



ACADEMIC PROGRAMMES IN FOREIGN LANGUAGES

FACULTY OF ECONOMICS
UNIVERSITY OF PANNONIA

CATALOGUE 2010–2011

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Welcome

Dear Students/ Partners,



The Faculty of Economics, University of Pannonia is happy to welcome you to all its programmes and courses.

International relations have always played a very important role in the scientific, educational and cultural life of the Faculty of Economics. The Faculty's primary aim is to strengthen the international endeavours of the University and is firmly committed to taking the steps required to enhance the competitiveness of the degrees gained at the University of Pannonia.

One of our most important aims is to increase the number of international students at the University. We are strongly determined to get both individual and exchange students involved in our degree programmes.

Having recognised the importance of attracting more and more well-known, respected lecturers to the University of Pannonia we are aiming to build strong and long-lasting relationships between tutors by involving them in diverse research cooperation projects as well as inviting them to teach in our programmes.

In the interest of Hungarian national students great emphasis is put on the development of foreign language skills, besides the effort of using the most up-to-date, versatile syllabuses in our programmes. The Faculty of Economics stresses the importance of gaining modern business communication skills in an international environment and therefore provides students with the opportunity of acquiring this knowledge within the offered programmes.

We are publishing the second issue of this catalogue as another step towards achieving our goals and at the same time take pride in the high number of the courses, which reflects the enthusiasm and determination of the entire faculty. Since the first issue of our Catalogue was published, the Faculty has launched a Bachelor in Tourism Management programme and continues to run the Master in Economics programme.

The faculty is truly proud of the lecturers who made the best of the opportunity and take a role in the realisation of our mission.

The Faculty of Economics is very glad that you are considering the University of Pannonia for your studies and we will do our utmost to make your studies rewarding and enjoyable. We hope you will enjoy every minute of your studies and stay in the Town of Queens, the picturesque Veszprém.

ANDRÁS JANCSEK
DEAN OF FACULTY OF ECONOMICS

1. GENERAL INFORMATION

Under the following title students find some short introductory information about the city of Veszprém, the University of Pannonia, the Faculty of Economics as part of the University, and also about Student services. For more information international students will be provided with the University's Erasmus Guide, which contains all the necessary information for the students' stay in Veszprém, Hungary.

More detailed information about the following topics can be found on our website too, please look for www.en.gtk.uni-pannon.hu

1.1 The City of Veszprém

Veszprém is an old historical town, located about 110 km south-west of the capital of Hungary, Budapest. The town is surrounded by the Bakony Hills to the north and Lake Balaton to the south. This picturesque town is rich in historical buildings and monuments, and has served as a religious, political and cultural centre of the region since the middle ages.

Veszprém is called the Town of Queens, as it was adored by medieval Hungarian queens. Several legends involve Veszprém as it is believed to have been the favourite residence of our Ruler Géza and later his son István I, Hungary's first king, and his wife Gizella.

Veszprém has been a religious centre since the early middle ages. As a result, the Castle area in Veszprém houses religious treasures in the buildings and museums.

Today, Veszprém, with its 60,000 inhabitants is an important administrative, scientific commercial and educational centre of the country. The town's cultural and artistic life is rooted in rich traditions. Veszprém has its own Theatre Company, symphonic orchestra, choirs, and museums; it also hosts numerous artistic, cultural and scientific festivals.

The University of Pannonia also plays an active role in the cultural and intellectual life of the city.

1.2 The University of Pannonia

1.2.1 Mission & Strategy

The University of Pannonia's mission is to develop its scientific expertise and networks in such a way as to contribute to intellectual development, the quality of life and social well-being of the region. This will be achieved through the excellence of our Faculties which are ethically grounded, committed to continuous improvement and strive to advance creatively. The successes of the University of Pannonia will be seen in the highest quality of education and the constant endeavour to realise the University's full potential. The degrees obtained here are internationally recognised. These high level skills and the knowledge of the students give them an advantage despite the ever fiercer competition within the

labour markets. The desire to allow everyone to maximise their potential also underpins the University's commitment to lifelong learning and professional training. The University's primary focus is on developing the talents and realising the full potential of all the students by offering appropriate support and setting demanding standards. The University intends to rise to the international challenges in several professional fields by starting programmes in foreign languages.

The University is committed to building up relationships with international partners, including Hungarian institutions beyond the borders. Joint master's programmes which encourage mobility in the European Union also have a high priority.

The University of Pannonia makes its mark through recognising and adding value to knowledge. The University creates and nurses science, guards and mediates culture, establishes quality and furthers the University by offering new perspectives for its students, tutors, researchers and for the professional societies throughout the Region, in Hungary and in Europe. The University of Pannonia is composed of five faculties:

- The Faculty of Economics
- The Faculty of Engineering
- The Faculty of Information Technology
- The Faculty of Modern Philology and Social Science
- The Georgikon Faculty of Agricultural Sciences

1.2.2 The Faculty of Economics at the University of Pannonia

The University of Pannonia founded the Institute of Economics in 2000, which became the Independent Institute of Economics in 2001. The Institute was responsible for the economic Programmes within the Faculty of Engineering until September 2003, when the Faculty of Economics was established.

The primary objective of the Faculty of Economics is the education of economists, engineering managers the further education and retraining of executives. The aim is to produce professionals who are capable of creating, managing and leading systems of enterprise of national importance.

The Faculty of Economics of the University of Pannonia is recognised as a constantly growing and important intellectual centre in the Transdanubia region and contributes to the functioning and improvement of the public and civil society with its high quality education, research and development.

The Faculty of Economics is composed of several departments:

- The Department of Accountancy and Controlling
- The Department of Applied Economics
- The Department of Economics
- The Department of Finance
- The Department of International Economics
- The Department of Management
- The Department of Tourism.

1.2.3 Erasmus scholarship

The Faculty of Economics is proud of its Erasmus mobility programme and they have well working bilateral agreements with numerous institutions. A growing number of students study abroad as part of their education and they can also spend work placements with foreign companies.

The Faculty also welcomes more and more international Erasmus students. They have altogether 27 Erasmus Partner Institutions in Austria, Finland, France, Germany, Italy, Lithuania, Poland, Rumania, Slovenia, Spain, Sweden, Turkey and in the United Kingdom.

1.3 Georgikon Faculty

The Georgikon Faculty in Keszthely, the oldest agricultural higher educational institution of Europe, started to operate from 1 July, 1797. During the past two centuries the name of the institution was changed many times, while numerous nationally famous research institutes were formed within the confines of the institution. In response to the reforms of higher education in 2000 the ancient Georgikon was integrated into the University of Pannonia.

The diverse degree Programmes offered by the Faculty are indicative of having a high level education in not only the traditional agricultural sciences but also in the special areas corresponding to modern ecological approaches.

In addition to the traditional educational system the Faculty strongly emphasizes the creation and development of a two – cycle education system. The educational activity is completed by the PhD schools.

The Faculty has research activities in all fields of agriculture, rural development and in tourism and hospitality also. They are especially proud of the Regional Potato Research Centre which became the leading research institution of the sector in the past two decades.

They are also proud of their wine-growing viniculture and wine cellars in Cserszegtomaj. One of the most outstanding results of the research work of this place is the „cserszegi fűszeres” grape as well as the world famous, prime quality white wine made from it.

1.4 Student Services

1.4.1 Student Identity Card

Officially registered Faculty students are entitled to hold student ID cards. Information as to where and how students should apply for their ID cards can be found in the Welcoming Letters and other Faculty information material at the Faculty office.

1.4.2 Health Care and Social Security

Students studying at the Faculty of Economics must have medical and health insurance for the duration of their stay in Hungary. EU nationals can prove health insurance with a valid E-111 form with which they are entitled to the same health care services as Hungarian nationals.

1.4.3 Accommodation, Cost of Living

The Faculty gives assistance to its students to find accommodation in the city. Students are provided with more information on renting a flat, or university dormitory possibilities on the Faculty's website.

Living conditions in Hungary are close to Western standards. The variety and quality of goods and services come up to the European expectations.

Living expenses vary between 60.000–80.000 HUF/month (excluding accommodation), depending on your needs and level of comfort.

1.4.4 Library, Computer Facilities

The University Central Library provides a high level of service to the lecturers, researchers and students of the university, helping them to use the modern sources of information and specialized literature.

At the Central Library students can apply for their own library card and borrow books free of charge. In the library students also find course literature and some international periodicals but sometimes only as reference literature can be read in the library.

Computer facilities at the Department of Economics can be used by students.

Students also have free and unlimited access to IT facilities in the university's main computer lab.

1.4.5 Sports Facilities

The University owns several sports establishments, most of which are suitable for international competitions.

The modern Sports Hall situated in the vicinity of the University contains a training room, fitness hall, six tennis courts and a bowling alley.

There is also a Stadium in Veszprém not far from the University, where athletic fields, football grounds, handball courts, running tracks and sauna are available.

The University provides students with a wide range of sporting facilities, most of them free or moderately priced.

2. ACADEMIC PROGRAMMES

2.1 Undergraduate Programmes

2.1.1 Tourism and Hospitality Management

The Programme gives the students opportunities for in-depth analysis of tourism in a number of different contexts, including economic, social, technological and environmental, set within a broad structure of management and business techniques and principles. The courses of the Programme provide students with a high level of intellectual challenge as well as opportunities for gaining practical, industry related experience.

2.1.1.1 Academic Objectives

The aim of the Programme is to provide students with knowledge in tourism as a specific socio-economic phenomenon and discipline. It aims to develop technically competent, broad based individuals who think and communicate effectively and who have the skills required to conduct research, carry out problem-solving and undertake critical analysis. Tourism is the focus and the Programme draws on the results and methods of many disciplines to inform the study.

The essential characteristics of the Programme are:

Systematic approach – tourism is discussed within the system of its internal and external connections and not as a collection of isolated phenomena.

Flexibility – our educational Programme is designed to allow for the acquisition of transferable skills to better enable response to changing situations, whether arising from personal circumstances or from the tourism environment. The Programme offers specialization based on a range of optional subjects, research projects and professional contacts.

Practice-orientation – the Programme puts great importance on practical applicability of the theoretical knowledge gained during the course of studies. The great number of seminars and the extensive participation of tourism professionals in internship education serve this purpose.

