



BUDAPEST LANGUAGE AND BUSINESS PROGRAMME



SPRING SEMESTER 2012

Semester dates: January 30 – May 18
(exam period included)

Holiday week: March 19 - 23

ACADEMIC CALENDAR

The Language and Business Programme runs from January 24th to May 18th 2012.

Please note that we recommend you arrive one week before the classes start because of orientation purposes (finding accommodation, dealing with administrative formalities etc.)

Orientation	January 24 to 26
Classes	January 30 to May 18
Holidays (Easter break)	March 19 to 23

COURSES AND ECTS CREDITS

For non-native English speakers only, the courses Business English and Practical Business Skills in English are compulsory.

It should be noted that the courses Business English and Practical Business Skills in English are not open to native English speakers.

Courses	Hours/ECTS credits
<u>Business Ethics</u>	45 hours / 6 ECTS
<u>EU Studies</u>	45 hours / 6 ECTS
<u>International Economics</u>	45 hours / 6 ECTS
<u>Strategic Marketing</u>	45 hours / 6 ECTS
<u>Business Communication</u>	23 hours / 3 ECTS
<u>Doing Business in Central Europe</u>	23 hours / 3 ECTS
<u>Procurement and Outsourcing in CEE</u>	23 hours / 3 ECTS
<u>Financial Analysis</u>	23 hours / 3 ECTS
<u>Organisational Analysis</u>	23 hours / 3 ECTS
<u>Introduction to Business Law</u>	23 hours / 3 ECTS
<u>Tourism Marketing Research Methods</u>	23 hours / 3 ECTS
<u>Introduction to Hungarian Language and Culture</u>	23 hours / 3 ECTS
<u>Presenting and Essay Writing Skills</u>	23 hours / 3 ECTS

GRADING

Transcripts will use a grading scale from 1 to 20.

For any details concerning validation of ECTS credits at your home institution, please ask your study abroad advisor.

Course : BUSINESS ETHICS

Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY
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Course led by: Réka MATOLAY
COURSE LANGUAGE: English

Semester: II.
Code: BLBP05

Total number of hours: 45 / ECTS credits: 6

PREREQUISITES

None

COURSE CONTENT

Whenever an economic actor's activity affects others, consideration of ethical aspects is needed. Principally moral problems emerging at corporate and organizational level are discussed during the course, but ethical dilemmas manifested among individuals, at social and global level are also debated. Via real life cases we understand the diverse viewpoints of a wide range of economic agents with regard to fundamental ethical dilemmas. We apply not only ethical theories but also practical tools of ethical decision-making.

PRESENTATION

Apart from introducing the theoretical models and concepts of business ethics, in class exercises, experimental games, written and video case studies, role plays and formal debates help to develop competence for understanding and analyzing ethical problems. The course is based on an interactive format, where contribution of students is of high relevance and importance.

LEARNING OBJECTIVES

By the end of the course – by our discussions and readings – we are going to cover the

- moral characteristics of individual decision-makers and business organizations
- concepts and theories of Business Ethics, Corporate Social Responsibility, Stakeholder Management
- pragmatic tools for analyzing, deliberating ethical dilemmas in corporate decision-making
- frequent ethical issues in relation with specific stakeholder groups (i.e. consumers, employees, supplies, shareholders)
- the outcome and impact of corporate ethical initiatives, the social and business performance of ethical businesses

COURSE SCHEDULE

Lecture 1	Introduction to the Course Personal Morality I. Contents: Ethics of the Economic Man. Beyond Rationality and Self-Interest: The Homo Oeconomicus Model and its Critiques
Lecture 2	Personal Morality II. Ethics from a Psychological Point of View. Cognitive Moral Development and its Critiques
Lecture 3	What Ethics is All About? True Ethical Dilemmas
Lecture 4	What Business Ethics is All About? Ethics in Economic/Business Context
Lecture 5	Tools to Analyze Ethical Dilemmas Normative Ethical Theories and Their Pragmatic Use
Lecture 6	Understanding Corporate Responsibility CSR and Other Buzzwords

Lecture 7	Stakeholder Approach Theory and Tools of Stakeholder Management
Lecture 8	Corporate Influence on Ethics of the Individual Ethical Culture, Climate, Leadership in the Organization
Lecture 9	Employees as Stakeholders Ethical Issues in the Firm-Employee Relation, Whistle Blowing
Lecture 10	Consumers as Stakeholders Ethical Issues in Marketing, Consumer Sovereignty, Ethical Consumption
Lecture 11	Suppliers as Stakeholders Ethics and Responsibility in the Supply Chain
Lecture 12	Shareholders as Stakeholders Shareholder Activism, Socially Responsible Investment
Lecture 13	Measuring Corporate Ethical, Social, Sustainability Performance Reports, Standards, Audits and the Triple Bottom Line
Lecture 14	Strategic CSR Moral Obligation and the Business Case of Corporate Ethics/Responsibility
Lecture 15	Overview of the Course
Date to be Confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

By the end of the semester students will be able to:

- use the fundamental concepts and expressions of business ethics correctly
- present and analyze complex case-studies with ethical ramifications on their own
- apply tools of Business Ethics and CSR
- argue independently, think critically, reflect on their decisions, activities from an ethical point of view.

TEACHING METHODS AND SELF-STUDY WORK

Since the ultimate treatment to ethical dilemmas is communication, the course highly relies on interactivity. In order to generate critical thinking and moral imagination of the participants discussing real life business ethics dilemmas is in the focus. A participatory format is encouraged by pair and group works and creative plenary discussions.

The self-study elements of the course are: readings plus 2 written assignments (see next section on Evaluation). The reading covers 185 pages of an award-winning Business Ethics book published by the Oxford University Press (see Bibliography). Besides these compulsory parts of the book (see Course Schedule) students may engage in reading other chapters as recommended readings.

EVALUATION

Evaluation is based on four elements: class participation, 2 written assignments and the final test.

Class Participation (15 %): Students' result depends on class attendance, and active participation – not only the quantity but also the quality of the activity is taken into consideration.

“Movie Review” (15 %): Analyze a movie containing a business ethics issue.

For this paper please select a movie (or a novel, or another a piece of art) where an ethical issue is discussed. It can be either fiction or documentary. It can be either a feature-length movie/novel or a short novel, a video clip – length does not matter. The ethical issue is preferably related to business, and it can be any kind of ethical dilemma, social and/or environmental responsibility problem, sustainability challenge, question, etc.

1. Provide a short description (max. half page) of the ethical issue involved.
2. Analyze the ethical issue on your own. Use the tools we have applied in class. This shall be the major, most lengthy part of your paper.
3. Reflect on how the ethical issue was discussed, solved, analyzed, etc. in the movie. Provide an assessment of the movie from this point of view.

