

Óbudai Egyetem Bánki Donát Gépész- és Biztonságtechnikai Mérnöki Kar		Természettudományi és Alapozó Tantárgyi Intézet	
Tantárgy címe és kódja: BTXUGE4MNF Business Economics			Credit: 3
Nappali tagozat II. tanév II. félév			
Szakok, melyeken a tantárgyat oktatják: gépészmérnöki MSc			
Tantárgyfelelős oktató	Dr. Beke Éva	Oktató:	Dr. Beke Éva
Előtanulmányi feltételek (kóddal)	none		
Heti óraszámok:	Lectures: 2	Practice: 1	Laborgyakorlat: Konzultáció:
Félévzárás módja: (követelmény)	mid-term grading		
Material			
The course aims to provide basic knowledge for students basic knowledge in economics and entrepreneurship. During the course, the students will learn the basics of the economy and how businesses work, as well as the decision-making and management process. In addition, how businesses can protect their environment and they also review issues of social responsibility. In the practical part of the course, students work in small groups with a fictitious technology company where related complex task is being developed. Its aim of learning, planning, and analyzing the operating processes and economic relationships of business organizations and institutions based primarily on the aspects of economic functions.			
Plan			
Weeks	Themes		
1.	Introduction to economics and basic knowledge of entrepreneurship: basic concepts and principles of economics, the role of enterprises in the economy, types and legal forms of enterprises		
2.	Market economy and competition: principles of market economy, law of supply and demand, competition and market structures		
3.	Fundamentals of enterprise economics: corporate resources and costs, production and cost functions, efficiency and profit maximization		
4.	Money and financial markets: the concept and functions of money, interest rates and inflation, financial markets and institutions.		
5.	Business financing: sources of funding of enterprises, capital structure and creditworthiness, investment decisions, and project valuation.		
6.	Written test. Discussion of test questions. Evaluation		
7.	Corporate decision-making: decision-making process and methods, risk management and corporate strategy, ethical and legal decision-making issues.		
8.	Basics of marketing: the concept and goals of marketing, marketing mix and target markets, marketing plan and marketing strategy		
9.	Organization and management of enterprises: corporate organization and structure, leadership styles and motivation, group work, and conflict management system.		
10.	Progress report of students’ research and presentation project Student presentations		
11.	International activities of enterprises: globalization and international markets,		
12.	International trade and investment, international corporate governance and risks		
13.	Business and environmental sustainability: concept and importance of environmental sustainability, environmental impact and responsibility of enterprises, sustainable business models and green technologies		
14.	Evaluation and summary		
Mid-term requirements			
Oktatási hét (konzultáció)	Active participation in lectures and practical sessions.		
Az értékelés, a lebonyolítás, a pótlás módja, a jegy kialakításának szempontjai			

Participation in the sessions is regulated by Section III.23.§ (1)-(4) of the TVSZ. The condition for obtaining the signature and the mid-year grade is the completion of the mid-year assignments at least at a satisfactory level. The method of replacing the signature beyond the academic period is regulated by Section III.6.1.(3)/III.6.2.(3) of the Academic Regulations. In all matters not regulated in this document, the provisions of the Academic and Examination Regulations and the Academic Regulations of Óbuda University shall prevail.
Method of semester end (examination method written, oral, test, etc.)
There are 2 midterm assessments during the semester. The closed-room theses must be completed separately at 50-50%. The first one is a written test of five short questions on while the second the presentation of teamwork. This is an oral presentation
Obligatory literature: 1. A. G. Cole: Management theory and practise (2020) 2. Mankiw N. Business Economics (Harvard University 2019)
Recommended literature: 1. Suresh Waghmare Business Economics Diamond Books, január 2014

Dr. Beke Éva
egyetemi adjunktus
tantárgyfelelős