

| Course title: Business and Enterprise Development Theories | | Credits* 5 | Course code |
|---|--|-------------------|--------------------|
| Type of the course EQFS level: 7th Lecture X Seminar X Practice | Assessment: Examination X Performance-based grade X Approval | | |
| Semester (according to the standard curriculum): 2 | | | |
| Course availability (according to the standard curriculum): Autumn | | | |
| Language of instruction (if not in Hungarian): English | | | |
| Prerequisites (according to the standard curriculum): At least intermediate level of English B2. | | | |
| Type of the course (compulsory, obligatory elective, free elective): compulsory | | | |
| Course schedule: http://www.kodolanyi.hu/neptun/ | | | |
| <p>Course objectives: The course contributes to the students' comprehensive knowledge of the enterprise behaviour, culture, and management. It provides an overview of different entrepreneurship theories and approaches of temporary and future business development strategies. Besides, it gives an insight into present-day business operation forms, and introduces the students to the hottest global and local economic problems. From a thematic perspective, the course will cover present and future trends of economic development, entrepreneurship and theories, development strategies, new forms of enterprises, adaptation to global problems.</p> <p>Learning outcomes (based on professional competences):</p> <p>Knowledge:</p> <p>1.3. The course will provide a broad, analytical and highly integrated study of business and management theories for SMEs, its comprehensive terms, concerning national and international economics, relevant actors, functions and processes.</p> <p>1.5. Graduates will be able to demonstrate relevant knowledge and understanding of the business environment in which they operate and their management. The course emphasises understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organisations within the global business environment, including the management of risks.</p> <p>1.8. Students will be familiar with business development terms, theories, specialities, context, scientific problems.</p> <p>1.13. They are familiar with latest leadership and management theories and models.</p> <p>Skills:</p> <p>2.3. Students are capable of understanding, analysing adapting to relevant business processes, functional policies, monitoring changing legal environment.</p> <p>2.4. They are capable of understanding impacts of economic processes and organisational changes.</p> <p>2.5. They are capable of using information on business development trends and EU and national policies.</p> <p>2.6. They are capable for development their personal professional views, approaches and discuss them.</p> <p>2.7. They are capable of leadership of an enterprise, planning, governing operation and supporting processes, allocating resources.</p> | | | |

Attitudes:

3.1. Students are capable of proactive behaviour, resolving problems and that of constructive behaviour.

3.2. They are capable of problem solving and critical analysis: analysing facts and circumstances to determine the reason for a problem and identifying and selecting appropriate solutions.

3.3. Students demonstrate awareness concerning global, regional, local problems, concerning social, environmental, cultural issues.

3.5. Students demonstrate openness for new venture possibilities, and social responsibility.

Generic Competencies:

4.2. Ability to work with people from a range of different cultures

4.5. Conceptual and critical thinking, analysis, synthesis and evaluation.

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:

The course will follow a cooperative teaching method. All students will be involved in open discussions and course related project work in teams. Besides, they are expected to prepare with presentations on their own.

Requirements (exam's evaluation criteria and list of topics):

The students will be assessed by a performance-based grade way. Individual and team project work, presentation and participation in in-class discussions will be graded. At the end of the course, oral examination will be held.

Assessment & Grading:**Pass**

Pass grade is given to the student who knows the significant parts of the course on a satisfactory level and can demonstrate an acceptable level of familiarity in the application of the content.

Satisfactory

Satisfactory grade is assigned to the student who knows significant portions of the subject matter of the course and can apply them with suitable safety.

Good

Good grade is assigned to the student who thoroughly knows the entire subject matter of the course and can safely apply it.

Excellent:

Excellent grade is assigned to the student who thoroughly knows the entire subject matter in all of its inherent relationships and is able to independently apply his/her knowledge with absolute certainty.

Department/faculty responsible for the course: Department of Interdisciplinary International Studies

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

150 hours workload

a) Essay preparation by chosen topic (70 hours)

- data and document collection
- analysis
- presentation of results

b) Participation in a professional event and presentation of the results (5 hours)

c) Making bibliography on a chosen topic (5 hours)

d) Preparing and making a mid-term presentation on a given topic (10 hours)

e) Reading compulsory and supplementary literature (30 hours)

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

30 hours contact hours.

Course leader:

Wirthné Móricz Zsuzsanna,

Lecturers:

Wirthné Móricz Zsuzsanna,