Please be as comprehensive and analytic as you can. You may involve pictures, links to videos, etc. You shall rely on other sources (e.g. statistics, literature, similar ethical issues) in order to have an in-depth analysis. The minimum *length* of the net written part of your reflection paper is 5 pages. *Deadline* for sending the letter to me electronically via e-mail is Lecture 11.

“Letter to the CEO” (20 %): Please select a *CSR or Sustainability Report* of an optional firm and *analyze it from a certain stakeholder’s point of view*. The outcome of your research and analysis is *a letter written by you as a stakeholder to the CEO (or CSR officer or the relevant person at the firm)* reflecting on the positive and negative characteristics of the report. Your assessment and analysis shall also rely on source, literature (as university assignments do) and at the same time be like a real-life correspondence of the chosen stakeholder group. The minimum *length* of your letter is 4 pages. *Deadline* for sending the letter to me electronically via e-mail is Lecture 14. Please also include either the report or the link to the report.

Final Test (50 %): It is taking place in the exam period. Details are in the next section of the syllabus.

Final test consists of short essay questions. Students shall analyze case studies, explain and reflect on ethics concepts, utilize tools – similar exercises to what we are doing in class, but this time in a written format. Readings, lecture slides and discussions plus students’ critical and creative thinking are core to an excellent test performance. Students’ argumentation will be looked at regarding its deepness, complexity, sensitivity and relation to theory.

BIBLIOGRAPHY

Crane, Andrew – Matten, Dirk:

Business Ethics

Managing Corporate Citizenship and Sustainability in the Age of Globalization,
2010, 3rd edition

Oxford University Press, Oxford, United Kingdom

Course : EU STUDIES

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Course led by: Dr. Zoltán POGÁTSA and Dr. Tamás CSEPELY-KNORR

COURSE LANGUAGE: English

Total number of hours: 45 / ECTS credits: 6

Semester: II.

Code: BLBP02

PREREQUISITES

No specific prerequisites. Students are not expected to have studied the European Union previously in any depth, through the medium of the English language.

COURSE CONTENT

The course spans the history and institutions of the EU together with the underlying principles of European integration. It also addresses the impact of the EU on its Member States and citizens as well as the evolution and effect of EU policies.

PRESENTATION

With 27 Member States and nearly half a billion inhabitants, the EU is a major actor on the world stage. It has changed the way Europeans live, as well as the way the rest of the world relates to Europe. Yet it is widely misunderstood, and many Europeans still feel ambivalent – and confused – about its role in their lives. The course seeks to address these shortcomings and misconceptions in a positive and productive atmosphere.

LEARNING OBJECTIVES

The objectives of the course are:

- to provide participants with a good, general overview of the EU and its workings
- to explain how and why the EU was created and has developed, its role both within and outside Europe
- to outline the main policy areas in which the EU has an impact as well as how policies are created
- to present the institutional set up of the EU
- to indicate the relevance of the EU for Member States and citizens together with the rest of the world

COURSE SCHEDULE

Session 1	Objective: What is the EU? Contents: The EU in the international system. Understanding the processes of integration
Session 2	Objective: The Idea of Europe Contents: The changing identity of Europe. Where is Europe? The meaning of Europe
Session 3	Objective: The Creation of the EC (Rome to SEA) Contents: Post War Europe. Institutions. ECSC, EEC and Euratom. Single Market
Session 4	Objective: Evolution of the Community to the Union (Maastricht to Lisbon) Contents: Treaty and policy developments
Session 5	Objective: Institutions I Contents: European Commission, Council of Ministers, European Council
Session 6	Objective: Institutions II

	Contents: European Parliament, European Court of Justice, other institutions
Session 7	Objective: Law I Contents: Basic principles, relation to national law, internal market
Session 8	Objective: Law II Contents: Law-making procedures
Session 9	Objective: EU policies and policy processes Contents: Changing balance of power; policy environment; policy cycle; features of the policy process; politics of the budget
Session 10	Objective: EU and its citizens Contents: public opinion and Europe; the people's Europe; participation and representation
Session 11	Objective: Economic policy Contents: Single/internal market and its effects (free movement, competition, etc.); inside the Euro zone
Session 12	Objective: Improving the Quality of Life Contents: Agricultural policy; cohesion and regional policy; environmental policy
Session 13	Objective: Enlargement of the Community and Union Contents: Widening and deepening; the complex process of preparation and accession; the different waves of enlargement; limits to expansion?
Session 14	Objective: The EU and the World Contents: Development of foreign and defence policies; an economic superpower; relations with the USA, South and East Asia, Mediterranean; development aid
Session 15	Objective: Present and Future Prospects Contents: Lisbon Treaty; further travel on the road to integration; uniqueness of the EU; its future in the changing global order

SKILLS TO BE ACQUIRED

The following skills are to be acquired:

- ability to conduct basic research on topical issues in the EU
- confidence to express own views on the EU and to discuss failures as well as successes of the EU
- knowledge of the workings of the EU and its impact on the lives of citizens
- understanding of the interplay between law, economics, politics, business, society, etc. within policy formulation and implementation as well as decision- and law-making

TEACHING METHODS AND SELF-STUDY WORK

Based initially on standard lectures, as the ability of students develops more emphasis will be placed on individual preparation for more seminar-type classes. In these, participants will be asked to present their own views and lead class discussion. Weekly preparation will be an integral part of the course.

EVALUATION

The evaluation will be made as follows:

- two written exams (one mid term and one end of term). Each exam carries 30% of the final marks for the course
- a short written paper (to be completed during the semester) will carry 40% of the final assessed grade

BIBLIOGRAPHY

J. McCormick, *Understanding the European Union*, 4th ed., Palgrave Macmillan, Basingstoke (2008)

N. Nugent, *The Government and Politics of the European Union*, 6th ed., Palgrave Macmillan, Basingstoke (2006)

Course : INTERNATIONAL ECONOMICS

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 Course led by: Dr. Péter Ákos BOD
 COURSE LANGUAGE: English

Semester: II.
 Code: BLBP03

Total number of hours: 45 / ECTS credits: 6

PREREQUISITES

A certain understanding of economics is important to follow the presentations and to digest the textbook.

COURSE CONTENT

The course covers the theory and practice of international trade and its modern institutions. In the second half of the course the elements of international finance will be discussed, including the current issues of European finance.

PRESENTATION

The lecturers use powerpoint presentations to make it easier for the students to understand the subject.

LEARNING OBJECTIVES

The course offers an introduction into the basics of international economics based partly on presentation by lecturers, and on the universally used textbook of Krugman and Obsfeld. The students are required to read and digest the assigned chapters on trade and finance.