Forward looking – the discussions of contemporary issues focus the Programme on the latest world trends in the related fields and prepare students for the future challenges in the field of tourism and hospitality management.

The main topics of the Programme are:

trends in the supply and demand of international tourism;
economic, social and environmental impacts of international tourism development;
tourism and sustainable development;
integrated tourism planning.

2.1.1.2 Career Opportunities

Internationally, the tourism industry is expanding, with the increased availability of cheap travel and more leisure time, and therefore the opportunities for people trained in the skills of tourism management are fast growing.

Specifically, students leaving our Programme with B.Sc. degree in Tourism and Hospitality Management will be equipped with the knowledge, understanding and skills required for success in employment at supervisory or junior management level with tour companies, resort centres or retail companies and in tourism marketing or development within both the public and private sectors. There will be overseas opportunities for those with good language skills.

2.1.1.3 Length of Course

7-semester, full-time course. The first three years are dedicated to the core and optional courses, the last semester to the practical training (work placement). It is possible to split practical training and thus complete it during the summers after 2nd and 4th semesters.

2.1.1.4 Structure of the Programme**Core Programme's courses***Introduction to Social Sciences*

In the first three semesters students will acquire the basics of various social science disciplines: Psychology, Economic Sociology, History of Arts, Mathematics, Informatics, Micro- and Macroeconomics and many multidisciplinary examples. The exploration of a wide range of different subjects enables students to develop a solid background in the social sciences and multidisciplinary approach to the tourism phenomena.

Introduction to Tourism

The theoretical introduction to tourism takes place in the first three semesters of study. The following subjects are included in the course: Introduction to Tourism: Concepts and Definitions; Introduction to Hospitality; and Geography of Tourism. The primary aim is to develop a broad understanding of the tourism system. A special emphasize is laid on the

relationship between tourism and its natural, social and economic environment. Studying the subjects of this course facilitate and enhance students' understanding of the link between tourism theory and practice.

The Business Environment

The business subjects are taught from the 3rd to 6th semesters. The subjects within the Tourism Business Environment introduce students to the fundamentals of managing a business organisation and to its financial aspects and concepts. The course includes the following subjects: Accounting, Financial Management, Introduction to Law, Theory of Management, Human Resource Management and Project Management.

Tourism Management and Marketing

The objective of this course is to study consumer behaviour and the process of decision-making in tourism. The subjects of the course introduce students to the theories and practices involved in managing and marketing tourism products, destinations and services. There are in depth discussions of the principles and processes of management strategies, structures and practices. Subjects offered cover Tourism Marketing, Event Management, Tour Operation Management, Hospitality and Catering Management, Tourism Law, Tourism Planning, etc.

Optional Tourism Courses

In the 3rd–6th semesters a variety of alternative courses are offered depending on the area of specialization chosen. Courses available are offered by the academic staff of the Department of Tourism and also by the industry professionals and guest lecturers from other European institutions.

Language training

Language training covers the general oral and written skills: general language usage, special language usage in tourism, and Business Language. Languages offered include German, French, Spanish, Italian, Russian and Hungarian.

Practical training

Intense practical training is part of the educational Programme. Students can spend the two-semester practice at the following places:

- hotels, centres of catering companies and hostels,
- catering establishments,
- travel companies and tourist offices,
- the related Ministry and its organizations, or other national tourist organizations,
- local authorities and other regional or local organizations dealing with tourism,
- National Park Directorates, National Parks,
- congress- and programme organising ventures and/or institutes,
- research institutes, advisory companies,
- transport companies.

2.2 Graduate Programmes

2.2.1 Master's Programme in Economics

The Master's Programme in Economics is recommended to those who would like to:

acquire high quality, widely applicable economic knowledge;

gain confidence in evaluating even the most complex economic problems;

understand more about competitiveness and development and put these theories into practice in their everyday work;

get acquainted with the rules and forces behind EU and other levels of international cooperation;

become an expert in applying the appropriate problem-solving techniques required by scientific work and analysis.

Both fresh and former graduates are welcome in this Master's Programme.

The curriculum and educational methods have been organized in a way that meets the needs of both circles of students.

2.2.1.1 Application

Requirements for Hungarian National Applicants

Without precondition

Those having graduated one of the BA Programmes listed below may apply without credit inspection, that is, without any precondition:

Applied Economics

Economics

Public Governance

With precondition

Those holding a degree of any level of higher education (BA/BSc, MA/MSc or former college or university Programme) and 80 (acceptable) credit points in their earlier studies may be enrolled with precondition. The structure of acceptable credit points is as follows:

As a *precondition* for applying to our Master's Programme, the applicant should possess at least 50 credits from the above listed fields of study. All missing credits above the accepted number of credits should be acquired within two semesters following enrolment, in parallel with the process of collecting the credits necessary for the master degree.

Prescribed fields of science	Credits
Methodology and Economics	60
Mathematics: Calculus and Probability Theory, Statistics, Econometrics	
Microeconomics (I. and II.), Macroeconomics	
Economic studies necessary for the Programme's core courses: Labour Economics, Industrial Organization, History of Economic Theory, Game Theory	
Other fields of economics (e.g. International Economics, Public Economics, Economic Policy...)	
Other fields	20
Business studies (e.g. courses in Management, Marketing or Accounting)	
Social studies (e.g. courses in Sociology, Psychology, Philosophy, Political Science)	
Studies in Information Technology	

Requirements for International Applicants

A special admissions board called by the Department of Economics will assess each international applicant, individually, based on their previous studies or employment and their potential for a career in economics.

Linguistic Requirements for All Applicants

As a condition for obtaining the master degree, students should hold two language exam certificates of type 'C' or, equivalent to this, a bilingual leaving certificate. One of the two languages should be English.

2.2.1.2 Main Features of the Programme

According to the curriculum, this master degree is built up of 4 semesters, or 120 credits. The professional qualification obtained with the diploma is Master in Economics.

The Programme boasts one of Hungary's most experienced and skilled staff of professors in the realm of economic analysis, some of them affiliated with the Hungarian Academy of Sciences. The professors have all gained some research or teaching experience abroad and/or some work experience in a competitive environment (see the professors' CVs for details). Their knowledge of models, therefore, combines with a healthy degree of business acumen. This is reflected in their teaching methods, building on a balanced combination of economic theory and its application to practice. In our courses, a

thorough discussion of the most important models to be used introduce before case studies are presented, which is probably the best way of gaining practical knowledge. This is reinforced by a highly student-oriented study ambience, as classes are held in the form of seminars between 10–20 students.

2.2.1.3 Content of the Programme

The contents listed below are for informative purposes; please find the precise description of the Programme in the curriculum. (The ratios in brackets refer to the division of credit points.)

Basic main courses (27%)

- Dynamic Systems
- Probability Theory
- Advanced Statistics
- Advanced and Applied Econometrics
- Microeconomics III. (Advanced)
- Macroeconomics II. (Advanced)

Main courses of specialization (18%)

- Industrial Organization II.
- Financial Economics II. (Advanced)
- Comparative Economic Systems
- Labour Economics II. (Advanced)
- Economics of Information

Differentiated courses of specialization (35%)

- Public Economics and Finance
- Economics of Education
- Economics of Healthcare and Social Services
- Economics of Regulation
- Advanced Game Theory and Applications
- Competition Policy
- Economics of the ICT Sector
- Regional Economics
- Development Economics
- Environmental Economics
- Economics of R&D and Innovation
- Analysis of Competitiveness
- Political Economy
- Economics of Information II.
- Applied Microeconomics
- Production and Service Management
- Business Simulation

- Monetary Macroeconomics
- Investment Analysis
- Monetary Theory
- Mathematics of Finance
- International Macroeconomics

Other elective courses (10%)

Work on thesis (10%)

2.3 Post Graduate Programmes

2.3.1 Doctoral School in Management Sciences & Business Administration

The objectives of this Programme are to transfer to the PhD students of world-class cutting-edge research and scientific knowledge in the areas of economics and applied economics.

To involve the doctoral students in the research work of leading academics and to achieve results that are internationally recognized; mentor-student relationship building.

To involve the doctoral students in assignments that provides training in the fundamentals, in order to encourage PhD students to continue their work as university teachers. To build a wide range of international scientific-research contacts with institutions that is recognized in the disciplines both internationally and domestically.

2.3.1.1 Fields of Research and Study

Fields of Research:

Agricultural economics
Economics
Management science

Fields of Study:

Microeconomics
Macroeconomics
Econometrics
Strategic Management
International Management

2.3.1.2 The Prerequisites for Obtaining a Doctoral Degree

The successful completion of a combined final exam.

At least two or three publication of academic work (at least one in a refereed domestic

journal, or equivalent book, except or chapter of a book, and at least one in a refereed international journal, book, or equivalent, excerpt or chapter of a book, or at least two non-refereed foreign journals, or equivalent, book, excerpt or chapter of a book. The defending of a doctoral dissertation at the workplace, and in a public debate.

2.3.1.3 Forms of Training

Full-time

Correspondence

Personal training

2.3.1.4 The Doctoral Degree as a Prerequisite for the Acquisition of Foreign Students:

Foreign students can receive individual training. The training cannot be administered for less than ten students. For the foreign students participating in the individual training, we will have consultations available in English in the Fall and Spring semesters.

2.3.1.5 Requirements for Students Participating in the Individual Training

The PhD students shall have at least one publication in a foreign refereed journal, book, or equivalent excerpt or chapter of a book, or at least two publications in a foreign non-refereed journal, or equivalent book and book chapters published or accepted publications and at least one national refereed journal article, or book published or accepted for publication.

The doctoral final exams may be submitted after successful completion, and the students shall then defend their Doctoral Thesis.

The students participating in the individual training have two years to complete their studies.

2.4 Undergraduate and Graduate Courses

2.4.1 Application / Requirements for Applicants

All the courses listed under Course Description in the catalogue are available for Erasmus and international students, and also for Hungarian nationals.

Prerequisites may apply for taking the subjects. Please see Course Description for more details and information.

As a condition for participating in any of the courses applicants should hold English (and

courses taught in German a German) language certificate at Intermediate level, or are required to have an equivalent command of knowledge of the language.

