

Course Catalogue
Szent István University
Faculty of Economics and Social Sciences
Gödöllő

Gödöllő
2011-2012

INTERNATIONAL COMMUNICATION
LEADERSHIP BASICS
DINNYÉS, János professor

LABOUR ECONOMICS
DOLMÁNY, Ferenc associate professor

BASIC STUDIES OF EUROPEAN UNION
FEHÉR, István professor

MATHEMATICAL PROGRAMMING
FELLEG, László associate professor

ENVIRONMENTAL ECONOMICS
FOGARASSY, Csaba assistant professor

RURAL DEVELOPMENT
FARKAS Tibor associate professor

LABOUR SCIENCE
HAJÓS, László professor

MANAGEMENT OF WORK PROCESSES IN SMALL SCALE ENTERPRISES
KERTÉSZ, János senior lecturer

METHODOLOGY OF AGRICULTURAL EXTENSION
KOZÁRI, József associate professor

MARKETING
LEHOTA, József professor and KOMÁROMI, Nándor associate professor

BIOMETRY
LÓKÖS TÓTH, Klára associate professor

ECONOMICS OF EUROPEAN INTEGRATION
MACROECONOMICS
MICROECONOMICS
MOLNÁR, József professor

PRICE ANALYSIS
PUSKÁS, János associate professor

ECONOMIC POLICY
RÉTI, László associate professor

ETHICS
STALLER, Tamás professor

HUMAN ECOLOGY
STALLER, Tamás professor

ECONOMETRICS
MULTIVARIATE ANALYSIS
SZELÉNYI, László associate professor

FARM MANAGEMENT AND ECONOMICS

SZÉKELY, Csaba professor

STATISTICS

SZÚCS, István professor and

LŐKÖS TÓTH, Klára associate professor

ASSETS ECONOMICS AND MANAGEMENT

TAKÁCS-GYÖRGY, Katalin associate professor

INTERNATIONAL ECONOMICS

TÖMPE, Ferenc assistant professor

AGRICULTURAL ECONOMICS I.

AGRICULTURAL POLICY

VILLÁNYI, László professor

AGRICULTURAL INTEGRATION IN EUROPEAN UNION

SUSTAINABLE ECONOMIC INTEGRATION IN EUROPEAN UNION

ZSARNÓCZAI, J. Sándor, scientific research fellow

ANALYSIS OF ECONOMIC ACTIVITIES

TAKÁCS, István, associate professor

BUSINESS ENGLISH II.

HELTAI, Zsuzsanna, language teacher

MULTICULTURAL COOMUNICATIONS

RUDNÁK, Ildikó

HUNGARIAN LANGUAGE

RUDNÁK, Ildikó

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SCHOOL OF ECONOMICS AND SOCIAL SCIENCES

**School of Economics and Social Sciences
Institute of Labour Sciences**

Course title

INTERNATIONAL COMMUNICATION

Course Unit code

GTK-IC-1112

ECTS Credit: 4

Instructor

János DINNYÉS, professor

Overview

With the help of this course students learn how to communicate in different situations of management activity. They become familiar with verbal and non-verbal elements of communication. Personal selling skills are improved, via learning presentation techniques and negotiation processes.

Topics of the course

1. Communication in management environment.
2. Basics and rules of communication.
3. Verbal and non-verbal elements of communication.
4. Image creating.
5. Telephone conversations.
6. Techniques of asking.
7. Negotiations: preparation, the meetings, strategies and techniques, co-operative and advancing forms.
8. Bargaining positions.
9. Decreasing tension.
10. Structure of negotiation, phases, special interactions, tricks, traps.
11. Agreement, evaluation of results, note taking.
12. Meetings: types of meetings.
13. Planning for participants, subject, time and environment.
14. The schedule, chairing the meeting, post-meeting activities.
15. Planning the product shows, organisation and implementation.

**School of Economics and Social Sciences
Institute of Labour Science**

Course title

MANAGEMENT OF WORK PROCESSES IN SMALL SCALE ENTERPRISES

Course Unit code

GTK-MoWP-1112

ECTS Credit:4

Instructor

János KERTÉSZ, senior lecturer

Overview

The course deals with the special labour management questions of small scale farms, including the special characteristics of production processes and the scheduling of operations. Examines the possibilities of labour demands and the optimal design of work environment and places of work.

Topics of the course

1. A review of the formation of small scale enterprises.
2. Categorising agricultural enterprises, criterion of small scale enterprises.
3. Factors defining the special characteristics of small scale enterprises (production structure).
4. System of relations of production structure and production processes.
5. Planning and scheduling works of small scale enterprises of various production structures.
6. Special traits of small farms in transportation.
7. Special traits of small farms in crop production.
8. Management in fruit culture and viticulture.
9. Management in vegetable growing.
10. Management in cattle production.
11. Management in swine production.
12. Management in sheep farming.
13. Management in poultry keeping.
14. Specialities in the management of keeping other small animals (rabbits, bees).
15. Rational design of places of work and work environment.

**School of Economics and Social Sciences
Institute of Labour Sciences**

Course title

LEADERSHIP BASICS

Course Unit code

GTK-LB-1112

ECTS Credit: 4

Instructor

János DINNYÉS, professor

Overview

The course will familiarize students with the basics of leadership theories and some of the most important elements of effective human resource management. They will become familiar with the basics of leadership skills and different techniques of influencing relations between leaders and subordinates. The course provides overview of different factors influencing behaviour and the development of employees, such as personality and leadership style of the manager, characteristics of the organisation, leadership functions, basics of communication, elements of motivation and incentives, handling conflicts, leadership ethics.

Topics of the course

1. Evolution of leadership sciences.
2. Historical leadership schools.
3. Theories of motivation.
4. Classical and integrated directions.
5. Organisational and leadership approaches.
6. Types and characteristics of organisations.
7. Organisational culture.
8. Relationship between the leadership and the organisation.
9. Development of leadership and the organisations.
10. Forming, development and types of groups.
11. Decision making process.
12. Elements of communication
13. Negotiation.
14. Leaders and stress.
15. Latest directions in leadership sciences.