COURSE SCHEDULE

Lecture 1	What Is International Economics About? International Economics: Trade and Money
Lecture 2	The Concept of Comparative Advantage Effects of International Trade Between Two-Factor Economies
Lecture 3	The Political Economy of Trade Empirical Evidence on the Heckscher-Ohlin Model
Lecture 4	Monopolistic Competition and Trade Economic Geography and Interregional Trade
Lecture 5	International Labor Mobility International Borrowing and Lending Direct Foreign Investment and Multinational Firms
Lecture 6	The Instruments of Trade Policy
Lecture 7	International Negotiations and Trade Policy
Lecture 8	Globalization and the Environment
Lecture 9	Exchange Rates and International Transactions The Foreign Exchange Market
Lecture 10	Purchasing Power Parity
Lecture 11	International Interest Rate Differences and the Real Exchange Rate
Lecture 12	Fixed Exchange Rates and Foreign Exchange Intervention
Lecture 13	Macroeconomic Policy and Coordination Under Floating Exchange Rates
Lecture 14	How the European Single Currency Evolved
Lecture 15	The Euro and Economic Policy in the Euro Zone
Date to be confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

The students are expected to acquire the knowledge and the skills to understand major international economic trends taking place in modern open economies. On reading about trade conflicts or financial arrangements in Europe, the participants should be able to relate the policy issues to the concepts and theories discussed in the course.

TEACHING METHODS AND SELF-STUDY WORK

The course is built on lecturers' presentation and controlled class discussion of issues presented and covered in the textbook. It is thus important that students read the textbook as the class goes.

EVALUATION

Grades are based on a midterm test with 30 % weight (written, closed book) and a written, closed book final exam – 70 % weight – checking partly the factual knowledge of the student on terms, concepts and theories of international economics, and the skills of applying this knowledge on real life issues.

BIBLIOGRAPHY

Krugman – Obstfeld: International economics. 7th edition

Course : STRATEGIC MARKETING

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Course led by: Dr. István Eszes

COURSE LANGUAGE: English

Semester: II.

Code: BLBP01

Total number of hours: 45 / ECTS credits: 6

PREREQUISITES

Knowledge of basic marketing management.

COURSE CONTENT

This course builds on knowledge of basic marketing management. The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy and implementation. To achieve this goal, the course focuses also on the marketing planning process as the basic framework for integrating and coordinating marketing decisions.

PRESENTATION

The course will present students the world of Strategic Marketing management, and focuses on how a SME can formulate a market-driven business strategy and the planning and implementation of marketing programs based on this strategy.

LEARNING OBJECTIVES

The objectives of the course are to develop understanding and skills in:

- (1) defining a firm's business and goals and selecting target product/markets
- (2) identifying external threats and opportunities facing a business via market, customer, competitor, and environmental analyses;
- (3) assessing a business' strengths and weaknesses relative to competition and other external factors in its pursuit of competitive advantage;
- (4) developing a market-driven business strategy for gaining a profitable and sustainable competitive advantage;
- (5) designing and implementing business models and marketing plans consistent with the market-driven business strategy;
- (6) applying analytical tools for marketing strategy development;
- (7) understanding the impact of strategic marketing decisions on the firm;
- (8) gaining insight into the process of making marketing decisions;
- (9) Learning how to develop a marketing plan

COURSE SCHEDULE

Lecture 1	Objective: Strategic Marketing an introduction Contents: A historical perspective, business mission, goals, selecting target products and markets
Lecture 2	Objective: Identifying external threats and opportunities facing a business Contents: Customer analysis, segmentation and positioning, market targeting
Lecture 3	Objective: Identifying external threats and opportunities facing a business Contents: Competitor analysis, strategic groups, understanding competitors
Lecture 4	Objective: Identifying external threats and opportunities facing a business Contents: Market analysis, dimensions in market analysis
Lecture 5	Objective: Identifying external threats and opportunities facing a business

	<p>Contents: Risks in high-growth markets</p>
Lecture 6	<p>Objective: Identifying external threats and opportunities facing a business</p> <p>Contents: Internal analysis, portfolio analysis (BCG, GE, DPM), the portfolio models in practice</p>
Lecture 7	<p>Objective: Developing a market-driven business strategy for gaining a profitable and sustainable competitive advantage</p> <p>Contents: Obtaining a sustainable competitive advantage (SCA), low-cost strategies, focus strategies, the pre-emptive move</p>
Lecture 8	<p>Objective: Developing a market-driven business strategy for gaining a profitable and sustainable competitive advantage</p> <p>Contents: Differentiation strategies, product differentiation, promotional differentiation, distribution differentiation, price differentiation</p>
Lecture 9	<p>Objective: Developing a market-driven business strategy for gaining a profitable and sustainable competitive advantage</p> <p>Contents: Growth strategies, intensive growth (Ansoff matrix), integrative growth, diversification growth, diversification (related and unrelated diversification), strategies in declining and mature markets</p>
Lecture 10	<p>Objective: Designing and implementing business models and marketing plans consistent with the market-driven business strategy</p> <p>Contents: Applying analytical tools for marketing strategy development, understanding the impact of strategic marketing decisions on the firm</p>
Lecture 11	<p>Objective: Designing and implementing business models and marketing plans consistent with the market-driven business strategy</p> <p>Contents: The process of marketing decisions</p>
Lecture 12	<p>Objective: Designing and implementing business models and marketing plans consistent with the market-driven business strategy</p> <p>Contents: Developing a marketing plan, contents of a marketing plan</p>
Lecture 13	<p>Objective: Designing and implementing business models and marketing plans consistent with the market-driven business strategy</p> <p>Contents: Measuring market performance, marketing plan performance</p>
Lecture 14	<p>Objective: Designing and implementing business models and marketing plans consistent with the market-driven business strategy</p> <p>Contents: Profitability Analysis</p>
Lecture 15	<p>Objective: Designing and implementing business models and marketing plans consistent with the market-driven business strategy</p>

	Contents: Marketing audit
Date to be Confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy and implementation. The student absolving this course will be able to work with the analytic and planning tools of Strategic Marketing, to recognize them when you meet them in business world.

TEACHING METHODS AND SELF-STUDY WORK

Course material is presented using a mix of lectures and business case analyses. The selected cases are intended to complement the lectures. The issues discussed in the course typically require both qualitative and quantitative analyses (e.g., economic cost-benefit, financial and market research data analyses).

The course works more as a survey of different frameworks and analytical tools rather than providing one comprehensive framework for looking at marketing strategy. Do keep this in mind as we move along from one framework to another. However, a unifying way of looking at the different frameworks and tools will be discussed.