Hungarian nationals are provided with the opportunity to apply for courses worth up to 9 credit points which are state-sponsored. For additional courses tuition fees are charged.

(See under Tuition Fee)

The launch of the courses depends on a minimum number of required participants.

3. ACADEMIC REGULATIONS

3.1 Student's Legal Status

3.1.1 Regular (Degree) Students

The Faculty of Economics consider anyone who, having gained admission and enrolled in any of the Programmes launched by the Faculty of Economics, University of Pannonia follows a course of study in order to obtain a degree as one of its regular students.

3.1.2 Non-Degree Students

Non-degree students may be regular students at another higher education institution who, for a certain period of time come to the Faculty to study for credits. They do not obtain a degree from the University of Pannonia, but the credits gained here are recognised by their home institution.

Typical non-degree students are students visiting us within the framework of some inter-university exchange agreement, students on ERASMUS mobility grants, and also who take part in the summer term courses, who do not spend a whole term at the university but study in credit Programmes.

Exchange students must have the same level of English-language knowledge as all other students of the Faculty.

Non-degree students receive approximately the same services from the Faculty as regular students do, but the study requirements in their case apply to the Programme within which they are attending the university.

3.2 Admission

3.2.1 Application Deadlines

Application deadline for the Master's Programme for International Applicants is 30th of April, 2010.

Application deadline for the Master's Programme for Hungarian national Applicants is 15th of February, 2010.

Application deadline for the Tourism Hospitality and Management BA Programme for International Applicants is 30th of April, 2010.

Application deadline for the Tourism Hospitality and Management BA Programme for Hungarian national Applicants is 15th of February, 2010.

Application deadline for the Undergraduate and Graduate courses starting in February 2010 is 31st of January, 2010 and for September 2010 is 31st of August, 2010.

Application deadline for the Doctorate courses is continuous, according to individual determination.

3.2.2 Application Materials to Submit

Undergraduate Admission

The following documents have to be submitted when applying:

- (a) completed and signed application form
- (b) certificate of English/ German language exam
- (c) copy of receipt proving payment of application fee
- (d) copy of photo side of the applicant's passport and (if available) the visa or residence permit (copy of ID applied to Hungarian nationals)

Graduate Admission

Interested students can apply by submitting the following documents:

- (a) completed and signed application form
- (b) copy of applicant's Bachelor's degree according to the requirement of the Programme to be taken (or documentation proving possession of a higher degree than this)
- (c) the applicant's detailed transcript of academic record and, if he or she has been in employment, list of positions held so far
- (d) copy of receipt proving payment of application fee
- (e) certificate of English language exam
- (f) copy of the photo page of the applicant's passport (Hungarian nationals' ID copy)
- (g) brief CV in English

3.2.3 Admission for the Tourism and Hospitality Management Programme

3.2.3.1 Admission for Hungarian National Applicants

The detailed requirements for Hungarian applicants are accurately listed in the „Admission Bulletin for Higher Education 2010” (Felsőoktatási Felvételi Tájékoztató 2010) published by the Ministry of Culture and Education.

3.2.3.2 Admission for International Applicants

The requirements for gaining admission to the Undergraduate Programme of the Department of Tourism are as follows:

- The applicant – on the basis of his/her secondary school studies and other possible requirements – must be eligible to pursue college or university studies in his/her home country (or the country where he or she obtained the secondary school certificate). (Students who have completed their studies in countries that have ratified the 1997 Lisbon Convention on the Recognition of Qualifications – Albania, Australia, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, the Czech Republics, Denmark, Estonia, Finland, France, Georgia, the Holy See, Hungary, Iceland, Ireland, Kazakhstan, Kyrgyz Republic, Latvia, Liechtenstein, Lithuania, Luxembourg, Moldova, Norway, Poland, Portugal, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Sweden, Switzerland, the former Yugoslav Republic of Macedonia, Ukraine, the United Kingdom – are automatically considered to be eligible.)
- Proof of suitable proficiency in the English language (TOEFL, IELTS, etc.)

3.2.4 Admission for the Master's Programme in Economics

3.2.4.1 Admission for Hungarian National Applicants

Fixing the number of points in the admission process

a maximum of 60 points may be brought forward, which is 12 times the average of the marks received in the preceding higher educational Programme.

a maximum of 30 points may be obtained in the oral entrance exam.

up to 10 extra points may be granted (see admission information bulletin for details).

The oral entrance exam is a conversation aimed to map the candidate's professional background and previous studies in order to assess his/her chances of successful graduation.

3.2.4.2 Admission for International Applicants

The number of points for international applicants will be determined by the admissions board of the Department of Economics, based on the submitted application documents. International applicants will not necessarily be required to participate in an oral exam in person, but, if the committee decides so, they might be called upon to be available for a video/telephone interview.

3.3 Fees

Tuition fee is valid for 1 year only. All rights reserved for any changes.

3.3.1 Application Fees

At the time of applying for admission every international applicant must pay a non-refundable application fee. The application fee is valid for only one application for admission.

Application fee for the Tourism Programme is HUF 5000.

Application fee for the Master's Programme in Economics is HUF 5000.

Application fee for individual applicants is single HUF 5000, irrespective of the number of courses applied for.

Application fee for the Post Graduate Programme is HUF 5000.

Application fee for national- and Erasmus students is not charged as their studies are based on a different Programme.

3.3.2 Tuition Fees

Students must pay a tuition fee for the teaching and supplementary services provided by the university. Proof of payment has to be shown at the International Office (A133) before the deadline for payment expires.

The current amounts of tuition fees are the following:

Undergraduate Tourism and Hospitality Management Programme:

Students' enrolment status may vary according to the type of enrolment:

- a) Full-time, self-sponsored bachelor Tourism and Hospitality Management Programme with a tuition fee of HUF 270,000/semester, about EUR 1,000/semester.
- b) Full-time, state-sponsored bachelor Tourism and Hospitality Management Programme (only available for Hungarian nationals unless otherwise stipulated by the Hungarian Ministry of Education).

Master Programme in Economics

Students' enrolment status may vary according to the type of enrolment:

- a) Full-time, self-sponsored master Programme with a tuition fee of HUF 270,000/semester, about EUR 1,000/semester.
- b) Full-time, state-sponsored master Programme (only available for Hungarian nationals unless otherwise stipulated by the Hungarian Ministry of Education).

Undergraduate and Graduate Courses

Hungarian nationals are provided with the opportunity to apply for courses worth up to 9 credit points which are state-sponsored. For additional courses tuition fee is charged on a credit basis of HUF 6000/credit about EUR 25/credit.

3.3.3 Methods of Payment of Tuition Fees

Bank's name: Magyar Államkincstár

Account number: 10048005-01426696-00000000

Payable to: Pannon Egyetem, Gazdaságtudományi Kar 10020-209

Address: 8200 Veszprém, Egyetem u. 10., Hungary

Swift code: MANE-HUHB

IBAN (International Banking Number): HU55 10048005-01426696-00000000

The following rules apply to Hungarian and non-Hungarian students alike:

You can make a bank transfer to the address and account number as above;

or you can obtain a cheque at the Faculty and make payment at any post office in Hungary; or you can make a money transfer in the Neptun system.

3.3.4 Financial Support – Scholarship opportunities

The Faculty offers the most outstanding students participating at any of their programmes the possibility of gaining a scholarship. The scholarship can cover half or even the full tuition fee. The decision on awarding the scholarship will be made by the Faculty.

3.4 The Courses

3.4.1 Duration

The fall and spring terms consist of 15 weeks and the examination periods.

3.4.2 Attendance at Classes

The Faculty supports and puts high emphasis on improving students' communication skills. The success of achieving this depends on the students' active participation in the lessons. Supporting this philosophy for undergraduate students, the general attendance policy makes class attendance compulsory. Two student's absences are accepted, as defined

in the Hungarian National Curriculum. The students are responsible for realising the consequences of non-attendance. Graduate and all other students can find the necessary information on class attendance described in each syllabus.

3.4.3 Prerequisites: Subjects Built Upon Other Subjects

A precondition of enrolment for certain subjects may be the prior successful completion of another subject. The course descriptions in the catalogue indicate these prerequisites and it is essential to take them into account when choosing the subjects in a given term. In exceptional cases the academic director may give permission for a certain subject to be studied simultaneously (at the same term) with the subject listed as a prerequisite.

3.4.4 Evaluation of Courses

Every student taking part in the Faculty's Programmes has an opportunity to evaluate the course(s) taken.

At the end of each term, before the final examination, they are requested to fill in an evaluation form on the courses they have attended. It provides them with an opportunity to express their opinion on both the courses and the teachers. A statistical evaluation of the forms and the open-ended comments are posted to the teachers after the examination period. The Faculty pays special attention to the grades and open-ended comments because they can help to improve the courses. The results of these evaluations are taken into account in the academic structure of the following term. We would like our students to appreciate the importance of this method and to fill in these forms openly and in an unbiased way.

3.5 Examination System; Assessment

3.5.1 Requirements for Completing a Subject

At the first class of each course taken registered students receive the course outline from the teacher. Apart from a brief description of the content, the subject, the weekly allocation of materials and the reading list, the outline also specifies the requirements for completing the given course. The instructor is free to decide the appropriate basis of assessment in accordance with the nature of the subject.

Most subjects require an examination to be taken during the midterm and the final exam period. In addition the teacher may prescribe, for example, an oral report, may assess the student's performance in class, and may set written homework assignments and special

homework essays. All these requirements must be announced in advance, together with their percentage weight in calculating the final grade.

Assessment of a student's work is the sole responsibility of the teacher, and he/she has the exclusive right to determine the mark. The mark is decided within the 16-week study period of the term. In exceptional cases there may be an extended exam period.

3.5.2 Examination Periods and Grading

Examinations take place according to the conditions described in the course outline. The duration and nature of the examination is decided by the teacher of the subject.

Absence from an exam counts as an unsuccessful attempt unless the student can certify some unavoidable reason. It is the task of the teacher to judge such absence.

Within the designated extended examination period the teacher may provide an opportunity for make-up exams missed for unavoidable reasons during or at the end of the term.