**School of Economics and Social Sciences
Institute of Work Science**

Course title

LABOUR ECONOMICS

Course Unit code

GTK-LE-1112

ECTS Credit: 4

Instructor

Ferenc DOLMÁNY, associate professor

Overview

The main purpose of the course is to provide information about the macro- and microeconomics questions of the labour market, with special reference to the demographic factors fundamentally influencing domestic labour forces. It provides instruction about the special elements of employment in market conditions.

Topics of the course

1. Population and labour force.
2. Labour force and economic activity.
3. Specialities of investing in human capital.
4. Economic development and changes in the structure of labour force.
5. Mobility of labour force.
6. Choosing occupation and place of work.
7. Social utilisation of time.
8. Characteristics of the formation and operation of labour market.
9. Active and passive means of handling unemployment.
10. Activity of government organisations in the labour market.
11. Information system, flow of information and prognoses in the labour market.
12. Employment of labour force.
13. Planning and management of labour force.
14. Evaluation and incitement of work performance.
15. Remuneration of work.

**School of Economics and Social Sciences
Institute of Work Science**

Course title

LABOUR SCIENCE

Course Unit code

GTK-LS-1112

ECTS Credit: 4

Instructor

László HAJÓS, professor

Overview

The course embraces the human, environmental and organisational questions of working in a rational and safe manner, in the best possible physical and personal circumstances. It places special emphasis on methods of organising work and utilising ergonomic possibilities.

Topics of the course

1. Introduction: Place and role of work science in sciences and education.
2. Work philosophy, work ethics, work aesthetics.
3. Work policy, employment policy.
4. Work economy.
5. Work sociology, sociometry.
6. Statuses of labour.
7. Work hygiene.
8. Work therapy.
9. Work physiology.
10. Work psychology.
11. Work pedagogy.
12. Labour safety.
13. Work organisation – macro-methods.
14. Work organisation – micro-methods.
15. Working out and introducing works.

**School of Economics and Social Sciences
Institute for Analysis and Methodology of Economics
Department of Operations Research**

Course title

MATHEMATICAL PROGRAMMING

Course Unit code

GTK-MP-1112

ECTS Credit: 4

Instructor

László FELLEĞ, associate professor

Overview

The course gives an introduction to the topics of operation research and studies methods and application.

Topics of the course

1. Decision Making in Operations Research.
2. Linear Programming: Formulations and Graphical Solution.
3. Linear Programming: The Simplex Method.
4. Linear Programming: Duality, Sensitivity, and Parametric Analysis.
5. Linear Programming: Transportation Model.
6. Network Models.
7. Integer Linear Programming.
8. Dynamic (Multistage) Programming.
9. Project Scheduling by PERT-CPM.
10. Non linear programming.
11. Decision Theory and Games.
12. Queuing Models.
13. Inventory Models.
14. Markovian Decision Process.

**School of Economics and Social Sciences
Institute for Analysis and Methodology of Economics
Department of Statistics**

Course title

BIOMETRY

Course Unit code

GTK-B-1112

ECTS Credit: 4

Instructor

Klára LÓKÖS TÓTH, associate professor

Overview

The purpose of the course on biometry is to learn how we analyse data, choose the appropriate method for a given task, and draw a conclusion. For this reason we learn more statistical methods, including basic statistics (grouping data, displaying and describing data) and inferential statistics (methods of drawing conclusion about a population based on information obtained from a sample of the population).

Topics of the course

1. Introduction to Biometry: basic terms, grouping data, organise data into table.
2. Descriptive statistics: summarising information numerically and graphically.
3. Probability: terminology, events, probability formulae, some rules of probability.
4. Binomial distribution: the mean and standard deviation of a binomial discrete random variable.
5. Normal distribution: normally distributed populations and variables.
6. Sampling: random samples, the mean and standard deviation of sample means, sampling distribution, central limit theorem.
7. Estimating a population mean: confidence intervals, sample size.
8. Hypothesis testing: logic of hypothesis, two types of errors, p-values, z-test, t-test.
9. Inferences for two means: using independent sample, paired sample.
10. Analysis of variance: one- and two-way analysis of variance, ANOVA-tables.
11. Regression analysis: linear equations, linear correlation, regression model.
12. Non parametric statistics: sign test, Wilcoxon signed rank test, Mann-Whitney test, rank correlation.
13. Dialled analyses: genetic analyses based on quantitative characters.
14. Adaptability: group of stability statistics, different concept of stability.

**School of Economics and Social Sciences
Institute for Analysis and Methodology of Economics
Department of Operations Research**

Course title

ECONOMETRICS

Course Unit code

GTK-EM-1112

ECTS Credit: 4

Instructor

László SZELÉNYI, associate professor

Overview

The course gives an introduction to the topics that are necessary to study the methods of multivariate statistical analysis; and their application in econometrics in order to investigate the systems of mutually correlated factors of economics.

Note: Entrance exam required!

Topics of the course

1. The real Euclidean space.
2. Metrics.
3. Orthogonal vectors. Orthonormal vectors and matrices.
4. Orthonormal base.
5. Linear transformations.
6. Characteristic roots and vectors of a matrix.
7. Multidimensional random variables.
8. Density function and distribution of multidimensional random variables.
9. Independence of random variables.
10. Covariance, correlation coefficient, covariance matrix, correlation matrix of random variables.
11. Multidimensional normal distribution.
12. Ellipse of the standard deviations.
13. Mahalanobis distance.
14. Balanced MANOVA.
15. General MANOVA.

**School of Economics and Social Sciences
Institute for Analysis and Methodology of Economics
Department of Operations Research**

Course title

MULTIVARIATE ANALYSIS

Course Unit code

GTK-MA-1112

ECTS Credit: 6

Instructor

László SZELÉNYI, associate professor

Overview

The course gives an introduction to the methods of multivariate statistical analysis; and, their application in econometrics in order to investigate the systems of mutually correlated factors in economics.

Topics of the course

1. Principal Component Analysis (PCA): models and applications.
2. PCA: geometric interpretation, characteristic roots (eigen values), matrix of loading.
3. PCA: proportion and cumulative proportion of the total variance, principal component scores.
4. PCA: computer programs (MINITAB, SPSS), case studies.
5. Factor Analysis (FA): models, initial factor extractions, loading (factor pattern).
6. FA: commonalties, factor scores, residual matrix, rotations.
7. FA: computer programs (MINITAB, SPSS), case studies.
8. Discriminate Analysis (DA): models, geometric interpretation in two dimensions.
9. DA: linear discriminate function, priors, squared (Mahalanobis) distances.
10. DA: probabilities, classification matrix, cross validation.
11. DA: computer programs (MINITAB, SPSS), case studies.
12. Cluster Analysis (CA): classification models, distance measures.
13. CA: linkage methods, similarity, dendrogram.
14. CA: clustering of observations, clustering of variables.
15. CA: computer programs (MINITAB, SPSS), case studies.