Students must actively participate in case analyses and related discussions in class, on their own or as members of workgroups. Timely preparation and completion of readings, case analyses and homework assignments is required.

EVALUATION

ASSESSMENT METHODS	% WEIGHTING
In-class presentation on case studies (Group work)	40
End of semester, final exam (Individual Work)	60

BIBLIOGRAPHY

Core manual:

Józsa László – Luiz Muitinho: Marketing Strategy, Akademia Publishing House, Budapest, 2005

Recommended reading:

Marketing Strategy

by O.C. Ferrell and Michael Hartline,
South-Western College Pub; 4th edition, February, 2007

Marketing Concepts and Strategies

by William M. Pride and O.C. Ferrell
Houghton Mifflin Company; 13 edition, January, 2006

Other articles of interest

Marketing objectives and strategy: An introduction

- Urban, G. L. (2004), "The emerging era of customer advocacy," MIT Sloan Management Review, 45 (2), 77-82.
- Gronroos, C. (1997), "Keynote paper: From marketing mix to relationship marketing towards a paradigm shift in marketing," Management Decision, 35 (4), 322-39.
- Morgan, R. M. and S. Hunt (1999), "Relationship-Based Competitive Advantage The Role of Relationship Marketing in Marketing Strategy," Journal of Business Research, 46 (3), 281-90.
- Rust, R. T., K. N. Lemon, and V. A. Zeithaml (2004), "Return on Marketing: Using Customer Equity to Focus Marketing Strategy," Journal of Marketing, 68 (1), 109-27.

Strategy and the customer led business

- Conduit, J. and F. T. Mavondo (2001), "How critical is internal customer orientation to market orientation?," *Journal of Business Research*, 51 (1), 11-24.
- Yau, O. H. M., P. R. McFetridge, R. P. M. Chow, J. S. Y. Lee, L. Y. M. Sin, and A C. B. Tse (2000), "Is relationship marketing for everyone?," *European Journal of Marketing*, 34 (9/10), 1111-27.
- Zhu, Z. and C. Nakata (2007), "Reexamining the Link Between Customer Orientation and Business Performance: The Role of Information Systems," *The Journal of Marketing Theory and Practice*, 15 (3), 187-203.

Segmentation, targeting, positioning and the marketing mix.

- Hassan, S. S. and S. H. Craft (2005), "Linking global market segmentation decisions with strategic positioning options," *Journal of Consumer Marketing*, 22 (2), 81-89.
- Shukla, Paurav (2004), "An Empirical Study Measuring Prospects of Benefit Segmentation in Cyberspace," *NMIMS Management Review*, XV (11),1-6.
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- Peppers, D., M. Rogers, and B. Dorf (1999), "Is your company ready for one-to-one marketing?," *Harvard Business Review*, 77 (1),151-60.

Strategic market planning

- Jackson, S. (2007), "Market share is not enough: why strategic market positioning works," *Journal of Business Strategy*, 28 (1), 18-25.
- Stone, M., N. Woodcock, and M. Wilson (1996), "Managing the change from marketing planning to customer relationship management," *Long Range Planning*, 29 (5), 675-83.
- Kumar, V., R. Venkatesan, and W. Reinartz (2006), "Knowing what to sell, when, and to whom," *Harvard Business Review*, 84 (3),131-7.

Market dynamics and competitive strategy

- Rhee, M. and S. Mehra (2006), "Aligning operations, marketing, and competitive strategies to enhance performance: An empirical test in the retail banking industry," *Omega*, 34 (5), 505-15.
- Montgomery, D. B., M. C. Moore, and J. E. Urbany (2005), "Reasoning About Competitive Reactions: Evidence from Executives," *Marketing Science*, 24 (1),138-49.
- Ailawadi, K. L., P. K. Kopalle, and S. A Neslin (2005), "Predicting Competitive Response to a Major Policy Change: Combining Game-Theoretic and Empirical Analyses," *Marketing Science*, 24 (1), 12-24.

Consumer behavior

- Gao, T., M. J. Sirgy, and M. M. Bird (2005), "Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?," *Journal of Business Research*, 58 (4),397-405.
- Huh, Y. E. and S. H. Kim (2008), "Do early adopters upgrade early? Role of post-adoption behavior in the purchase of next-generation products," *Journal of Business Research*, 61 (1),40-46.
- Johnston, W. J. and J. E. Lewin (1996), "Organizational buying behavior: Toward an
- Uncles, M., A Ehrenberg, and K. Hammond (1995), "Patterns of Buyer Behavior: Regularities, Models, and Extensions," *Marketing Science*, 14 (3), 71-78.

Product and brand strategy

- Keller, K. L. (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing*, 57 (1), 1-22.
- Dowling, G. R. and M. Uncles (1997), "Do Customer Loyalty Programs Really Work?," *Sloan Management Review*, 38 (4),71-82.
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- Drucker, P. F. (1998), "The Discipline of Innovation," *Harvard Business Review*, 76 (6), 149-57.

Course : BUSINESS COMMUNICATION**Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY****Office tel.: +36 1 210 9591 e-mail: zsuzsa.deli-gray@essca.fr****Course led by: Beáta DEÁK LÁSZLÓNÉ****COURSE LANGUAGE: English****Semester: II.****Code: BLBP13****Total number of hours: 23 / ECTS credits: 3****PREREQUISITES**

Intermediate-level or lower English skills.

Working with others requires some form of communication, while selecting and effectively using the right form of communication and being clear about communication goals are essential to communication success. The aim of this course is to teach students methods for assessing their communication possibilities, their intended audience, and desired communication outcomes. It will also consider cultural issues in communications. This course will focus on oral communication, in person, on the telephone and in meetings.

PRESENTATION

This course will involve important communication foundation skills needed for everyday business. Information will be presented by lecture. Then students will be asked to participate in class discussions of completed homework, in-class handouts and workshop materials. Most of the session will focus on a variety of oral communication skills through lectures and exercises.