3.5.3 Examination Policy

One of the most important rules is that the course outline of a given subject (which is handed out at the beginning of the term) should define accurately the method of evaluation and the percentage of the elements which make up the grade. Evaluation should be made in such a way that every student has an equal chance of attaining the highest grade. The specific requirements of a particular subject must not conflict with the rules defined in this Catalogue.

3.5.4 Assessment of the Students' Work

On the basis of the requirements fulfilled– in accordance with the standards set by the teacher– students receive a mark at the end of the term. The assessment is designated by letters as shown below:

Excellent	Good	Satisfactory	Low Pass	Fail
A+ 97–100%	B+ 87–89%	C+ 77–79%	D+ 67–69%	F 0–59%
A 94–96%	B 84–86%	C 74–76%	D 64–66%	
A- 90–93%	B- 80–83%	C- 70–73%	D- 60–63%	

In order to be in accordance with the international grading systems the Faculty suggests using the above system for the assessment of the students' work.

In the Hungarian grading system the equivalents are the following:

Excellent	(5)
Good	(4)
Satisfactory	(3)
Low Pass	(2)
Fail	(1)

3.5.5 Credits

During their studies students do not only have to achieve a satisfactory average, but they also have to gain credit hours.

Based on international expectations 1 credit is equivalent to 30 working hours.

According to the curriculum a completed semester is equivalent to 30 credits.

Each semester in the Tourism Programme is built up of credits, while the Master Programme in Economics is built up of 120 credits.

The Faculty courses are worth 3 or 6 credit either.

3.5.6 Grade Report

At the end of each term students receive a grade report. This contains all the courses taken in the given term (including all the courses from which the student has withdrawn), regardless of what mark the student received in the subjects at the end of the term. Grade reports are sent to students not more than two weeks after the end of the extended exam period.

4. COURSE DESCRIPTIONS

Advanced and Applied Econometrics

Lecturer: Balázs KOTOSZ – Assistant Professor

Semester: Spring

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: Introductory Econometrics

DESCRIPTION:

The main goal of the course is to practice the main econometric techniques. First, students will learn to use a free, open-source econometric computer program (probably Gretl). Then, we will focus on the use of the most important statistical tests and model building techniques: testing restrictions in multiple regressions, heteroscedasticity, autocorrelation, model selection. We will also review additional models and techniques (functional form, nonlinearity, limited dependent variable models and time series models).

TEACHING AND LEARNING METHODS:

Lectures will focus on the applications of econometrics. Our primary goal is to achieve a level of knowledge where students can apply the main methods of econometrics. We use statistical software in our work to illustrate the practical application of econometric methodology through several examples. We encourage students to build their own data sets.

READINGS:

- *Maddala, G* (1992): Introduction to Econometrics, 2nd ed. New York: MacMillan
- *Green, W. H.* (2002): Econometric Analysis, Prentice-Hall
- *Brendt, E. R.* (1991): The practice of Econometrics, Addison-Wesley

ASSESSMENT:

The overall course grade will be given based on the scores of four preannounce quizzes, an essay with its presentation, and an open-book exam. The percentage distribution of the final total score of 80 is the following.

Students will write a quiz in the first 10–15 minutes of each seminar. These quizzes will include simple questions or exercises covering the material of previous seminars. Students may use the econometric software to solve the quiz. In addition, students will take an open-book written exam on the last week of instruction. Acceptance level: 60%+1 point of total points.

Advanced Game Theory and Applications

Lecturer: Judit BADICS – Associate Professor

Semester: Spring

Status: Elective

Credit: 6

Level: Graduate

PREREQUISITES: Basic Probability Theory, Microeconomics

DESCRIPTION:

Designed for graduate-level students in economics, the purpose of this course is to provide an introduction to game theory which is a branch of economics devoted to the study of strategic situations. After introducing the theory of individual decision-making under uncertainty, the course considers the topics of non-cooperative game theory under complete and incomplete information, together with a wide range of economic applications.

TEACHING AND LEARNING METHODS:

The pedagogical approach of the course is an amalgam of formal lecturing and interactive problem-solving. The latter component is aimed to illuminate the practical significance of theoretical items. Homework assignments help students to deepen their understanding of the material. Problems and questions raised by the students in connection with their homework are also explored.

READINGS:

- *Fudenberg, D. – Tirole, J.:* Game Theory, (MIT Press, 1991), selected chapters.
- *Jehle, G. A. – P. J. Reny:* Advanced Microeconomic Theory, (Second Edition, Addison Wesley, 2000), selected chapters.
- *Mas-Colell, A. – Whinston, M. D. – Green, J. R.:* Microeconomic Theory, (Oxford University Press, 1995), selected chapters.
- *Osborne, M. J. – Rubinstein, A.:* A Course in Game Theory, (MIT Press, 1994), selected chapters.

ASSESSMENT:

Midterm exam	40%
Final exam	40%
Homework assignment	20%

Analyses of Competitiveness

Lecturer: Ádám TÖRÖK – Professor

Semester: Spring

Status: Obligatory Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics II, International Economics

DESCRIPTION:

The lectures on competitiveness will focus on:

the theoretical background of international specialisation, competitiveness on the country and the firm level, the methodology of competitiveness analysis (measurement techniques, comparison problems), the factors of competitiveness on the firm level (case studies), strategies of competitiveness improvement, competitiveness in the EU: assessment of the Lisbon Agenda, competitiveness related economic policy options in Hungary.

TEACHING AND LEARNING METHODS:

The students will be introduced to the current theoretical and practical background of competitiveness. We will analyse case studies and the students must prepare one (or two) presentations each during the course. PowerPoint notes support the lectures. After the course the students will be able to analyse the factors of competitiveness and understand competitiveness fostering policies.

READINGS:

Course materials:

- *Török, Á. with Borsi, B. and Telcs, A. (2005): Competitiveness in R&D. Comparisons and Performance.* Edward Elgar, Cheltenham, UK – Northampton, MA, USA. 2005.
- *Rodrigues, Maria João (2003): European Policies for a Knowledge Economy.* Edward Elgar, Cheltenham, UK – Northampton, MA, USA. 169.

Suggested readings:

- *Porter, Michael E. (1990): The Competitive Advantage of Nations.* The Free Press, New York, 1990. 855.
- *Krugman, Paul (1994): Competitiveness: a dangerous obsession.* Foreign Affairs, 1994/2. 28–44.

ASSESSMENT:

Meeting the requirements makes continuous course and reading work inevitable. Mid-course student performance is checked based on an assignment and one or two presentations. A comprehensive assignment will be written during the last semester week. Grades are given based on mid-term assignments and presentations (50%) and the end-of-semester assignment (50%).

Antitrust and Industrial Policy Analysis

Lecturer: Ádám TÖRÖK – Professor

Semester: Spring

Status: Obligatory Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics II, International Economics

DESCRIPTION:

The lectures will focus on: i) the foundations of microeconomic policies, ii) competition policies in the transition and case studies on competition policy, iii) collusion, cooperation and foreign direct investment, and iv) state aids and competition policy.

TEACHING AND LEARNING METHODS:

The students will be introduced to the current theoretical and practical background of antitrust and industrial policy. We will analyse case studies and the students must prepare one (or two) presentations each during the course. PowerPoint notes support the lectures. After the course the students will be able to analyze the antitrust and industrial policy and understand the development of competition policy thinking.

READINGS:

- *Bork, Robert H. (1978): The Antitrust Paradox. A Policy at War with Itself. The Free Press, New York, 1978. 479.*
- *Motta, Massimo (2004): Competition Policy. Theory and Practice. Cambridge University Press, 616.*
- *Török, Ádám (1997): Competition policy and market restructuring in the Hungarian transition. In: Fritsch-Hansen (eds.,1997): Rules of Competition and East-West Integration. Kluwer Academic Publishers, Boston/Dordrecht/London, 1997.125–147.*
- *Viscusi, W. K. – Harrington, J.E. – Vernon, J. M. (2005): Economics of Regulation and Antitrust. MIT Press. 927.*
- *Williamson, Oliver E. (1985): The Economic Institutions of Capitalism. The Free Press, New York, 1985. (chapters to be read will be specified in class)*

Optional literature:

- *Török, Ádám (1996): Competition Policy and De-monopolization in Hungary After 1990. In: Slay, B. (1996) 2. chapters 24–56.*

ASSESSMENT:

Meeting the requirements makes continuous course and reading work inevitable. Mid-course student performance is checked based on an assignment and one or two presentations. A comprehensive assignment will be written during the last semester week. Grades are given based on mid-term assignments and presentations (50%) and the end-of-semester assignment (50%).

Applied Microeconomics – Firm-level Applications of Microeconomics

Lecturer: Ferenc KISS – Associate Professor

Semester: Autumn or Spring

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics II or equivalent

DESCRIPTION:

The course is designed to familiarise the students with the most important firm-level applications of standard neoclassical production and consumption theory. In the first introductory lecture, we define the economic meaning of “technological progress”. The second lecture deals with productivity measurement and analysis. Econometric cost models of corporations are constructed in the third session. The most elaborate part of the course material covers the uses of these cost models. We examine in some detail: (1) input, cost and productivity forecasting; (2) the economic requirements for cost allocation and output pricing; (3) profit analysis; (4) regulatory uses. The fifth section offers some basic knowledge of demand estimation, analysis and forecasting for managerial purposes.

TEACHING AND LEARNING METHODS:

The course consists of seven four-hour classes and midterm and final written exams. Most of the available time is used for lectures. The instructor regularly initiates discussions of key issues. Adequate time will be assigned for discussing required readings. There are no assignments. The instructor will e-mail to each student the PowerPoint lecture notes and the files that contain the required readings immediately after the first class session.

READINGS:

- *Fuss, M.A. and L. Waverman (2002)*, „Econometric cost functions,” in: M.E. Cave, S.K. Majumdar and I. Vogelsang (eds.): *Handbook of Telecommunications Economics*, Volume 1: Structure, Regulation and Competition, North-Holland.
- *Kiss Ferenc (1991)*, Constant and variable productivity adjustments for price cap regulation. In „Price Caps and Incentive Regulation in Telecommunications”, Einhorn, M. (ed.), Kluwer Academic Publishers, Boston, Dordrecht, London; 95–126.