**School of Economics and Social Sciences
Institute for Analysis and Methodology of Economics
Department of Statistics**

Course title

STATISTICS

Course Unit code

GTK-S-1112

ECTS Credit: 6

Instructor

István SZŰCS, professor and Klára LÓKÖS TÓTH, associate professor

Overview

The purpose of the course in statistics is to learn how we analyse data, choose appropriate methods for a given task, and draw a conclusion. For this reason we learn more statistical methods, including basic statistics (grouping data, displaying and describing data) and inferential statistics (methods of drawing a conclusion about a given population based on information obtained from a sample of that population).

Topics of the course

1. Introduction to Statistics: basic terms, grouping data, organise data into table.
2. Descriptive statistics: summarising information numerically and graphically.
3. Probability: terminology, events, probability formulae, some rules of probability.
4. Binomial distribution: the mean and standard deviation of a binomial discrete random variable.
5. Normal distribution: normally distributed populations and variables.
6. Sampling: random samples, the mean and standard deviation of sample means, sampling distribution, central limit theorem.
7. Estimating a population mean: confidence intervals, sample size.
8. Hypothesis testing: logic of hypothesis, two types of errors, p-values, z-test, t-test.
9. Inferences for two means: using independent sample, paired sample.
10. Analysis of variance: one- and two-way analysis of variance, ANOVA-tables.
11. Regression analysis: linear equations, linear correlation, regression model
12. Non parametric statistics: sign test, Wilcoxon signed rank test, Mann-Whitney test, rank correlation.

**School of Economics and Social Sciences
Institute of Agricultural and Regional Economics
Department of Economic Integration**

Course title

BASIC STUDIES OF EUROPEAN UNION

Course Unit code

GTK-BSoEU-1112

ECTS Credit: 3

Instructor

István FEHÉR, professor

Overview

Describes the history of the general European integration processes. Within this field the course provides a view about the reasons for the integration process and enlargement arrangements. Describes the unified European documents and texts of the most important agreements, organisations of European Union and general experiences of the working and decision-making.

Topics of the course

1. The history of European Union.
2. Organisation of European Union and law of the Union.
3. Common market.
4. Economic and financial Union.
5. Regional development.
6. The „White Book”.
7. Common Agricultural Policy of European Union.
8. Organisation system of Common Market.
9. Structural and rural development policy.
10. Future reforms needed in Common economic policy.
11. Directions of changes and future common agricultural policy.
12. The European agricultural model.
13. The role and activities of OECD in the economic integration.
14. Activity, works and development of the CEFTA.
15. Enlargement of European Union and agricultural sector of Central-East Europe.

**School of Economics and Social Sciences
Institute of Agricultural and Regional Economics
Department of Agricultural Policy**

Course title

ENVIRONMENTAL ECONOMICS

Course Unit code

GTK-EE-1112

ECTS Credit: 5

Instructor

Csaba FOGARASSY, assistant professor

Overview

This course provides basic knowledge of micro- and macroeconomics, and gives an introduction to environmental economics. It offers insight into the causes of global problems and suggests a variety of economic tools that can be used to overcome environmental deterioration. The course encompasses the theory of negative externalises and the means of economic regulation of environmental protection.

Topics of the course

1. The environment like a system.
2. Sustainable development.
3. Economics of natural resources.
4. General questions of environmental regulation.
5. Direct regulation with economic tools.
6. Indirect regulation with economic tools.
7. Economics of environmental pollution.
8. Theory of externalises.
9. Environmental policy.
10. Globalisation.

**School of Economics and Social Sciences
Institute of Agricultural and Regional Economics
Economical Integration Department**

Course title

PRICE ANALYSIS

Course Unit code

GTK-PA-1112

ECTS Credit: 3

Instructor

János PUSKÁS, associate professor

Overview

The objectives of this course are to examine the basic forces that influence agricultural prices in a spatial and temporal context; to develop analytical techniques related to price analysis; to identify how agricultural policy impacts prices; to provide examples of empirical price analysis applied to real world problems.

Topics of the course

1. Introduction to price analysis.
2. Foundations of price analysis (supply and demand theory).
3. Theory of price determination.
4. Marketing margins.
5. Temporal price analysis.
6. Spatial price analysis.
7. Government price policy.
8. Commodity futures markets.
9. Empirical price analysis.

**School of Economics and Social Sciences
Institute of Agricultural and Regional Economics**

Course title

AGRICULTURAL ECONOMICS I.

Course Unit code

GTK-AE1-1112

ECTS Credit: 4

Instructor

László VILLÁNYI, professor

Overview

The main purpose of this course is to give information about macroeconomics as it relates to food production. The course deals with the specialities of agriculture, and the main principles of demand and supply conditions in the food market. It focuses on domestic and international regulations at the market in agricultural products and also the general experiences of international economic organisations.

Topics of the course

1. The subject of agricultural economics and its relation to other sciences.
2. The task of agricultural economics and some of its major relations to national economy.
3. Resources in agriculture.
4. Major elements of market economy from agricultural point of view.
5. Regulations on the market of agricultural products.
6. The potentials of agriculture and food production.
7. Summary.
8. The task and the importance of the sector, concerning the national economy and agriculture.
9. Market conditions of the sector (internal and external market, competition, market position).
10. Quality and quantity standards of production.
11. The connection between standards and competition.
12. Examining the cost-, price- and profit conditions of the sector from macroeconomics aspects.
13. The operation of the sector referring to agricultural policy.
14. Summary.
15. Test.

**School of Economics and Social Sciences
Institute of Agricultural and Regional Economics**

Course title

AGRICULTURAL POLICY

Course Unit code

GTK-AP-1112

ECTS Credit: 4

Instructor

László VILLÁNYI, professor

Overview

The basic aim of this course is to get the students acquainted with the principles of food production, allocation and consumption within economic policy. It also deals with the methods of solving economic and social problems with political tools.