LEARNING OBJECTIVES

1. improve business vocabulary in areas such as marketing, finance and economy
2. analyzing graphs
3. develop the language needed for important business communication skills
4. understand how culture affects communication
5. practice how to communicate effectively orally during meetings and negotiations
6. apply the language of business communication over the phone

COURSE SCHEDULE

Lecture 1	Objectives: Understand marketing Contents: <ul style="list-style-type: none"> • Buyers, sellers and the market • Markets and competitors • Marketing and market orientation • Products and brands • Price • Place • Promotion • The Internet and e-commerce
Lecture 2	Objective: Understand finance and economy Contents: <ul style="list-style-type: none"> • Personal finance • Financial centres • Trading • Indicators 1 • Indicators 2 • Wrongdoing and corruption • Ethics
Lecture 3	Objective: Improve personal skills

	Contents: <ul style="list-style-type: none"> • Time and time management • Stress and stress management • Leadership and management styles
Lecture 4	Objective: Understand and learn business across cultures Contents: <ul style="list-style-type: none"> • Cultures • Distance and familiarity • Names, business cards • Dress • Cross cultural communication
Lecture 5	Objective: Learn business skills: telephoning skills, meetings Contents: <ul style="list-style-type: none"> • Phones and numbers • Getting through • Giving and taking messages • Making and changing arrangements • Closing the conversation • Types of meetings • The role of the chairperson • Points of view
Lecture 6	Contents: <ul style="list-style-type: none"> • Agreements and disagreements at meetings • Discussion techniques
Lecture 7	Objective: Learn about negotiations Contents: <ul style="list-style-type: none"> • Situations and negotiators • Preparing to negotiate • Negotiating styles • Further negotiations • Difficulties • Confrontational negotiating tactics • Reaching agreement
	FINAL EXAM

SKILLS TO BE ACQUIRED

- Apply the principles of professional communication in business for more effective interaction and information exchange.
- Communicate orally using standard English.
- Listen to another person and respond appropriately to the situation.
- Work with a group of colleagues to solve problems.
- Developing competence.

TEACHING METHODS AND SELF-STUDY WORK

Applying various teaching methods including pair work, frontal work and group work. Students are expected to study intensively every day, so by the end of the intensive course they will acquire a good command of spoken English and they will be prepared to use the language with self confidence in other professional subjects.

Students will be expected to read material to prepare for class and prepare a variety of business communications.

EVALUATION

During the intensive course students develop the language and skills needed for business communication, which will be evaluated. At the end of the course they take a final exam. Their exam is successful if they reach 60%.

BIBLIOGRAPHY

Bill Mascull: Business Vocabulary in Use - Intermediate (Cambridge University Press, Professional English)

Ruth G. Newman: Communicating in Business Today (1987)

Course : DOING BUSINESS IN CENTRAL EUROPE

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Course led by: Dr. László ÁRVA

COURSE LANGUAGE: English

Semester: II.

Code: BLBP06

Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

Basic knowledge on economics;

COURSE CONTENT

The course gives a general overview the business climate in Hungary and will help the students to understand the legal and economic conditions of the market.

PRESENTATION

After the transition of 1988-90 Central European Countries have completely reorganized their economy from a Soviet Union orientated state organized socialist planned economy to an open and efficient market economy integrated into the European Union. During the last 20 years large number of foreign owned companies has settled down in this region which became new center of car industry, chemical industry, pharmaceutical industry and software development in Europe. But not all countries had similar development during the last years of the region -- Hungarian economy had accumulated some imbalances and only the intervention of the IMF, the IBRD and the ERU made possible to avoid the total collapse of the Hungarian financial system. Other countries were more successful in avoiding the crisis.

LEARNING OBJECTIVES

a) Knowledge and Understanding

On successful completion of the module, you should be able to demonstrate knowledge of the following:

- 1) A broad understanding of Central European countries' macro-economy, the role of foreign investments in the region and their cooperation with smaller local enterprises
- 2) First-hand knowledge of main industries in Central Europe and their historical development
- 3) Essential comprehension of financial markets and taxation system in the region

b) Skills and Attributes

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module. You should be able to:

- 1) Intellectual Skills (application, analysis, synthesis and evaluation)
 - Analyze the economic development path of the region
 - Engage in current academic and policy debates on Central European economy and explain the causes and consequences of financial crisis of the year 2008
 - Collect and interpret statistical data and forecast the future economic prospects of the region in the context of European Union
- 2) Key Practical and Transferable Skills
 - Literature review and data collection
 - Individual time management
 - Self-study planning and implementation

COURSE SCHEDULE

Session 1	Objective: To understand background of present economic situation in Central and Eastern Europe Contents: Economic history of the region before 1990
Session 2	Objective: To understand the transition of the socialist planned economy to market economy Contents: Transition -- privatization process
Session 3	Objective: To understand the most important players of Hungarian economy Contents: Foreign companies in the region, presentation of the most important TNCs – German, French, American and Japanese companies
Session 4	Objective: To understand government measures aimed to attract foreign investments Contents: Government policies to attract foreign companies
Session 5	Objective: To get acquainted with the most important activities in the Hungarian economy Contents: Important development centres: car industry Role of Japanese investments in Hungary: Suzuki, HOYA lens Hungary Tourism, banking, retail, consulting, IT
Session 6	Objective: To understand economic policy, and the role of EU structural funds in the region Contents: Development of taxation policies, the European Union funds
Session 7	Objective: To understand the present problems and future trends of Hungarian economy Contents: Effects of the financial crisis on economic development of the Central European countries, different scenarios of economic development in Hungary

SKILLS TO BE ACQUIRED

Successful students will acquire intellectual and practical / transferable skills upon the completion of the module.

1) Intellectual Skills (application, analysis, synthesis and evaluation)

Students should be able to:

- Analyze the economic development path of the region
- Engage in current academic and policy debates on Central European economy and explain the causes and consequences of financial crisis of the year 2008
- Collect and interpret statistical data and forecast the future economic prospects of the region in the context of European Union
- To analyse activities of TNCs and Hungarian SMEs in the region

2) Key Practical and Transferable Skills

Students should get acquainted with

- Literature review and data collection
- Individual time management
- Self-study planning and implementation

TEACHING METHODS AND SELF-STUDY WORK

Lectures and seminars with active participation of students. Professor provide articles, and other written materials (printed or electronic form) related to the topics

Students are expected to work intensively on their individual seminar projects and present them in the class (Case studies, literature reviewing, analysis of data) Critical comments from peers are expected.

EVALUATION

Final exam 50%

Midterm exam 40%

Classroom activities: 10%

If a student fails the final exam he/she has to take a make-up exam. For a successful end-term grade the students have to participate on the mid-term exam.

BIBLIOGRAPHY

- Websites of ITDH, Czechinvest, SARIO, PAIIZ,
- Statistical publications of the countries in the region
- OECD publications and statistical publications
- UNCTAD statistics
- KPMG publication on taxation

Reading will be specified at the first class of the course.

PREREQUISITES

For a full understanding students should have attended a basic Production and Operations Management Course and a Corporate Finance Course. They should also be aware of basic company policies and strategies.

PRESENTATION

Topics will be taught in interactive lectures and seminars. In the seminars the students will get familiar with real-life challenges and decisions via using case studies and exercises.