ASSESSMENT:

Midterm exam	40%
Final exam	40%
Class participation	20%

Business Law

Lecturer: Gabriella BÁNHEGYI – Senior Lecturer

Faculty of Georgikon, Keszthely

Semester: Autumn

Status: Core

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The goal of the course is to develop the understanding of the basic elements of the Hungarian legal system. Students will learn about the main features of a constitutional state, get to know the human and citizen rights, the source of law and the operation of the most important state organizations. Students will become familiar with the main characteristics of proprietary rights, learn about contractual law and will find out the ways of making contracts. Essentials of labour law and company law will be covered.

TEACHING AND LEARNING METHODS:

During the course interactive lectures will be held. Students will receive tasks based on the lecture that should be solved individually or in small teams. During the semester students write a paper to check their knowledge level. The final exam will be an oral exam, when students can prove their preparedness and explain a certain field of their studies. The final mark will be calculated on the basis of the interim activity and the result of the final exam.

READINGS:

- *Dvorkin, Barnes, Richards (1995):* Essentials of Business Law and the Regulatory Environment. Irwin, Chicago.

ASSESSMENT:

Interim activity	20%
Paper	20%
Oral exam	60%

Business Simulation

Lecturer: Zoltán KOVÁCS – Professor

Semester: Spring

Status: Obligatory Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: Microeconomics

DESCRIPTION:

Sooner or later anyone might get into a leadership position. Then you need knowledge and skills you have not learned: key areas within a successful company, critical decisions which have to be made in a strong, competitive situation, recognizing your competitors' intentions, how to create strategy, when and how to modify the strategy.

Students will be given a company. They make decisions on pricing, marketing, production, transportation, R&D, investment. Exercises related to their simulated companies will be solved.

The basic problem of management training is that managers cannot rely on getting the required knowledge from books and during traditional classroom teaching.

This simulation will make textbook examples real.

TEACHING AND LEARNING METHODS:

Based on our philosophy, learning (not teaching) will be the heart of the course.

During this course participants will learn by doing. They will get a production company.

As the manager of this company students will make decisions connected to production, research and development, transportation, investment and market.

Text book, study guide, exercises and self tests will help to understand the basic contexts.

The operation of the company will be continuous. During this time students will communicate with the instructor via web interface or mail, e-mail or fax. This activity requires discipline; participants will have to make decisions in time, just like in real life.

READINGS:

- http://almos.vein.hu/~kovacs/szimulacio/man_eng_01.htm
- http://almos.vein.hu/~kovacs/szimulacio/guide_eng_01.htm

ASSESSMENT:

Simulation results	40%
Homework, written report	40%
Presentation	20%

Capital Market Studies

Lecturer: László VINCZE – Professor

Semester: Autumn

Status: Obligatory Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: Macroeconomics

DESCRIPTION:

Capital Market Studies is designed for students interested in stocks and related topics: characteristics and development of investors, portfolio theories (Markowitz and Sharp), Efficient Market Hypothesis (EMH) and Capital Asset Pricing Model (CAPM), passive and active portfolio management, fundamental and technical analysis of stock prices, options and derivate products.

The position of stocks among production factors is discussed, then the lectures include the concepts of uncertainty and risk, their relation and the difference between them. The risk management is based on expectable profit/loss ratio and stop-loss order. The property-concept explains the development of investors' risk-sensitivity from a new angle namely that the risk-sensitivity is not an inherent characteristic but a property of investors. So the risk-sensitivity depends on circumstances and it can be engineered.

Additional topics includes: properties of portfolios, potentials and limits of passive and active portfolio management, analysis of several stocks from BSE, NYSE and Nasdaq.

By the end of the course students should in principle know how to trade stocks profitably.

TEACHING AND LEARNING METHODS:

The method of teaching is mainly problem-oriented. After the introductory lectures students carry out numerical exercises and they will be trading stocks using demonstration software.

READINGS:

- *Vincze, L.*: Capital Market Studies (PowerPoint slides on Intranet).

ASSESSMENT:

Midterm exam	30%
Final exam	70%

Communication Skills

Lecturer: Alan CLARKE – Associate Professor

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Communications and the skills which make that communication possible are often overlooked in traditional approaches to business studies. In this module, students are introduced to the theories of communication studies and have the opportunity to analyse and experiment with business communications.

Topics covered include verbal communication, non-verbal communication, written and oral communications, advertising communications, business presentations and the analysis of meaning with communications.

TEACHING AND LEARNING METHODS:

Lectures introduce the topics with formal presentations of the core concepts. Case studies and examples are then examined to explore how they were constructed and why they succeed or fail to communicate effectively.

READING:

- *Jones, D. (2008): Advanced Communication Skills for Business Professionals Lulu.com*

ASSESSMENT:

Business presentation	50%
Reflective assignment	50%

Students are required to reflect on the communication processes involved in the moodle when they complete the final assessment.

Comparative Economic Systems

Lecturer: Zoltán BARA – Associate Professor

Semester: Spring

Status: Elective

Credit: 6

Level: Undergraduate or Graduate

PREREQUISITES: Basic Macroeconomics

DESCRIPTION:

This course is an introduction to comparative economic systems, the field of economics that deals with the nature of an economy from an institutional and systemic vantage point and compares the institutional structures of the world's differing economic systems. We will look at the fundamental differences between capitalism and (mainly historical) centrally planned socialism, at concepts of market socialism and worker self-management, at the more subtle differences among different styles of capitalism, and at the process of transition from planned socialist to market economies. The main focus is on developed (industrialized) economies, although aspects of institutional structure and economic policy in developing countries are also touched upon occasionally.

The list of the most important subjects are: systemic paradigm (J. Kornai), basic institutions, the institutional framework of an economic system; classification of systems; varieties of capitalism; origin and essence of socialism, the inherent inefficiencies of a planned economy reforming a socialist system, the Chinese case; transforming a planned economy into a market economy; introduction to the economics of transition; globalization, welfare state, information technology and their effect on the forms of economic systems.

TEACHING AND LEARNING METHODS:

Lectures on comparative economic systems in an introductory level will focus on the very core, highly important topics as it is listed above. We will not rely on students' previous knowledge about the subject besides some basic concepts of macroeconomics.

Students may have the opportunity to study cases in forms of independent studies, the results of which could be a short presentation in the classroom or a written essay.

READINGS:

- *Gregory, P.R. and Stuart, R.C.(1998): Comparative Economic Systems*

Supporting readings:

- *J. Barkley Rosser and Marina V. Rosser (2004): Comparative Economics in a Transforming World Economy, The MIT Press*

- *Bruno Amable (2003): The Diversity of Modern Capitalism, Oxford University Press*

ASSESSMENT:	Final exam	70%
	Class participation	10%
	Case study and or class presentation	20%

Competition Policy – Laws and Cases

Lecturer: Zoltán BARA – Associate Professor

Semester: Spring

Status: Elective

Credit: 6

Level: Undergraduate or Graduate

PREREQUISITES: Introduction to Competition Policy or European Community Law or Industrial Organizations

DESCRIPTION:

Students are expected to have some prior knowledge of European Community competition law or, if not, be familiar with the general law and institutions of European Community law. The aim of the course is to teach the main provisions of EC competition law, to study the law in its economic and market context, and to consider particular business phenomena – distribution agreements, cartels, joint ventures, etc. – against the backdrop of the EC Treaty generally and Articles 81 and 82 and the EC Merger Regulation in particular. Students will gain an in-depth understanding of the basics of EC competition law, that is, the origins of European competition law and its development; the economic foundations of European competition law; methods for defining the relevant market; the rules applying to (vertical) distribution agreements; the rules applying to horizontal agreements; the abuse of a dominant market position; regulation 1/2003 on decentralization; specific features relating to public-sector undertakings; the control of mergers at Community level; and state aid.

TEACHING AND LEARNING METHODS:

Throughout the course there will be a series of lectures intended to assist students' understanding of the subject in general and its practical application to problem questions in particular cases. After each lecture, a seminar discussion will be encouraged and expected. Students are required to have prepared answers to the questions asked in a form of handout before each seminar. Students may have the opportunity to study cases in forms of independent studies, the results of which could be an in-depth participation in the classroom discussion and a written essay on a selected topic.

READINGS:

- *Giuliano Amato and Claus-Dieter Ehlermann (2007): EC Competition Law. A Critical Assessment*
- *Whish, Richard (2003): Competition Law, 5th Ed. Lexis Nexis Butterworths.*
- *Monti, Giorgio (2007): EC Competition Law, Cambridge University Press.*

Websites for cases and information:

- EUROPA – European Commission – Competition, Gazdasági Versenyhivatal – GVH (the Hungarian Competition Authority), European Court of Justice, OECD Best Practices Roundtables OECD Best Practices

ASSESSMENT: Final exam 50%, Class participation 30%, Case study 20%

Competitive Destinations

Lecturers: András JANCSIK – Associate Professor

Eszter MADARÁSZ – Senior Lecturer

Ágnes RAFFAY – Associate Professor

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The module aims to describe and discuss the factors affecting destination competitiveness and to give guidance on creating successful destinations. The sessions will look at the tourism system and the destination within that, the framework for understanding competition and competitiveness regarding destinations, elements which enhance destination appeal, core resources and stakeholders, the role of co-operation as an important component in competitiveness, as well as destination policy and development with special regard to sustainability. The module will also look at best practice examples for managing tourism impacts at destination level, tasks of marketing organisations in tourism policy-making and will assess the trends and the role of fashion in destination competitiveness.

TEACHING AND LEARNING METHODS:

The module will be based on the active participation of students. Two thirds of the module will establish the theoretical framework with time for discussions at the end of each session while the last sessions will be based on student activities such as presenting case studies relating to the topics outlined in the theoretical sessions. By the end of the module the students will be able to understand what factors influence destination competitiveness and will also have gained insight into successful destination management techniques.

Students will be recommended to use the books from the reading list and will also be directed to journal articles; furthermore they will be encouraged to use the Internet to search for examples relating to the topics discussed.