Topics of the course

1. Relations with other sciences, scientific schools.
2. The basic function of the agricultural sector, the most important characteristics of Hungarian agricultural development.
3. Property policy. Farm structure.
4. The role of the government. Market regulations.
5. Subsidies, ECTS Credits, taxes.
6. Market protection. Market regulations.
7. Domestic and international agricultural policies.
8. Summary.
9. The CAP (aims, tools, reforms).
10. White Paper.
11. Export-import potentials.
12. Trade barriers.
13. Market- and price policies (levies, quotas, intervention prices).
14. Summary.
15. Test.

**School of Economics and Social Sciences
Institute of Agricultural and Regional Economics
Department of Economic Integration**

Course title

AGRICULTURAL INTEGRATION IN EUROPEAN UNION

Course Unit code

GTK-AIEU-1112

ECTS Credit: 4

Instructor

J. Sándor ZSARNÓCZAI, scientific research fellow

Overview

This course provides a review about the main trends of the economic integration process based on the agricultural policy in the European Union. These trends are mainly described in the fields of the agricultural trade conditions and the market strategy of agricultural producers. Agricultural trade can be realised individually or within a group. The market strategy of farmers concerns different kinds of co-operation among themselves. This course also provides some experiences of the agricultural development during the transition period in Central - Eastern Europe, emphasising the Hungarian agricultural development. The course also describes possible forms of co-operation between farmers in this region and Hungary.

Topics of the course

1. GATT-WTO agreement and Common Agricultural Policy in European Union.
2. Export regime and GATT-WTO agreement.
3. Establishing the Unified European Internal Market and its bases.
4. General development trend of agricultural sector in European Union.
5. Structure of agricultural production in EU.
6. Structure of agricultural export and import of EU.
7. Food trade structure: market structure in selling agricultural products.
8. The food retail trade and food services.
9. Ruling system of agricultural and food products in EU.
10. Review of the EU-Hungarian agricultural and food trade.
11. Development of agricultural branches based on insurance of quality.
12. Food trade and insurance of quality.
12. Characters of agricultural policy in Central – East – Europe.
13. Characters of agricultural policy in Hungary. Transition period in the agricultural sector.
15. Co-operation forms between farmers in this region and Hungary.

**School of Economics and Social Sciences
Institute of Regional Economics and Rural Development**

Course title

SUSTAINABLE ECONOMIC INTEGRATION IN EUROPEAN UNION

Course Unit code

GTK-SEIEU-1112

ECTS Credit: 4

Instructor

J. Sándor ZSARNÓCZAI, Assoc. Prof.

Overview

This course provides wide side information about the definition for sustainability concerning the economic development based on the profitable economic activities and environment friendly technological development. The economic development strategy focuses on the environmental conservation, decreasing the gas emission causing global warming and increasing the renewable energy resource use.

The course overviews the the main changes of the environmental policies in EU and their influences on the economic activities of companies. The transnational corporations have an important role to introduce new environment friendly technology and transfer of this last one.

Topics of the course

1. Changes of the Common Agricultural Policy to regional development policy
2. Changing financial supports focus on the environmental conservation from the beginning of the 21. Century
3. The sustainable economic development and its economic and social influences.
4. Influences of mining and manufacturing industries on natural environment.
5. Limits of the economic growth, opinions of Dennis L. Meadows.
6. Energy security of the world and EU.
7. Renewable energy resources.
8. Economics of sustainable agriculture.
9. Global consumption in the world and in EU.
10. Extending the sustainable development in EU.
11. Increasing role of the transnational corporations (TNCs) in the world economy and EU..
12. Development of transnational corporations (TNCs) during the first decade of the XXI. Century.
13. Geographical distribution of activities according to transnational corporations (TNCs). .
14. Compatitive advantages of the transnational corporations (TNCs).
15. Technological development of transnational corporations (TNCs) based on the environment friendly strategy.

**Faculty of Economics and Social Sciences
Institute for Regional Economics and Rural Development**

Course title

RURAL DEVELOPMENT

Course Unit code

GTK-RD-1112

ECTS Credit: 4

Instructor

Tibor FARKAS, associate professor

Overview

This course provides an introduction to rural development studies and help students to come to understand how rural development policy and programs are developed. After theoretical introductions students will be involved to different activities, which will guide them through their rural development course. At the end of the semester, there will be shown case studies of the best or the most interesting rural development projects.

Topics of the course

1. Problems of rurality in Europe
2. Rural population processes
3. Agriculture and unemployment
4. History of the rural development policy in EU
5. Rural development programs
6. The Leader initiatives
7. Horizontal policy, gender problems, rural women
8. Rural cultural habitat, nature conservation
9. Rural development and tourism
10. Non governmental organizations in RD
11. Case studies
12. Test

School of Economics and Social Sciences
Department of Economic Law

Course title

FINANCIAL LAW

Course Unit code:

GTK-FL-1112

ECTS Credit: 4

Instructor

Zoltán SZIRA, assistant professor

Overview

Function and origin of financial law. Financial organisation of the state. Regulation of general government. System of budget. Structure of the central budget. The type of state income: taxes, customs, duties. Regulation of the monetary institutional system. Relationship between banks and enterprises. Payment methods. The type of bank guarantees offered by the banks. The legal regulation of social insurance. Insured persons. The types of coverage of social insurance. Rules of procedure claims.

Topics of the course

1. The role of financial law in the market economy, the connection of financial law with other laws, functions and sources of financial law.
2. The financial organisation system.
3. The legal regulation of the state budget. The definition of budget and subsystems.
4. The central budget structure, the separated state funds, the budget of the local governments and social insurance.
5. State income. The definition of tax and its difference to other budgetary payment obligations.
6. State income II. The duties, customs economic role and function.
7. Social insurance.
8. The legal regulation of monetary institutional system.
9. Connection between the banks and enterprises.
10. Methods of payment.
11. The guarantees offered by banks.
12. Stocks and bonds.
13. The institutional system of the E. C., with special emphasis on institutions which have financial functions.
14. Summary.