EDUCATIONAL GOALS

The goal is to help students understand the principles of procurement, the pros and cons of different concepts and their applicability in different business situations. The course should be useful for those as well who are not planning a career in purchasing.

COURSE AGENDA

Session 1	<p>Corporate strategy and purchasing</p> <ul style="list-style-type: none"> • The significance of purchasing • Roles and tasks of purchasing • Corporate strategy and procurement <p>The make-or-buy decision</p> <ul style="list-style-type: none"> • Financial analysis • Qualitative factors
Session 2	<p>Purchasing organization</p> <ul style="list-style-type: none"> • The number of suppliers • The degree of centralization • Single sourcing, multiple sourcing, dual-sourcing <p>Supplier portfolio management</p> <ul style="list-style-type: none"> • The Kraljic matrix • The Hugh matrix, the Bensaou matrix
Session 3	<p>The procurement process</p> <ul style="list-style-type: none"> • Definition of need • Preparation • Negotiation • Execution • Evaluation
Session 4	<p>Electronic procurement</p> <ul style="list-style-type: none"> • E-catalogues • E-marketplaces • Reverse auctions <p>Indirect purchasing</p> <ul style="list-style-type: none"> • The significance of indirect purchases • Special characteristics of MRO materials and services
Session 5	<p>Outsourcing services: manufacturing</p> <ul style="list-style-type: none"> • Why does it make sense to outsource manufacturing or assembly • Basics of program management
Session 6	<p>Outsourcing services: logistics</p>

	<ul style="list-style-type: none"> • Types of services • Critical success factors
Session 7	Outsourcing services: HR, marketing and sales <ul style="list-style-type: none"> • A holistic view on HR, marketing purchases

SKILLS TO BE ACQUIRED

Negotiation skills

LINKS WITH THE CORPORATE WORLD

A homework assignment will be written by students on a real life business case.

THE INTERNATIONAL DIMENSION

The course aims to make those differences clear that exist among American, Far-Eastern, European and specifically CE European approaches to procurement, with regard to management concepts and their background and negotiation styles.

EDUCATIONAL METHODS

Interactive lectures and seminars using case studies.

PERSONAL TASKS AND INTERNAL RULES FOR THE COURSE

Students have to attend all classes and actively take part in discussions. They should also prepare a home assignment evaluating the procurement function of a given firm.

EVALUATION

Evaluation is made up of three elements:

- Class contribution 30%
- Home Assignment 30%
- Final Exam 40%

BIBLIOGRAPHY

Tba

Course : FINANCIAL ANALYSIS

Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY
Office tel.: +36 1 210 9591 e-mail: zsuzsa.deli-gray@essca.fr
Course led by: Dr. Géza SEBESTYÉN
COURSE LANGUAGE: English

Semester: II.
Code: BLBP09

Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

None

COURSE CONTENT

In this course we will deal with the goals of financial analysis, the main financial reports, the most important financial indicators, the effects of macroeconomic and strategic factors on the indicators, the valuation aspects and forecasting.

PRESENTATION

The course will be in the form of lectures, discussions, exercises and cases and will involve a course project.

LEARNING OBJECTIVES

1. To develop analytical skills relevant to valuation of firms and their components.
2. To develop decision making skills in corporate financial environment.

COURSE SCHEDULE

Lecture 1	Introduction Group formation
Lecture 2	Fundamentals of finance Value concepts
Lecture 3	Goals of financial analysis Financial reports
Lecture 4	Financial indicators
Lecture 5	Finding benchmarks
Lecture 6	Macroeconomy and the indicators Strategy and the indicators
Lecture 7	Valuation, planning and forecasting
Date to be Confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

- Professional (financial ratios and analysis)
- Problem solving (conceptual thinking, data gathering and analysis, quantitative skills)
- Interpersonal (team work)
- Communication (written and oral)
- Computer (spreadsheet calculations, presentations, internet search)

TEACHING METHODS AND SELF-STUDY WORK

Interactive classes
Case studies
Group work

EVALUATION

Project Presentation 20%
Project Report 20%
Final Exam 60%

BIBLIOGRAPHY

Krishna G. Palepu, Paul M. Healy: Business Analysis and Valuation: Using Financial Statements, Text and Cases

Jan B. King: Business Plans to Game Plans: A Practical System for Turning Strategies into Action

Leopold Bernstein, John Wild: Analysis of Financial Statements

Karen Berman, Joe Knight, John Case: Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean

Course : ORGANISATIONAL ANALYSIS

Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY
 Office tel.: +36 1 210 9591 e-mail: zsuzsa.deli-gray@essca.fr
 Course led by: Dóra SZÚCS
 COURSE LANGUAGE: English

Semester: II.
 Code: BLBP08

Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

The course builds upon previously acquired knowledge of management and organizational behaviour.

COURSE CONTENT

- The exploration what OD (Organization Development) and OA (Organizational Analysis) is
- Process of preparing a diagnosis
- Major tools, methods used in the process of analysis (focuses: interview and questionnaire)
- Skill development (communication skills, system thinking, interviewing skills)

PRESENTATION

Powerpoint presentations introducing new topics including interactive parts

LEARNING OBJECTIVES

- To gain an understanding of the inter-relatedness of organisational processes.
- To understand organizational problems in their complexity, and to learn how to approach these problems.
- To learn how to talk and listen effectively in corporate environment.

COURSE SCHEDULE

Lecture 1	Introduction of the Course Organizational Analysis (OA) intro: Contents: How does this course relate to Organization Development and Consulting? Key Questions of OA Process vs. Expert Consultation
Lecture 2	The Process of Making a Diagnosis Contents: Contacting the Client Skill Development: Assertiveness
Lecture 3	Theoretical Framework used for Analysis and Diagnosis Contents: OD Models Presentations on Culture, Structure, and Leadership Minor Case Study
Lecture 4	Methods of the diagnosis Contents: Skill Development: System Thinking
Lecture 5	Conducting Interviews Contents: Skill Development: Active Listening Role Plays
Lecture 6	Compiling a Questionnaire Contents: Questionnaire
Lecture 7	Compilation of the Diagnosis Contents: Reviewing Principles Deriving From the Rules of communication

SKILLS TO BE ACQUIRED

- Assertiveness
- Active Listening
- Conducting effective interviews

TEACHING METHODS AND SELF-STUDY WORK

This course is practice-oriented. Course work will include case studies, role plays and other exercises which require active participation from the students.

EVALUATION

Written Exam + Group Project / Written Report

There will be assigned readings the classes from Harvard Business Journal and other sources.

BIBLIOGRAPHY

French, W.L., Bell, C.H., (2002): Organization Development: Behavioral Science Interventions

Block, P. (2000): Flawless Consulting; Pfeiffer

Handy, C.B, (2005).: Understanding Organizations; Penguin Global; 4th edition

Senge, P..M., (1994): The Fifth Discipline, Currency

Course : INTRODUCTION TO BUSINESS LAW

Semester: II.

Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY

Code: BLBP04

Office tel.: +36 1 210 9591 e-mail: zsuzsa.deli-gray@essca.fr

Course led by: Dr. Petra BÁRD

COURSE LANGUAGE: English

Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

None

COURSE CONTENT

- Introduction to business law
- Law and business in a globalized world: How globalization has affected business and law
- Basic legal principles of the EU Single Market
- Regulation of Business in the EU:
 - competition policy rules
 - consumer protection policy rules
 - labour law rules
 - environmental liability rules
 - product liability rules
- Forms of business organizations in the EU and their governance, including the European Company.
- Intellectual property rights: Copyright, patent, trademark / definition, scope, rights and obligation of right holders.
- Legal aspects of E-commerce
- The Law applicable to contracts in Europe
- Contract law and business transactions / principles, formation, performance, breach, remedies and exculpation.
- Commercial dispute settlement / litigation v. commercial arbitration.

PRESENTATION

This course consists of 21 class hours dedicated to providing a thorough and practical introduction to students with no legal background to legal aspects of business and the trading system. The aim of the course is to give a good, practical-based understanding of how business works in the European Union environment and to present the parallel basic principles on the level of international law. It is not intended to give students a thorough, in-depth analysis of rules and regulations but rather to provide them with an intelligent approach to the many business and commercial areas affected by law in practice.

LEARNING OBJECTIVES

- To understand the connection between law and business
- To use the basic principles of law relating to business, applying them to different areas of law. Students will thus study the regime of trade for goods and services in Europe, both its public and private law aspects. In addition, students will be led through basics of competition law, consumer protection, product liability law, environmental liability law., etc
- To understand the difference between the different business forms, and how they function, in addition to understanding the basics of European corporate law.
- In each case, students will be introduced to actual cases to exemplify how the European Court of Justice, the EU's court, has used their powers to create and interpret the law, and the practical impacts of its decisions.
- Other relevant areas of business law will also be explored, such as the protection of intellectual property rights, legal aspects of e-commerce, principles of European contract law, choice of law, and principles of international commercial arbitration.

- To give business students a basic understanding of how law impinges upon the work of any business organization whether sole trader or multinational, wishing to trade within the European Union.

COURSE SCHEDULE

Lecture 1	Course introduction: Business law in a globalized world How globalization has affected law and business The Regulation of Business in the European Internal Market <ul style="list-style-type: none"> • Free movement of goods, services, capital and labour • Right of primary and secondary establishment
Lecture 2	Regulating Business Behaviour: <ul style="list-style-type: none"> • EU Competition policy/ basic principles • EU consumer protection /basic principles • EU product liability /basic principles • environmental law/ basic principles • labour law /basic principles
Lecture 3	Forms of Business Organizations: <ul style="list-style-type: none"> • Corporations, partnerships (comparative German, French, UK principles on formation, liability, governance, winding up and on moving a company seat in the EU) European company: Formation and governance.
Lecture 4	IP Rights: copyright, patents, trade marks Definition of the terms, scope of IP rights, rights and obligations of right holders
Lecture 5	Legal Aspects of E commerce
Lecture 6	Applicable law to contracts in Europe Contracts: Basic principles, formation, performance
Lecture 7	Contracts: Breach, remedies, exculpation Commercial dispute settlement: litigation in the EU v. alternative dispute settlement (arbitration)
Date to be Confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

Skills to be acquired during the course are legal problem solving and an awareness of the legal principles governing the system in which the students later intend to trade.

TEACHING METHODS AND SELF-STUDY WORK

Lecturer asks pertinent, challenging questions, and generate discussions. The prerequisite of the method used is that students prepare in advance for the coming classes, so that meaningful debates can take place. Aside the black letter law, case studies will be presented and practice-oriented method will be used. Technically, power point presentations will be given. Methodologically, the comparative and interdisciplinary approaches are followed (emphasis on law and economics).

Class attendance is mandatory, in accordance with ESSCA general rules. Active participation in class debates and discussions is required, as well as the thorough exploration of the website of the course and the links provided (i.e., the bibliography). In order to have a fruitful discussion, where lecturer guides students towards the right answers, advance reading is mandatory.

EVALUATION

Class attendance (40 % of the final grade)

Exams (60 %of the final grade)

- 1 take home assignments (case studies)
- 1 final written exam 1 hour open book

BIBLIOGRAPHY

TBA

Course : TOURISM MARKETING RESEARCH METHODS

Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY

Office tel.: +36 1 210 9591 e-mail: zsuzsa.deli-gray@essca.fr

Course led by: Judit GROTTÉ

COURSE LANGUAGE: English

Semester: II.

Code: BLBP12

Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

None

COURSE CONTENT

This module aims to develop students' understanding of tourism marketing as a critical field within the discipline of marketing. It aims to explore and evaluate approaches to marketing in tourism and allow students to apply marketing theories and principles in specific context, developing research and analysis skills.

It will examine the definition of tourism and marketing, as well as analyse tourism and services marketing. The unique characteristics of tourism marketing will be informed by addressing such issues as tourism products and markets; tourism demand and forecasting; tourism marketing planning; and the role of market research in tourism. Consumers and trends and theories in tourist behaviour necessarily inform tourism marketing research and this will provide the backdrop for further examination of such issues as quality management and services quality as marketable activities; tourism destination marketing, managing destination image and managing the total visitor experience; and the marketing mix for tourism services.

With the attraction of Budapest and Hungary as a special tourist destination, the course will also include several practical aspects of tourism marketing in collaboration with the Budapest Tourist Board.

PRESENTATION

Lectures with reliance on student interaction, group presentations and case studies

LEARNING OBJECTIVES

Identify the different fields of Tourism Marketing Research

COURSE SCHEDULE

Session 1	Introduction Objectives: to introduce the differences between marketing products and hospitality/ travel services
Session 2	The special features of the tourism market Objectives: to learn the different marketing approaches needed for the tourism services
Session 3	The hospitality and travel marketing system; customer behaviour in the hospitality and travel industry Objectives: to learn the five-step hospitality and travel system; to learn the influencing factors in the decision making procedure
Session 4	Analyzing market opportunities; Visiting the ZWACK company Objectives: to stress the importance of research and analysis; to see a successful company, that products are defined 'Hungaricum'
Session 5	Marketing Research, research methods Objectives: to learn the importance of using research results to make tourism marketing decisions and learn the different types of research methods
Session 6	The marketing plan and the 8Ps of hospitality and travel marketing Objectives: to learn the 8Ps of hospitality and travel marketing
Session 7	Visiting the Travel Expo 2011 Objectives: to give the possibility for the students to see the most

	important national and international tourism service providers on one spot, and they can also make their own researches for the final project. To summarize the applied market research methods in the tourism industry.
Session 8	Group presentations
Session 9	Group presentations

SKILLS TO BE ACQUIRED

By the end of the semester the students will be able to conduct their own research in the tourism market area

TEACHING METHODS AND SELF-STUDY WORK

Lectures, case studies, group presentations.

