BUDAPEST SUMMER PROGRAMME
From the 22nd June, 2015 to the 17th July, 2015

An intensive 4 week programme designed for graduate students. Students have to choose one of two options:

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Students can earn in total 12 ECTS credits, (45 hours/6 ECTS for each course). Company visits are associated with the specific courses.

**OPTION 1**

**Humanistic Management and Leadership**

**Contact hours: 45**

**ECTS: 6**

**Overall description:**

Managing organizations effectively and leading people successfully on the long run, thus keeping members of organizations committed and contributing on a high level, is among the most complex challenges of business ventures. It requires the consideration of a multitude of influences and stakeholders and must be built on a solid ethical basis and a deep understanding of management opportunities and responsibilities. Humanistic management and leadership may not be satisfied with the often vague and empty slogan of „people being the most important assets”. People are much more than merely assets of a company and as managers and leaders we need to constantly ask ourselves the questions of how working and contributing to the goals of our company will help developing characters of organizational members and contribute to their personal well-being. This course builds on the ethical position that work organizations can greatly contribute but also greatly constrain character development and well-being of their members and business leaders need to learn to take this opportunity and responsibility.

**Evaluation:**

Midterm Exam (written): 20% (1.5 hours)
Final Exam (written): 50% (1.5 hours)
Continuous assessment (Group project assignment) 30%
Economic and Business Opportunities between Europe and Asia

Contact hours: 45

ECTS: 6

Overall description:

The course provides an introduction to Asia’s people, history, cultures, economic and political developments in forming the current business environment. In order to expand students’ knowledge on Asia, lectures concentrate on the current economic and political status of Japan, South Korea, Taiwan, the ASEAN region and China as well. The course attempts to examine the economic opportunities between the EU and Asian countries in the global economic system. The course covers contemporary affairs and provides a basis for thinking about the future of the two regions. The empirical aspect of the semester is bolstered by lectures held by invited business professionals. Their personal experience in management and business in Europe and Asia provides substantial in-depth information. Company visits are also integral part of the course in order to enhance the empirical side of the lectures. The course hopes to inspire an interest in students about the region of Asia.

Evaluation:

Student presentation: 30%
Final exam: 70%
**International Marketing and Logistics**

**Contact Hours:** 45

**ECTS:** 6

**Overall Description:**

An ever growing number of profit and non-profit orientated organizations see the need to re-evaluate, modify or change their domestic marketing activity and there is only a few organizations (if any) that can disregard the influence of foreign markets, foreign organizations and foreign partners today. It is of the utmost importance therefore for most of the organizations with any contact to foreign markets or partners to prepare an international marketing plan, to implement the international marketing activities designed in the plan and to control how efficiently the activities were performed.

During the course the most important concepts, approaches and strategies of international marketing will be demonstrated and the international marketing activities will be explained in details. The students of the course will learn how to prepare and present an international marketing plan.

The course consists of theoretical classes, seminars, in-class discussions and company visits.

**Evaluation:**

International Marketing Plan (plan and presentation): 50%
Final Exam: 50%
Continuous active participation during the lectures and company visits is a must.

**Postmodern Marketing**

**Contact Hours:** 45

**ECTS:** 6

**Overall Description:**

During the last decades of 20th century new tendencies of marketing have emerged all over the World. As social structures have changed and as new life styles have started to appear, traditional marketing approaches became more and more ineffective. Among the new tendencies we should mention the so called “Mediterranean School of marketing”, which tries to find a useful compromise between the radical approaches of postmodern marketing and the traditional marketing approaches. Besides of the different schools of post-modern marketing, there are other new approaches, as “Brand hijacking”, there are numerous new tendencies of marketing which all try to find answers for the new challenges of our life. One of the new trends of the postmodern marketing is “alter-modernity”, a tendency to stress ecological aspects of consumption. The course will give ample examples of these new marketing trends, illustrated with lots of examples.

**Evaluation:**

Home assignment 30%
Final exam 70%