**School of Economics and Social Sciences
Institute of Rural Development and Extension
Department of Extension**

Course title

METHODOLOGY OF AGRICULTURAL EXTENSION

Course Unit code

GTK-MoAE-1112

ECTS Credit: 4

Instructor

József KOZÁRI, associate professor

Overview

This course covers the full methodology of agricultural extension in a summary. The objective is to introduce the steps of the design and execution of extension programs. Students learn various communication methods in extension work, and how to effectively combine these methods to accomplish goals. The subject gives an analysis of the characteristics of farmers' training, information adaptation, management techniques, strategies and methodology in extension work.

Topics of the course

1. General purposes of agricultural extension, extension policies.
2. Extension strategies.
3. Analysis of knowledge and information systems (AKIS) in agriculture.
4. Introduction to business communication..
5. Individual and team work in extension.
6. Demonstrations on farms.
7. Written materials, telecommunication.
8. Methodology of information transfer.
9. Farmers' training.
10. Identification of program purposes.
11. Campaign planning in extension.
12. Self-management techniques.
13. Management of consulting systems.
14. Education of field advisers.
15. Summary.

**School of Economics and Social Sciences
Institute of Marketing**

Course title

MARKETING

Course Unit code

GTK-M-1112

ECTS Credit: 4

Instructor

József LEHOTA professor

Nándor KOMÁROMI, associate professor

Overview

The marketing course gives a comprehensive introduction into marketing. The approach is innovative, at the same time it gives practical examples and applications. The course shows the major decisions of marketing managers, covers marketing concepts, marketing mix, marketing strategies and the ethical aspects of modern and global marketing.

Topics of the course

1. Principles of marketing process. The goals of marketing system.
2. The marketing environment. The global marketplace.
3. Marketing information system. Marketing research.
4. Buyer behaviour. Consumer markets, business markets.
5. Segmentation, targeting, positioning.
6. Competitor analysis. Competitive marketing strategy.
7. Designing products. Marketing services.
8. Pricing products, pricing strategies.
9. Promotion products: advertising, sales promotion, PR.
10. personal selling. Sales management.
11. Distribution channels. Logistics management.
12. Retailing, wholesaling.
13. Marketing and society. Marketing ethics.
14. Complex marketing planning. Future of marketing.

**School of Economics and Social Sciences
Department of Economics**

Course title

ECONOMICS OF EUROPEAN INTEGRATION

Course Unit code

GTK-EoEUI-1112

ECTS Credit: 4

Instructor

József MOLNÁR, professor

Overview

The subject discusses the major processes involved in the globalisation of the world economy and the integration processes of countries. It teaches in details the history of the European Union (EU). Students study about the structure, organisation and decision making procedures of the EU. The Common Agricultural Policy and the European Monetary Union will be highlighted. Discuss the challenges and advantages of Hungarian integration to the EU.

Topics of the course

1. Introduction.
2. Theory of trans-national and global processes, comparative advantages.
3. Theory of international integration.
4. Practice of globalisation and regional integration.
5. Origin and history of the EU, common market, economic and political union.
6. The Council of Ministers, the Commission of the European Communities, the European Parliament.
7. Industrial policy of the EU.
8. Social and regional policy of the EU.
9. The Common Agricultural Policy: basic concepts and history, working mechanism.
10. Reforms of the CAP.
11. The European Monetary System, the Economic and Monetary Union, European Central Bank.
12. International relationships of the EU, common trade policy, the European Economic Area.
13. Integration process of Hungary, agreements.
14. Challenges and possibilities of the integration of Hungary.
15. Summary.

School of Economics and Social Sciences
Department of Economics

Course title

MACROECONOMICS

Course Unit code

GTK-MAE-1112

ECTS Credit: 4

Instructor

József MOLNÁR, professor

Overview

Macroeconomics is the branch of theories and economical analysis that considers the overall performance of the economy. Macroeconomics deals with huge aggregates like national output and incomes, money supply and demand, employment, price levels and inflation. It explains the key to prosperity equilibrium in an economy. Macro economists seek to explain the causes of economic fluctuations and to suggest policies that will make fluctuations less abrupt along with its aim of preventing excessive unemployment and rapid price increases.

Topics of the course

1. Introduction: The evolution of macroeconomics thinking
2. Definitions of Macroeconomics - terms and measurements.
3. The circular flow of income and output.
4. Markets in a macro economic: Aggregate demand and aggregate supply (Simple Keynesians model).
5. Labour market - Classical and Keynesian theories of employment.
6. Equilibrium in the product market - IS curve.
7. Money, financial markets - The equilibrium in the money market, the LM curve, equilibrium in the IS/LM model.
8. Macro economic equilibrium - Using aggregate demand and supply analyses to understand economic fluctuation and growth (The Classical versus Keynesian models of equilibrium).
9. Disequilibrium: Economic fluctuation, business cycle theories.
10. Unemployment and inflation.
11. The role of government, stabilising the economy through monetary policy.
12. Stabilising the economy through fiscal policy.
13. Economic growth theories.
14. International economic issues.

School of Economics and Social Sciences
Department of Economics

Course title

MICROECONOMICS

Course Unit code

GTK-MIE-1112

ECTS Credit: 4

Instructor

József MOLNÁR, professor

Overview

Microeconomics is the branch of theories and economic analysis that concentrates on the decisions made by individual participants in an economy. The main goal is to understand how the market operates; how the prices of particular goods are determined and how the prices influence decisions of consumers and firms. Microeconomics also examines the factor markets and income distribution. It also studies the principles of market failure and the problems of public goods.

Topics of the course

1. Introduction to Economics.
2. The market mechanism: demand and supply.
3. Consumer behaviour - theories of utility.
4. Consumer choice and deriving individual and market demand curve - the Engel curve.
5. Theory of market supply: the business firm - Short run versus long run.
6. Short-run production and cost functions.
7. The competitive firm's short-run supply curve, profit-maximising output and the shutdown point.
8. Long run supply in competitive markets: isoquant and isocost maps, the cost minimising input choice.
9. Monopoly- Output and pricing decisions of a monopolist, the social cost of monopolies.
10. Markets between monopoly and perfect competition: monopolistic competition and oligopoly.
11. Market for factors of production- Derived demand for all factors and allocate efficiency.
12. Characteristics of the labour market.
13. Capital and natural resource markets.
14. Income distribution -Factor markets with monopoly power.
15. Market and government - Market failure: externalises and public goods.