EVALUATION

Group presentations in ppt., and paper-based format is also required, about their own 'Tourism Campaign: The Image of Hungary' in 15-20 minutes

It should include:

- All information about the group research
- Causes and reasons they believe this new tourism campaign is better, than the existing ones
- Own suggestions

BIBLIOGRAPHY

1. Alaister M. Morrison: Hospitality and Travel Marketing, Delmar Publishers Inc.1989, USA

Course : INTRODUCTION TO HUNGARIAN LANGUAGE AND CULTURE Semester: II.
Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY Code: BLBP11
Office tel.: +36 1 210 9591 e-mail: zsuzsa.deli-gray@essca.fr
Course led by: Judit TAKÁCS and Anna SZÉCHY
COURSE LANGUAGE: English Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

None

COURSE CONTENT

The basics of Hungarian language for use in simple everyday situations, as well as country profile of Hungary, including practical information, elements of history, economic and social issues, international relations and culture.

PRESENTATION

The course aims to provide students with two types of knowledge: first to initiate them into the elements of the Hungarian language. This will allow students to acquire sufficient competence to be able to understand simple written and oral information, to read and write in Hungarian and to enter into conversations about simple everyday topics.

Secondly, the course will furnish an in-depth view of Hungary by discussing all main aspects that affect Hungarian identity and Hungary’s role in the world today. This includes a look at history, economic and social issues and also the information necessary for enjoying a positive experience in Hungary. The course should be useful in understanding the background of the phenomena students encounter during their stay here and possibly later in business relations with the country and the region. Many of the issues to be discussed during the course (situation of the economy, European integration, cultural aspects, etc.) have a direct effect on the business environment in Hungary and the region.

LEARNING OBJECTIVES

To broaden students’ perspective on the World and enable them to make most of their time in Hungary by gaining a deeper understanding of the country and its people.

COURSE SCHEDULE

Lecture 1	Practical information Contents: Getting around, places to visit & spend free time, upcoming events, eating & drinking, etc.
Lecture 2	History and international relations Contents: The History of Hungary from the founding of the state to the collapse of communism, international relations including regional ties, EU and NATO membership
Lecture 3	Economic and social issues Contents: Economic transition, main indicators, assets & challenges, income situation, health & health care, demographic trends, roma minority Culture Contents: Values and attitudes in Hungarian society, famous Hungarian artists, folk culture
Lecture 4	The Hungarian alphabet; greetings, courtesies, introducing Contents: The verb “to be”, personal pronouns; structures with nominal phrases Demonstrative pronoun; adjectives; “how old are you?”
Lecture 5	Expressing location and direction (country names) Contents: Suffixes and postpositions of the adverb of place Everyday activities; expressing time (days of the week)

	Conjugation of basic verbs in present tense; plural of nouns and adjectives
Lecture 6	Making requests, expressing wants and needs; shopping Contents: The object; adjective numbers; "with whom", "with what" Travelling, telephoning, filling out addresses The verbs "to go", "to come"; the summary of interrogative sentences
Lecture 7	"Free time", hobbies Contents: The infinitive
Date to be Confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

Students should acquire an elementary competence in Hungarian language, a general understanding of the main issues shaping the country, along with the knowledge of certain basic facts.

TEACHING METHODS AND SELF-STUDY WORK

Lectures & discussions

EVALUATION

Written examination

Course : PRESENTATION AND ESSAY WRITING SKILLS

Manager of the specialized semester: Dr. Zsuzsa DELI-GRAY

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Course led by: Beáta Deak Laszloné

COURSE LANGUAGE: English

Semester: II.

Code: BLBP10

Total number of hours: 23 / ECTS credits: 3

PREREQUISITES

Students should be able to use both written and spoken English at Intermediate level.

COURSE CONTENT

Teaching students essay writing techniques, applying them in different kinds of essays, including writing an essay in their own field of profession and specialization.

Teaching students oral presentation techniques, as well as how to prepare an oral presentation in their own field of profession.

PRESENTATION

Besides theoretical contents, case study and classroom discussion is also involved. Both oral and written presentation.

LEARNING OBJECTIVES

By the end of the course students should be able to express their thoughts in a logical order, use linking words, compound sentences, correct grammar and spelling when writing professional essays or when preparing professional oral presentations in given topics.

COURSE SCHEDULE

Lecture 1	How to write an essay? Teaching the process of writing essays : making a draft, collecting useful vocabulary, form, style, using suitable linking words. Various techniques for making a draft.
Lecture 2	Different types of essays Contents: describing a place, an event, a discursive essay
Lecture 3	Writing a discursive essay in a general topic Contents: making a draft, collecting vocabulary, writing the first paragraph
Lecture 4	Writing a discursive essay in a general topic Contents: Writing the other paragraphs, correcting mistakes, check grammar and spelling
Lecture 5	How to make an oral presentation? Contents: Technique and steps. Preparing an oral presentation in a general topic
Lecture 6	Common mistakes Contents: How to improve the oral presentations? Preparing an oral presentation in a topic related to students' specialization
Lecture 7	Classroom discussion on the students' oral presentations.
Date to be Confirmed	FINAL EXAM

SKILLS TO BE ACQUIRED

Developing students' writing and speaking skills. Exposing them to English. By the end of the intensive course students will be able to use the language with self confidence. Developing competence.

TEACHING METHODS AND SELF-STUDY WORK

Applying various teaching methods including pair work, frontal work and group work. Students are expected to study intensively every day, so by the end of the intensive course they will acquire a

good command of spoken and written English and they will be prepared to use the language with self confidence in other professional subjects.

EVALUATION

During the intensive course students prepare essays and oral presentations to be evaluated. At the end of the course they take a final exam in essay writing and oral presentation. Their exam is successful if they reach 60% in both parts.

BIBLIOGRAPHY

Kathleen McMillan, Jonathan Weyers: How to write Essays and Assignments (Pearson, 2008)
Dexam írásbeli vizsgára felkészítő anyag (Debreceni Egyetem Idegennyelvi Központ, 2008)
New Opportunities Upper Intermediate p. 3,12, 60-61,118,137,139
Oxford Exam Excellence p.134