READINGS:

- *Ritchie, J. R. B. (2005): The Competitive Destination: A sustainable tourism perspective*, Cabi Publishing
- *Papatheodorou, A. (2006): Managing Tourism Destinations*, E. Elgar Publishing

ASSESSMENT:

Written test 100%

Consumer Behaviour in Tourism

Lecturers: Eszter MADARÁSZ – Senior Lecturer

Péter MAYER – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The course aims to discuss the specific nature of tourist's consumer behaviour. Consuming the tourism product, a bunch of geographically spread experiences and services involves a series of semi-related decisions. Throughout the course we focus questions and discussions around the various steps involved in these decisions. We first discuss the decision making process: needs awareness and motivations, information search, the evaluation of alternatives, purchase and post-travel evaluation and satisfaction. The process is approached as involving cognitive and rational decisions. Then we turn to discuss variations of the consumer process, involving the irrationalities and routines involves. Tourists' attitudes towards risk and innovation are considered in order to understand market dynamics. The final section deals with the personal travel career, looking at the development of travel interest and competences over time.

TEACHING AND LEARNING METHODS:

The course will be based on the active participation of students. Following an introductory discussion of consumer behaviour, each topic will be discussed in a dynamic and participatory manner. Readings will be assigned to two groups of students. The first group will provide a presentation of the issues central to the given text. The second group will comment on the presentation raising further questions and examples. This will frame a group discussion led by the present group and supported by the lecturer. By the end of the module the students will be able to understand the nature and varieties of the consumer behaviour process.

READINGS:

- *Swarbrook–Horner*: Consumer Behaviour in Tourism

ASSESSMENT:

Course work: 100%

Corporate Finance I.

Lecturer: Szabolcs SZIKSZAI – Senior Lecturer

Semester: Spring

Status: Core

Credit: 3

Level: Undergraduate

PREREQUISITES: Microeconomics

DESCRIPTION:

Corporate Finance I. is a mandatory course for students having enrolled in either of the B.A. degree Programmes at the Faculty of Economics. It deals with the financial decisions made by corporations, and, more specifically, by their financial managers. These decisions can be grouped into investment and financing decisions and this course concentrates on the former – while financing decisions are the central theme of Corporate Finance II.

Widely used methods of asset valuation are discussed here, with special emphasis on net present value (NPV), which is the core of all project and asset valuations. Topics covered in the first part of the semester range from the introduction of NPV calculations, valuation of common stocks and bonds to explaining why and how financial managers should use NPV as an ultimate rule of thumb in their investment decisions. In the second, attributes and the relationship of risk and return are examined, with a special focus on beta as a measure of risk and the Capital Asset pricing Model (CAPM) as a way of estimating the opportunity cost of capital. Finally, project analysis methods, investment strategies, the compensation of financial managers and the problems caused by inefficient markets are discussed.

TEACHING AND LEARNING METHODS:

The teaching method assumes that students have a good understanding of algebra and an ample knowledge of accounting, statistics and microeconomics. The work in class is centred on lectures on the relevant chapters of the book. The solutions to problems related to the models and theories discussed are presented by the lecturer. Complementing the lectures, more problems are solved and case studies are presented on the website of the course. Students are asked to write multiple-choice quizzes after every five weeks of the semester, therefore, it is essential that they prepare for classes on a weekly basis. Besides lecture materials, students should also make use of the additional course materials above, which are of major help in preparing for the final exam.

READINGS:

- *Richard A. Brealey–Stewart C. Myers–Franklin Allen (2008): Principles of Corporate Finance, 9th ed. The McGraw–Hill Companies.*

ASSESSMENT:	Midterm tests	50%
	Final exam	50%

Cultural Tourism

Lecturer: Alan CLARKE – Associate Professor

Semester: Spring

Status: Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Cultural tourism is increasingly being seen as a major form of tourism, attracting high spending and longer staying visitors to destinations. The celebration of cultures and heritages, however, is more than a niche market as the cultural offer has moved into all forms of tourism. The module explores the interconnections between host cultures and touristic cultures in the development of cultural and heritage based tourism.

The module begins by reviewing traditional views of cultural tourism and moves on to more critical approaches based on cultural experience and value within tourism. Topics covered include: perceptions of culture, valuing cultures, positioning cultures, contesting cultures and cultural tourism dynamics.

TEACHING AND LEARNING METHODS:

The module is based around a series of scene setting lectures, which lead to seminar activities exploring cultural and heritage tourism offers. Examples may include Irishness, Robin Hood, Ruins and Rituals, Souvenirs, Dance and Dancing and some musical offerings. These discussions are designed to give students first hand experience of critiquing cultural tourism and the way it is offered within the tourism markets.

READINGS:

- *Richards, G. (Ed.) (2007): Cultural Tourism: global and local perspectives* London Haworth
- *Sigala M. and Leslie, D. (Eds) (2006): International Cultural Tourism: management, implications and cases* Oxford Butterworth Heinemann

ASSESSMENT:

Final assessment (3,500 words) 100%

Current Issues in Tourism and Hospitality

Lecturer: Alan CLARKE – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The aim of the module is to allow students to explore a series of issues which have a high profile in the current operations of tourism and hospitality. The trends in European and Asian tourism are explored and case studies examined to create an understanding of the dynamics of current tourism.

There is no fixed syllabus as the nature of current issues is that they are constantly changing and the nature and shape of the module reflects that dynamism.

TEACHING AND LEARNING METHODS:

The module begins with scene setting and develops through a network approach to self help groupings as students identify their own topics for their assignments. These sessions have lecture input, student presentations, and group discussions and also offer the opportunity for individual discussions.

READINGS:

The main sources are internet based and we draw heavily on the professional organizations' reports on the trends in tourism and hospitality industries. These will change every year.

- *Theobald, W. F. (2005):* Global Tourism Oxford Butterworth Heinemann offers a range of stimulating essays that can provoke further reflection.

ASSESSMENT:

Written assignment (3,500 words) 100%

Destination Marketing

Lecturer: András JANCSIK – Associate Professor

Semester: Spring

Status: Obligatory Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: Tourism marketing I

DESCRIPTION:

The marketing of places constitutes a specific part of marketing studies. It concerns a particular product: a geographic place or region that technically cannot be sold to the consumers, nevertheless it plays an important role in many buying decisions. Namely, one could hardly identify any travel decisions not being affected at least in some way by the characteristics of the destination. The module deals with marketing from the point of view of destination managers, i.e. the professionals at the head of national, regional or local tourism boards. You will study the following key issues in order to develop your knowledge and skills relating to destination marketing:

- Definition and key terms
- Market analysis: environment, resources, activities, consumer markets, competitors, image
- Strategy and positioning of a destination
- The institutional background of the destination marketing as a key success area
- The destination as a product – development and organisational issues
- Image and branding for the destinations
- Selling the destination – the role of stakeholders
- Communication policy of the destination
- The role of the internet in destination marketing

TEACHING AND LEARNING METHODS:

You will be taught using lectures and group seminars. The teaching material is the starting point of learning. Based on that, we will process different case studies concerned with key areas of learning. By the end of the module you will have to prepare a marketing plan for a destination of your choice. You will be supported by the lecturer during the process of the preparation.

READINGS:

- *Pike, S. (2008): Destination Marketing. Elsevier, Oxford.*
- *Kotler, P., Haider, D. H. and Rein, I. (1993): Marketing Places. Macmillan, New York.*
- *Morgan, N. and Pritchard, A. (1998): Tourism Promotion and Power. John Wiley & Sons, Chichester*
- *Weber, S. and Tomljenovic, R. (2004): Reinventing a Tourism Destination. Institute for Tourism, Zagreb*

ASSESSMENT: Participation activity in seminars 10%, Marketing plan 40%, Final exam (written) 50%

Dynamical Systems

Lecturer: Mihály PITUK – Professor

Semester: Spring

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: Calculus, linear algebra

DESCRIPTION:

The course is for graduate students of economics who have taken a basic undergraduate course in calculus and linear algebra. It contains most of the mathematical tools they will need in their advanced courses in economics. It will include topics like basic knowledge about ordinary differential equations, calculus of variations, optimal control theory, difference equations and discrete time optimisation.

TEACHING AND LEARNING METHODS:

The theoretical material with illustrative examples will be presented during the lectures (2 hours per week). During the seminars (2 hours per week) students will solve concrete problems and exercises related to the general theory.

READINGS:

- *Sydsaeter, K.–Hammond, P.–Seierstad, A.–Strom, A.* (2005): Further Mathematics for Economic Analysis, Prentice Hall
- *Chiang, A. C.* (1992): Elements of Dynamic Optimization, McGraw–Hill, New York

ASSESSMENT:

Theory:	40%
Solving exercises:	60%

Economic Sociology

Lecturer: Péter MAYER – Senior Lecturer

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

This introductory course discusses the relationship between economy and society. First, basic theoretical schools of sociology are discussed: the distinction between micro and macro approaches, as well as more integrative late modern integrative contributions of Habermas, Giddens and Beck. This is followed by a thorough comparative analysis of the classical and the new economic sociology as presented through the writings of Granovetter. Theoretical developments are framed within the modernity discourse. Modernization is seen as an ongoing process of the “great transformation”: change from pre-modern to modern and, then from modern to late modern or second modern societies. Aspects of globalisation and individualisation are discussed.

In the second section of the course more detailed discussion of economy-relevant basic social phenomena follow. Labour, capital, market, power, time and risk are presented as aspects of modernization. With all the topics, the course demonstrates the complexities of social thought by presenting and comparing classical and modern approaches.

TEACHING AND LEARNING METHODS:

There will be Power Point based lectures on each topic. Ppt files will be available in advance in the moodle e-learning system. Students are asked to print these prior to lectures and use them to make notes. It is assumed that students will have notes on both the Power Point guidelines and the explanations of the lecturer. Furthermore the lectures provide more references, photos and videos illustrating the issues in question.

There is compulsory reading assigned to each topic. These are also available online in moodle. Although most central issues are discussed in the lecture, the readings provide background information and more detailed discussion of several sub-themes. It is envisaged that students both visit the lecture and read the readings.

There are clarifying and test questions provided on-line. These both help students to structure learning the topics and in a more target way to prepare for the exams.