School of Economics and Social Sciences
Department of Economics

Course title

ECONOMIC POLICY

Course Unit code

GTK-EP-1112

ECTS Credit: 3

Instructor

László RÉTI, associate professor

Overview

The course introduces the principles and basic questions of economic policy. It discusses the role of the state in an economy and the different methods and strategies which governments use. It analyzes the relationship between economic and social policy. It gives an overview of the history and the present form of Hungarian economic policy.

Topics of the course

1. Principles and categories of economic policy.
2. Participants involved in economic policies and their interests.
3. Purposes, instruments and decision making in economic policy.
4. Economic policy - financial and monetary policy.
5. Finance and budget.
6. Fiscal policy, taxes, economic effect of taxation.
7. The Estimate.
8. Property, forms of property, monopolies, externalises, public goods.
9. Competition, competition policy.
10. Factor market: capital, labour and land market.
11. Structure of the economy, structural policy.
12. Stabilisation policy.
13. Trade policy.
14. Social policy.
15. Present Hungarian economic policy, economic transition.

School of Economics and Social Sciences
Department of Economics

Course title

INTERNATIONAL ECONOMICS

Course Unit code

GTK-IE-1112

ECTS Credit: 6

Instructor

Ferenc TÖMPE, assistant professor

Overview

The course introduces the development of world economy in the 20th century. It teaches the basic theories and commercial techniques which influence foreign trade, the characteristics of international capital movements and labour mobility. We discuss the international monetary systems, the structures of multinational companies and their effects, and the international integration of regions.

Topics of the course

1. Development of international economic relations.
2. Analysis of international economic relations.
3. Trade policy, instruments of trade policy.
4. International factor movements, international labour mobility.
5. Capital movements, principles of foreign investment.
6. Principles of open-economy, exchange rates, the balance of payments.
7. Developing countries: debt, stabilisation, and reform.
8. International monetary systems, gold standard, Bretton Woods.
9. International integration of economies, theories.
10. Globalisation of the world economy, multinational companies.
11. Process of macro integration, international agreements and institutes.
12. The European Union: history, institutes.
13. The European Union: reforms, integration of the Eastern-European countries.
14. Hungary as an open economy.
15. Summary.

**School of Economics and Social Sciences
Department of Philosophy**

Course title

ETHICS

Course Unit code

GTK-E-1112

ECTS Credit: 3

Instructor

Tamás STALLER, associate professor

Overview

Ethics is perhaps the oldest discipline of philosophy; and ethics is the most important part of every religion, and the unavoidable element of everything in organised society. Undoubtedly, ethics as a university subject, has to play a principal and fundamental role. Philosophical ethics or general ethics is not beneath religious ethics or professional ethics. It has aimed at discovering the mechanism of man's moral behaviour and the secrets of life's social rules.

Topics of the course

1. An introduction to the morals and moralist teachings.
2. Morals and societies: history of moral.
3. Ethics, ethos, to be and to have, to be and to know, to be and to make rule.
4. Faith and moral, virtue and crime, moral orders of world religions or religious moralises.
5. The connections between morals and laws in the history: norms, natural law, lawful and unlawful, codification of law and moralist sanction, moralist verdict and juristical verdict, the state and its own relation to the law: politics and law.
6. Ethics and aesthetics, ethics and politics, ethics and science, ethics and ecology.
7. History of ethics: early Greek moralists.
8. Socrates, Plato, Aristotle.
9. Jesus Christ.
10. Machiavelli, Hobbes, Spinoza, Locke.
11. Mendeville, Shaftesbury, Hume, Hutcheson.
12. A. Smith, Montesquieu, Diderot, Rousseau.
13. Kant, Hegel, Marx, Kierkegaard, Nietzsche.
14. Emotivism, intuitionism, existentialism.
15. Social Darwinism, fascism, communism, racism.

**School of Economy and Social Sciences
Department of Philosophy**

Course title

HUMAN ECOLOGY

Course Unit code

GTK-HE-1112

ECTS Credit: 3

Instructor

Tamás STALLER, associate professor

Overview

Human ecology is a sub-discipline of general ecology. After the Second World War global problems became important for scientific research; and since the 70's, this research has been most important for governments. It should be understood that substantial forces have created some miserable environmental situations in human and social life for the beginning of the 21's century.

Topics of the course

- 1-3. Ecology and scientific theory: its typical thinking, the holistic view of point, a conflict in life sciences, an other life science, economics and ecology, etc.
- 4-6. Historical ecology: socially determining environmental situations in the history and the nature in the different historical epoch, etc.
- 7-9. Human ecology: structure, disciplinary building up, researching technical, etc.
- 10-12. Cultural ecology: ethnically communities and ecological (or: surviving) technologies, ecological and non-ecological technologies in the future societies.
- 13-15. Political ecology: political parties, political movements, governmental behaviours, and the „green” politics.

**School of Economics and Social Sciences
Institute of Business Economics
Department of Farm Management and Economics**

Course title

FARM MANAGEMENT AND ECONOMICS

Course Unit code

GTK-FME-1112

ECTS Credit: 6

Instructor

Enikő LENCSÉS assistant professor

Overview

Management is an important factor in the success of any businesses. Farm business has changed, and continues to change, along the following lines: continued adoption of new technologies, growing capital investment, large amounts of borrowed capital, increasing farm size, increased risk, environmental challenges. These factors create new management problems and also opportunities in agricultural businesses. Besides basic principles and methods, farm management and economics is trying to give answers to the most important questions by making use of the new concepts of business management.

Topics of the course

1. Functions of management, farm management.
2. Measuring performance, cost concepts, farm income.
3. The production function.
4. Applying the marginal principle: how much input to use.
5. Economies of size.
6. Input substitution.
7. Product and enterprise combinations.
8. Long run decisions, investment analysis.
9. Decision making under risk.
10. Enterprise budgeting.
11. Partial budgeting.
12. Whole farm budgeting: simplified programming.
13. Linear programming.
14. Management information systems.

**Faculty of Economics and Social Sciences
Institute of Business Economics and Management
Department of Farm Management and Economics**

Course title:

CHANNEL MANAGEMENT

Course Unit code:

GTK-CM-1112

ECTS Credit: 6

Instructor:

Gyorgy ERNYEI, associate professor

Overview

Channel Management is a study of the system of all operations carried out by all the companies required to produce and sell the final product to the customer. Within the channel system 5 management functions are linked together, if any one of the functions is missing or weak the channel and the business entities are unable to accomplish its goals efficiently. The purpose of the course is to study channel management in an operational and practical way. The methodology of the course: the student should choose a company of which the channel system is to be analysed on the basis of the economic and management principles. Recommendations are expected to be formulated to improve the system of management in order to achieve higher level of performance and economic efficiency.

