculum): 5-6			
Course availability (according to the standard curriculum): Spring			
Language of instruction (if not in Hungarian): English			
Prerequisites (according to the standard curriculum): English B2			
Type of the course (compulsory, obligatory elective, free elective): compulsory			
Course schedule: http://www.kodolanyi.hu/neptun/			
Course objectives:			
The course aims at preparing the students to become capable of			
- understanding principles and multilevel regional governance system of business enterprises, its trends and nature, challenges and risks,			
- understanding organization and management of different types of organizations in different European countries,			
- intercultural communication and interactions with business partners, costumers for understanding and influencing choices and behaviours of their costumer.			
- internationalization for global business environment by using their economic knowledge, applying business knowledge and tools.			
Learning outcomes (based on professional competences):			
Upon completion of this course, students will have high degree in the following fields of abilities:			
Knowledge: Students			
- acquire advanced knowledge concerning global, international, regional- including- European political, legal, economic and civilizational environment.			
- are familiar with different international service providers' networks, multilateral political practices: international systems, regional systems, main actors: states, IGOs, INGOs, knowledge organizations, multilateral diplomacy practices.			
- are familiar with micro-and macro-level theories and practices, and engaged with basic information gathering and analysis methods.			
Skills: Students are capable of			
- leading complex planning, implementation and financial resource management processes,			
- understanding, analyzing adapting to relevant international processes, functional policies, monitoring changing legal environment,			
- demonstrating their knowledge of internal and external operational processes and assessment.			
Business competencies, behaviour and attitudes: Students			
- have innovative attitude and proactive and constructive behaviour,			
- are open to new scientific and practical results and they contribute to innovative solutions,			
- are open to new business opportunities,			
- have an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts.			
Foreign language competences:			
Students can function independently and with a great deal of precision on a wide variety of subjects			

and in almost any setting without any prior preparation.

- Can understand a wide range of demanding, longer texts, and recognize implicit meaning.
- Can express ideas fluently and spontaneously without much obvious searching for expressions.
- Can use language flexibly and effectively for social, academic and professional purposes.
- Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

Teaching methods:

Traditional lectures will be substituted by interactive in-class exchange of ideas. Besides, students will have compulsory readings week to week. They will learn how to apply theories and best practices in an international field of businesses through simulations, role playing, case studies and discussions.

Requirements:

Participation is compulsory.

Students are expected to fulfill criteria as follows:

- In-class activities 20%
- Mid-term presentation 10%
- Final presentation 20%
- Portfolio 50%

Assessment & Grading:

91-100% excellent

81-90% good

71-80% satisfactory

51-70% pass

0-50% fail

Pass

Some knowledge and presentation of well-known facts in test, descriptive but adequately used theories in written presentation.

Satisfactory

General description of theories and used concepts or definitions with some data presentation.

Good

Adequate and coherent interpretation of theories, extended knowledge of element information about financial issues.

Excellent:

Detailed, contextual description and analysis, correct data use, free of irrelevant amendments, correct calculations and definitions of both theories and data.

Department/faculty responsible for the course:

Department of International Interdisciplinary Studies

Required average students' working hours (number of credits multiplied by 30): 150

Individual assignments (expected number of hours and list of activities):

Contact hours	30
Reading scientific literature	80
Preparing written work	20
Preparation for the oral presentations	20

Course leader: Zsuzsanna Wirthné Móricz

Lecturers: Zsuzsanna Wirthné Móricz