READING:

- *Smelser and Swedberg*: The Handbook of Economic Sociology. Princeton University Press; 2 editions

ASSESSMENT: Final exam 100%

Economics of Education

Lecturer: János KÖLLŐ – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics

DESCRIPTION:

The course is designed to introduce students to economic theories of education and provide a conceptual and methodological toolbox for the practice and analysis of educational policy. The areas of instruction are the following:

- Investment in education: human capital theory, signalling and screening models, rate of return, the decisions of individuals and firms. The production of education: the education production function, the effect of inputs, efficiency in the production of education, estimating the cost of school inputs.
- State intervention in the education sector: private and social costs and benefits of education, information problems, equality of educational opportunity and social mobility, education and economic growth.
- Financing public education and decentralisation: decentralised provision of public services and welfare, equity, forms of intergovernmental grants, measuring costs, fostering efficiency.
- Market forces in education: financing by vouchers, school choice and school competition, segregation, teacher labour markets. Financing higher education: the demand for higher education, admission standards, public or private funding, forms of tuition fees, educational planning, over education.

TEACHING AND LEARNING METHODS:

The students will be acquainted with the current theoretical and practical background of the economics of education. Theoretical issues will be illustrated with examples in order to better understand how the normative prescriptions derived from the theoretical models can be translated into positive policy choices. An overview will be given on the empirical literature on education.

READINGS:

- *Cohn, Elchanan & Geske, Terry G. (1990):* The economics of education, New York, Pergamon Press, Third ed.
- *Monk, David H. (1990):* Educational finance: An economic approach, New York: McGraw Hill.

ASSESSMENT:

Written exam in the exam period. Content requirements: course material and compulsory readings. Admission to the exam is conditional upon success in the written mid-term tests.

Economics of Healthcare and Other Social Services

Lecturer: Péter MIHÁLYI – Professor

Semester: Spring

Status: Obligatory Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics, Macroeconomics, Public Finance

DESCRIPTION:

The aim of this course is to introduce students to the problems of policy making in the health sector. Health systems primarily pursue efficiency and equity objectives, but also less tangible social values, such as individual liberty. The balance struck between these different objectives differs substantially among countries. The course aims to explain the rational behind the similarities between health systems. The course will devote equal attention to the differences existing between countries and attempts will be made to explain these differences based on historical and cultural factors.

Health is a key area of public finance in many developed countries, representing on un-weighted average 12–13% of public spending in the OECD area. In terms of delivery, health systems represent one of the largest service industries in most OECD countries, accounting for, on average, 8–10% of output. They are often major employers of skilled workers and a source of intermediate demand for high-tech industries such as pharmaceuticals, diagnostic and imaging products, and biotechnologies.

Health systems all over the world are facing policy challenges: Rising demand due to technological improvement and ageing; Efficiency concerns; Inequalities in access and financing.

The course will study past and present solutions used in financing and managing national health care services. Special attention will be devoted to understanding the legacy of the now defunct Soviet-type health care model.

TEACHING AND LEARNING METHODS:

A combination of lectures, student presentations in front of the class, and homework. During the semester at least one research task will be given to student groups.

READINGS:

Selected chapters from the following textbook:

- *Folland, S. – Goodman, A. C. – Stano, M. (2004): The Economics of Health and Health Care*, 4th Edition, Pearson Education International, Prentice Hall Series in Economics
- In addition a Reader will be prepared for the class, containing 10–12 important papers pertaining to the subject (in English).

ASSESSMENT: oral exam 60%, class presentation 20%, empirical research essay 20%

Economics of Information

Lecturer: Károly Miklós KISS – Associate Professor

Semester: Autumn

Status: Core

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics

DESCRIPTION:

Designed for graduate-level students in economics, the purpose of this course is to provide an introduction to the Economics of Information.

The lectures will focus on:

incentives in economic thought; the basic model of adverse selection with two types; information rents; the theory of the firm under asymmetric information; asymmetric information and marginal cost pricing; the revelation principle; the basic model of moral hazard; the trade-off between limited liability rent extraction and efficiency; the trade-off between insurance and efficiency; more than two levels of performance; informative signals to improve contracting; moral hazard and the theory of the firm

TEACHING AND LEARNING METHODS:

The pedagogical approach of the course is an amalgam of formal lecturing and interactive problem-solving. The latter component is designed to illuminate the practical significance of theoretical items. Homework assignments help students to deepen their understanding of the material. Questions may be asked, comments made and discussion initiated by students at any time. Adequate time will be assigned for discussing required readings.

READINGS:

- *Laffont, J. – J. – Martimort, D. (2002): The Theory of Incentives: The Principal-Agent Model*, Princeton University Press.
- *Laffont, J. – J. (1989): The Economics of Uncertainty and Information*, MIT Press.
- *Laffont, J. J. and Tirole, J., (1993): A Theory of Incentives in Procurement and Regulation*. The MIT Press, Cambridge.

ASSESSMENT:

Students must prepare one presentation and an essay during the course. In addition, a closed book written exam will be given on the last week of instruction. Grading will be based 50% on the presentation and essay and 50% on the final exam.

Economics of R&D and Innovation

Lecturer: Ádám TÖRÖK – Professor

Semester: Autumn

Status: Obligatory Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics II, International Economics

DESCRIPTION:

The lectures on the economics of R&D and innovation will focus on: the conceptual basis of R&D analysis; theoretical background (Schumpeter, monopolies related to Intellectual Property Rights, the theory of endogenous growth etc.); players of the R&D and innovation game; models of R&D and innovation (the linear model, the random model, the circular model, the triple helix etc.); R&D and innovation in the world; in the EU with respect to the Lisbon Agenda; R&D and innovation in Hungary – policies and case studies.

TEACHING AND LEARNING METHODS:

The students will be introduced to the current theoretical background of R&D and innovation. We will analyze case studies and the students must prepare one (or two) presentations each during the course. PowerPoint notes support the lectures. After the course the students will be able to analyse the indicators of R&D and innovation, and will understand R&D and innovation policies and processes in the EU and in Hungary.

READINGS:

- *Török, Á. with Borsi, B. and Telcs, A. (2005):* Competitiveness in R&D. Comparisons and Performance. Edward Elgar, Cheltenham, UK – Northampton, MA, USA
- *Biegelbauer, Peter S. (2000):* 130 Years of Catching Up with the West. A comparative perspective on Hungarian industry, science and technology policy-making since industrialization. Contemporary Trends in European Social Sciences. Ashgate, Aldershot
- *Furman, Jeffrey L. et al (2002):* The determinants of national innovative capacity, Research Policy, vol. 31, pp. 899–933.

Suggested reading:

- *Rodrigues, Maria João (2003):* European Policies for a Knowledge Economy. Edward Elgar, Cheltenham, UK – Northampton, MA, USA. 169.

ASSESSMENT:

Meeting the requirements takes continuous course participation and reading work inevitable. Mid-course student performance is checked based on an assignment and one presentation or two. A comprehensive assignment will be written during the last semester week. Grades are given based on mid-term assignments and presentations (50%) and the end-of-semester presentation (50%).

Economics of Regulation

Lecturer: Károly Miklós KISS – Associate Professor

Semester: Autumn

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics

DESCRIPTION:

Course objectives: students will be introduced to the most current issues and methods of industry regulation and with the areas of regulated industries. After finishing the course they will be able to apply different methods of industry regulation.

Areas of instruction:

Economic principles of, and the need for, industry regulation; a comprehensive “map” of regulated industries; their common and special features; connection and differences between industry regulation and competition policy; the economics of network industries; price regulation; regulating interconnection between networks, and service providers; universal services; the institutions of regulation.

TEACHING AND LEARNING METHODS:

The students will be introduced to the current theoretical and practical background of the economics of regulation. Theoretical issues will be illustrated with examples in order to understand better how the normative prescriptions derived from the theoretical models can be translated into positive policy choices. An overview will be given on the empirical literature on regulation. Homework assignments help students to deepen their understanding of the material. Questions may be asked, comments made and discussion initiated by students at any time. Adequate time will be assigned for discussing required readings.

READINGS:

- *Viscusi, W. Kip, John M. Vernon, and Joseph E. Harrington (2005): Economics of Regulation and Antitrust.* 4th ed. Cambridge, MA: MIT Press.
- *Kahn, A. E. (1988): The economics of regulation: Principles and institutions* Cambridge, MA: MIT Press.
- *Baldwin, R. – Cave, M. (1999): Understanding Regulation: Theory, Strategy, and Practice,* Oxford University Press.
- *Oz Shy (2001): The Economics of Network Industries,* Cambridge University Press.

ASSESSMENT:

Students must prepare one presentation and an essay during the course. In addition, a closed book written exam will be given on the last week of instruction. Grading will be based 50% on the presentation and essay and 50% on the final exam.

Economics of the ICT Industry

Lecturer: Ferenc KISS – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics II or equivalent.

DESCRIPTION:

The course is designed to offer a systematic and thorough introduction into the economic side of the ICT revolution. There are five sections. In the first we introduce background concepts, such as information, information products and their economic properties, communication, networks and network economics, info communications services, the ICT sector. The second offers an introduction into the economics of network interconnection. The third part of the course contains a production analysis. The fourth part is about service market phenomena. It offers discussions of externalities and their consequences, consumer demand characteristics.

TEACHING AND LEARNING METHODS:

The course consists of seven four-hour classes and midterm and final written exams. Most of the available time is used for lectures, relying on PowerPoint slides to structure and present the course material. The instructor regularly initiates discussions of key issues. Questions may be asked, comments made and discussion initiated by students at any time. Adequate time will be assigned for discussing required readings. There are no assignments. The instructor will e-mail to each student the PowerPoint lecture notes and the files that contain the required readings immediately after the first class session. Recommended and additional readings may be downloaded from the internet or borrowed from the instructor at any time during the course.

READINGS:

- *Shapiro, Carl and Hal R. Varian (1998): „Information Rules: A Strategic Guide to the Network Economy”* Harvard Business School Press, ISBN-10: 087584863X, ISBN-13: 978-0875848631;
- *Sidak, G.J. (2006): „Testimony in front of the Committee of Commerce, Science and Transportation of the United States Senate. February 6.*
- *Varian, Hal R., J. Farrell and C. Shapiro (2005): „Economics of Information Technology: An Introduction (Raffaele Mattioli Lectures)”* Cambridge University Press, 112 pp.