Topics of the course

1. Definition and scope of channel management
2. Marketing channels
3. Channel planning Planning premises
4. Channel objectives and channel design, Strategies, channel policies
5. Channel mapping The nature and purpose of channel mapping
6. The system of channel management functions
7. Organising in channel management. Authority and decentralization.
8. Effective organizing and channel organisational culture Human resource management and selection in the channel
9. Leading Managing and the human factor Motivation for higher channel performance and efficiency
10. Leadership and communication in the channel
11. The system of and process of controlling channel operations
12. Vertical marketing systems
13. Types and causes of channel conflicts
14. Channel dynamics and management

**Faculty of Economics and Social Sciences
Institute of Business Economics and Management
Department of Farm Management and Economics**

Course title:

PRINCIPLES OF MANAGEMENT

Course Unit code

GTK-PoM-1112

ECTS Credit: 6

Instructor

Gyorgy ERNYEI, associate professor

Overview

Management is such a system where 5 management functions are linked together, In case if any one of the functions is missing or weakly performed the organisation or the business entity is unable to accomplish its goals efficiently. The purpose of the course is to study management in an operational and practical way. The methodology of the course: the student should choose a company of which the management system is to be analysed on the basis of the management principles. Recommendations are expected to be formulated to improve the system of management in order to achieve higher level of performance and economic efficiency.

Topics of the course

7. Definition and scope of management
8. Systems approach to management
9. Planning, Planning premises
10. Objectives, hierarchy of objectives, system design, strategies, policies
11. Authority and decentralization.
12. Effectiv organizing and organisational culture
13. Human resource management and selection
14. Leading Managing and the human factor Motivation
15. Leadership and communication
16. The system of and process of Controlling
17. International management systems

**Faculty of Economics and Social Sciences
Institute of Business Economics and Management
Department of Farm Management and Economics**

Course title:

QUALITY MANAGEMENT

Course Unit code:

GTK-QM-1112

ECTS Credit: 6

Instructor

Gyorgy ERNYEI, associate professor

Overview

Quality Management is such a system where the quality management functions are linked together, that is quality planning, organisation for quality, staff management for quality, directing and motivating people involved in quality, and control for quality, are to be carried out to accomplish quality objectives of the organisation or business entity. Any one of the functions is missing or weak the organisation or the business entity is unable to accomplish its quality goals efficiently. The purpose of the course is to study quality management in an operational and practical way. The methodology of the course: the student should choose a company of which the quality management system is to be analysed on the basis of quality management principles. Student should formulate his/her own views and recommendations to improve the quality management system in order to achieve higher level of quality and economic efficiency.

Topics of the course

1. definitions of quality, the quality management system, functions of quality management, the total quality process,
2. Quality costs, measurement and analysis, quality related cost categories: failure costs, appraisal costs, prevention costs, total costs, quality and profit relations
3. The quality assurance program, the quality plan, product specifications, process control, GMP, HACCP system, food safety management.
4. The quality management system, quality system structure, the quality manual, customer assurance,
5. Maintaining the Quality Management System (QMS), corrective and preventive action, customer feedback
6. The total quality process, essential elements of total quality management. Total Quality Management tools and techniques
7. Auditing a quality system, the structure of the auditing process, documents of the auditing

School of Economics and Social Sciences
Department of Farm Management and Economics

Course title

ASSETS ECONOMICS AND MANAGEMENT

Course Unit code

GTK-AEM-1112

ECTS Credit: 4

Instructor

Katalin TAKÁCS-GYÖRGY, associate professor

Overview

This course is designed to acquaint students with the rudiments of decision-making theory in assets management. After becoming familiar with the economic aspects of crop-production and animal husbandry, and the service sectors closely involved with them, students should become capable of systematic planning and evaluation of agricultural resource processes. The subject also touches on areas concerning sector planning, evaluation measurement, use of technology and natural resource management. The economic and organisational aspects of the sectors are given special consideration in this course. The ultimate goal of the establishment of the sector places emphasis on business operation as it applies to production structure and practical effects of financial management.

Topics of the course

1. Economic decisions, factors in decision-making.
2. Basic decision making theory.
3. Production levels, determination of product amount (diagramming, budget function).
4. Farm size and viability, growth.
5. Resource and assets management. Investment and viability analysis. Depreciation.
6. Circulation funds, supply, requirements, financial mechanism.
7. Human resource management.
8. Information management.
9. Innovation management.
10. Natural resource management (land quality, soil capacity).
11. Establishment of production structure.
12. Sector management. Establishment and construction of sector.
13. Sector management. Mechanisation.
14. Sector management Economics and organisation of crop production.
Economics and organisation of animal husbandry.

**Faculty of Economics and Social Sciences
Institute of Finance and Accountancy**

Course title

ANALYSIS OF ECONOMIC ACTIVITIES

Course Unit code

GTK-AoEA-1112

ECTS Credit: 4

Instructor

István TAKÁCS, Dr. habil, associate professor

Overview

The aim of subject is introducing to those methodologies and analytical instruments which could help to analyze the economic condition of enterprises and those activities as well: exploring causes of change of resources, furthermore the real asset and finance conditions and profitability of firms; evaluating numerically the changes, and analyzing the tendency of economic ones, and forecasting economic crisis. These methodologies are based on the data of annual reports of firms, and the analytical data of the accountancy as well as the data of production process. The subject shows economic indicators which could support the analysis the point of view of principle of continuation of entrepreneurship. The introduced analytical methodology also covers analyzing methods of production process supporting the successful planning, and evaluating the realization of plans. Course consists of contact lessons as well as preparation an essay containing a case study, which should be presented (in 15-20 minutes). The evaluation is based on the quality of the case study and the presentation.

For further information: Takacs.Istvan@gtk.szie.hu.

Topics of the course

1. Concept, subjects, aims, types and methods of economic analysis.
2. Analysis of production process. Optimization issues of production (structure, scale). Issues of analysis quality management. Analysis of human resource and wages management.
3. Analysis of cost management.
4. Analysis of fix and current assets.
5. Methods of finance (balance-sheet) analysis. Finance indexes. Some economic calculations and evaluation of them.
6. Evaluating finance stability of firms
7. Case studies
8. Final exam: presentation of case study, evaluation of essay and presentation

**Faculty of Economics and Social Sciences
Department of Arts, Languages and Teacher Training**

Course title

BUSINESS ENGLISH II

Course Unit code:

GTK-BE2-1112

ECTS Credit: 4

Instructor

Zsuzsanna HELTAI, language teacher

Overview

The main objective of this course is to provide a coverage of varied business and economic topics for students either preparing to work in an international business environment or wanting to learn about it – including topics in connection with the world of business (cross-cultural relations, cultural differences, working environment, international trade, economic theories, economy and ecology, information technology). Students are also required to hold a presentation in a chosen topic with the help of PowerPoint.

Topics of the course

1. Introduction, presentation techniques
2. Cross-cultural relations and cultural differences in business
3. Working environments in the EU
4. The business cycle
5. Economic theories: Keynesianism and monetarism
6. Economy and international trade
7. Economy and ecology
8. Information technology and business
9. Presentations

**Faculty of Economics and Social Sciences
Institute of Social Sciences**

Course title:

MULTICULTURAL COMMUNICATION

Course Unit Code:

GTK-MC-1112

ECTS Credit: 5

Instructor

Dr. ILDIKÓ Rudnák PhD, associate professor

Overview:

Today, most successful businesses operate on an international stage dealing with a wide range of cultural diversity and varied market demands. This multicultural environment provides many challenges to its participants. And, it is clear that to maintain and develop corporate success it is necessary to be able to clearly understand and exploit these different cultural and business differences.

The aim of this course is to provide and develop a students' sensitivity to these cultural differences and grow their capability to exploit them. In essence, this course will show how it is possible to forge major benefits from these cultural variations.

Topics of the course

1. The culture and the culture researches
 - Rosengren
 - Schreyögg
 - Goldman
 - Kluckhohn – Strodtbeck
 - Hofstede
 - Trompenaars
 - Hall
 - GLOBE (Global Leadership and Organizational Behavior Effectiveness)
2. Intercultural communication
 - The process of cultural integration
 - The elements of the reception competence
 - The role of stereotypes
3. International background
 - Developing cultural competencies
 - Personal background
 - Professional experience
4. The cultural shock
 - Olberg
 - Hofstede
 - Rhinesmith
 - Brett
5. The treatment of the cultural differences
 - Hoopes
 - Bennett
 - Work in multicultural group

**Faculty of Economics and Social Sciences
Institute of Social Sciences**

Course title:

HUNGARIAN LANGUAGE

Course Unit code

GTK-HL-1112

ECTS Credit: 4

Instructor

Dr. ILDIKÓ Rudnák PhD, associate professor

Petra Pekár, assistant

Overview

The aim of this course is to provide a basic knowledge about Hungary, Hungarian people and history and to introduce the basic grammar rules and vocabulary of the Hungarian language to international students.

Topics of the course

1. Hungarian grammar and vocabulary(in Hungarian)
2. Pronunciation and spelling of Hungarian words, special consonants and vowels
3. Greetings
4. Numbers 1-20
5. Present Tense – verbs – conjugation
6. Introduction
7. Numbers
8. Where – where to – where from: suffixes, pronouns
9. In the shop – conversation
10. Hungarian song: Tavaszi szél vizet áraszt
11. Time: what is the time
12. Names of the days, months
13. Personal data and questions
14. The flat
15. Furniture
16. Travelling
17. My family: members of the family
18. Description of family members
19. Hungarian history – in English
20. Famous Hungarian people – in English
21. Geography of Hungary – in English
22. Grammar, vocabulary test
23. Culture, history, famous people of Hungary – quiz

**Faculty of Economics and Social Sciences
Institute of Social Sciences**

Course Title:

GENERAL PSYCHOLOGY

Course Unit code:

GTK-GP-1112

ECTS Credit: 5

Instructor:

Dr. Nikolett MIHÁLY PhD

Overview:

The immodest goal is to take an introduction to psychology that describes the main ideas of the field, and the evidence behind them, in a logically coherent and intellectually stimulating manner as possible. It is designed for thinking, figuring out and understanding. While it may seem like the students are skimming over huge topics, they'll be able to delve deeper into these subjects and understand more the own and other's behavior.

Topics of the course:

1. Background to the study of psychology
 - The history and scope of psychology
 - Methods of psychology
2. Nature, nature and behavioral adaptation
 - Genetics of behavior
 - The adaptiveness of behavior
3. Psychological mechanism of behavior
 - Mechanisms of motivation, sleep, and emotion
 - Sensation
4. Cognitive mechanism of behavior
 - Perception
 - Memory
5. Growth of the mind and person
 - Cognitive development
 - Social development
6. The person in a world of people
 - Social cognition
 - Social influences on behavior
7. Personality and disorders
 - Theories of personality
 - Mental disorders

**School of Economics and Social Sciences
Institute of Social Sciences**

Course title:

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Unit code:

GTK-IHRM-1112

ECTS Credit: 4

Instructor

József POÓR, professor

Overview

International Human Resource Management (IHRM) examines different issues of human resources (HR) confronting multinational corporations in today's turbulent environment. Topics to be explored include internationalization/globalization and its impacts on the personnel function, the different fields (staffing, pay and benefit, competency model, performance management, training and development and industrial relations) of IHRM in the international environment, and the debate over the transportability of specific HR tools into emerging countries of the world. This course is designed to help students learn about the foundation concepts of international human resource management and some of the many issues that must be dealt with when implementing an international business plan. The course will focus on developing this foundation understanding through classroom problem solving and discussion, hands-on application activities and case discussions about important issues that relate to the international environment.

Topics of the course

1. Introduction into the IHRM-class
2. The enduring context of IHRM
3. Sustaining international business operations
4. Recruiting and selecting staff for international operation
5. Training and development in international environment
6. Compensation in international environment
7. Re-entry and career issues
8. HRM in host country context
9. Performance Management
10. Industrial Relations
11. IHRM at SMEs
12. IHRM in Public Sector
13. External professional providers in IHRM

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