ASSESSMENT:

Midterm exam	40%
Final exam	40%
Class participation	20%

Ecotourism Management

Lecturer: Erzsébet PÉNZES – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Nature based tourism is a fast growing sector within the tourism industry, there is a need to consider its effective planning and management. The most appropriate form of tourism in the natural areas provide a sustainable way for development both economically and environmentally. The course covers the following issues:

Introducing and discussing the examples of ecotourism definitions – according to their position along this continuum.

The impacts of ecotourism; ecotourism planning; ecotourism demand; the ecotourism infrastructure and supply; ecotourism and local community, local economy; visitor management: codes of ethics, monitoring system, administrative tools; interpretation as a key tool for successful ecotourism; financial issues.

Implementing the management strategy will attempt to shift the ‘ecotourist experience’ from simple enjoyment and satisfaction through stages of greater understanding, attitude change and finally more environmentally responsible behaviour.

TEACHING AND LEARNING METHODS:

The different parts of the ecotourism management are discussed theoretically and through case studies as well. This allows the students to understand the meaning of ecotourism, and select and implement the right management tools in any kind of destination. The students’ task will be to search for case studies of the actual lessons and present them, followed by a discussion.

READINGS:

- *Buckley, R. (2008): Ecotourism: Principles and Practice, CABI*
- *Fennel, David A (2007): Ecotourism, Routledge,*
- *Lindberg, Kreg and Hawkins, Donald E. (1993): Ecotourism: A Guide for Planners and Managers. Ecotourism Society.*

Recommended: articles on current issues

ASSESSMENT:

Midterm presentations 30%

Final exam 70%

The exam is mutual; the students have to put together a management plan of a chosen area.

Einführung in das deutsche Steuerwesen

Lecturer: Emma-Maria BEYER – Associate Professor

Semester: Autumn

Status: Elective

Credit: 6

Level: Undergraduate and Graduate

VORAUSSETZUNGEN: Sehr gute Kenntnisse der deutschen Sprache

BESCHREIBUNG:

Der Kurs beinhaltet die Vermittlung von Kenntnissen auf dem Gebiet der Besteuerung von Gesellschaften, Unternehmen und Einzelunternehmen in Verbindung mit betriebswirtschaftlichen Belangen derselben und die Vorbereitung der Ökonomie-Studenten auf ihren zukünftigen Einsatz in den Unternehmen in leitenden Stellungen, um die Abhängigkeit betriebswirtschaftlicher Entscheidungen von den steuerlichen Konsequenzen zu vermitteln.

Darüber hinaus werden Kenntnisse des deutschen Steuerrechts vermittelt, um den Absolventen insbesondere in den Unternehmen, die wirtschaftliche Beziehungen zum deutsch-sprachigen Wirtschaftsraum haben, die Voraussetzungen für einen erfolgreichen Einsatz in diesen zu ermöglichen.

Der Kurs deckt folgende Themen ab:

Allgemeine Kenntnisse über die Systematik des deutschen Steuerwesens, Vermittlung der Steuertermini und Übung der deutschen Sprache, Vermittlung von Kenntnissen in den Steuerarten, Steuergesetzen und zugehörigen Durchführungsverordnungen sowie der Abgabenordnung; Den Schwerpunkt der Ausbildung bildet die Besteuerung von Unternehmen. Anhand von praktischen Rechenbeispielen und Übungen werden einerseits die Gestaltungsmöglichkeiten betriebswirtschaftlicher Entscheidungen unter Berücksichtigung steuerlicher Aspekte und andererseits die Einhaltung gesetzlich geforderten Bestimmungen vermittelt und geübt.

LERN- UND UNTERRICHTSMETHODEN:

Der Kurs ist praxis- und problemorientiert. In den Übungen wird in den Fällen aus der Praxis die Anwendung des theoretischen Wissens aus der Vorlesung geübt.

LITERATUR:

- *Rauser, Heinrich, Rauser, Klaus-Dieter:* Steuerlehre für Ausbildung und Praxis, 35. Überarbeitete Auflage 2008, Winklers GmbH
- *Daumke:* Grundriß des Steuerrechts, 6. Überarbeitete Auflage 2009, Erich Schmidt Verlag Berlin

BEWERTUNG DER STUDIENLEISTUNGEN:

Eine Zwischenklausur in der 2. Woche (40 %), Klausur (60 %)

Grundlagen der BWL I.

Lecturer: Éva Erika GAZDA – Lecturer, Erika MOLNÁR – Lecturer,
Cecília TUSA – Private Lecturer

Semester: Autumn

Status: Obligatory Elective

Credit: 4

Level: Undergraduate

VORAUSSETZUNG: Gute Sprachkenntnisse

BESCHREIBUNG:

Der Kurs Einführung in die Grundlagen der BWL I beinhaltet die wichtigsten Grundkenntnisse, die man zum Verstehen der speziellen Fachgebiete in der Wirtschaft braucht. Der Kurs richtet sich dementsprechend an Studentinnen, die die Grundbegriffe auf Deutsch beherrschen wollen und über die wichtigsten Zusammenhänge der Wirtschaft einen Überblick erwerben möchten. Der Kurs deckt folgende Fachbereiche ab: Grundbegriffe der BWL und VWL, Europäische Union, Umweltschutz, Arbeitsmarkt, Geschäftskultur, Herausforderungen der aktuellen wirtschaftlichen Lage. Der Kurs besteht aus 2 Stunden Vorlesung und 2 Seminarstunden.

LERN- UND UNTERRICHTSMETHODEN:

Der Kurs ist praxis- und problemorientiert. Das Ziel ist neben der Aneignung der theoretischen Grundlagen hauptsächlich die Formulierung potenzieller Problemfelder und deren Besprechung. Die theoretischen Grundlagen stützen hauptsächlich auf das Vorlesungsmaterial, die praktischen Aufgaben beinhalten Fallbeispiele und aktuelle Probleme. Die Studentinnen haben Freiraum bei der Wahl der zu bearbeitenden Fallbeispiele.

LITERATUR:

- *Kuhlmann, C. (2001):* Einführung in die Betriebswirtschaftslehre. Allgeine Grundlagen, München
- *Günter Wöhe (2008):* Ulrich Döring: Einführung in die Allgemeine Betriebswirtschaftslehre. 23. Auflage. Franz Vahlen, München

BEWERTUNG DER STUDIENLEISTUNGEN:

4 kleinere Klausuren (4,8,11,14 Woche des Semesters)	60 %
Aktive Teilnahme an den Seminarstunden	20 %
Abgabe der schriftlichen Hausaufgaben	20 %

Grundlagen der BWL II.

Lecturers: Éva Erika GAZDA – Lecturer, Erika MOLNÁR – Lecturer,
Cecília TUSA – Private Lecturer

Semester: Spring

Status: Obligatory Elective

Credit: 4

Level: Undergraduate

VORAUSSETZUNG: Einführung in die Grundlagen der BWL I

BESCHREIBUNG:

Der Kurs Einführung in die Grundlagen der BWL II beinhaltet die wichtigsten Zusammenhänge, die man zum Verstehen der speziellen Fachgebiete in der Wirtschaft braucht. Der Kurs richtet sich dementsprechend an Studentinnen, die über die wichtigsten Zusammenhänge der Wirtschaft einen Überblick erwerben möchten, bzw. die die neuesten wirtschaftlichen Trends kennen lernen wollen. Der Kurs deckt folgende Fachbereiche ab: Projekt als Arbeitsform, Geschäftskommunikation, Euro als internationale Währung, Projektmanagement bei internationalen Unternehmen, Rechtsformen der Unternehmen, Aufbau- und Ablauforganisation, Management der Messen und Ausstellungen, Wirtschaftliche Landeskunde in Ungarn und Deutschland.

LERN- UND UNTERRICHTSMETHODEN:

Der Kurs ist praxis- und problemorientiert. Das Ziel ist neben der Aneignung der wirtschaftlichen Zusammenhänge hauptsächlich die Formulierung potenzieller Problemfelder und deren Besprechung. Das Lehrmaterial und die Aufgaben stützen hauptsächlich auf Fallstudien über aktuelle wirtschaftliche Ereignisse. Die Studentinnen haben während des Semesters 2 Präsentationen zu halten, jeweils über ein selbst gewähltes und ein vorher festgelegtes Thema.

LITERATUR:

- *Gudrun Rehn-Göstenmeier (2005):* Präsentationstechniken mit Microsoft PowerPoint – Reden ist Silber, Zeigen ist Gold
- *Kögler, Gottfried; Aigner, Natalia (1997):* Fallbeispiel Marketing. In: Aff, Josef; Wagner, Margret (Hg.) (1997): Methodische Baustein der Wirtschaftsdidaktik. Wien

BEWERTUNG DER STUDIENLEISTUNGEN:

4 kleinere Klausuren (4,8,11,14 Woche des Semesters)	60 %
Präsentationen	40 %

Employment in Tourism

Lecturer: Katalin FORMÁDI – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Employment is a focal issue in tourism. Valued for its labour-intensive nature tourism is one of the most common tools in development. This course demonstrates the specific nature of working in tourism. First, the professions in tourism are discussed. Taking approaches from the sociology of work and professions, the characteristics of tourism-related professions are demonstrated. Second, analysing the dynamics, the issues related to the evolution of professions, that is of professionalization follows. As a dynamic field tourism does not only involve a wide range of professions, but it is also constantly developing with new pre-professions emerging and sub-professions differentiating. Third, careers in tourism are discussed, demonstrating typical careers and highlighting the factors which influence career strategies in the tourism field.

TEACHING AND LEARNING METHODS:

Lectures are based on active student participation. Each lecture has related readings in English on a weekly basis, which will be uploaded on the course's Moodle platform. In the second part of the lecture, there will be working group presentations based on the assigned materials followed by discussion. The presenting group has to make a 15–20 minutes Power-point presentation which has to be uploaded on the course's Moodle platform in advance. The groups have to be set up and decide on the topics in the first lecture.

The group presentation has to be elaborated by the given date otherwise the group will receive 0 point for this task.

It is anticipated that students will have to make individual effort in order to successfully complete the course. These may take the form of reading the literature, concerning the given questions, making notes, collecting information and at the end of the course students have to write an exam.

READINGS:

- *Riley-Ladkin-Szivas*: Tourism Employment

ASSESSMENT:

Course work	50%
Final exam	50%

Entrepreneurship

Lecturer: Ildikó VIRÁG-NEUMANN– Lecturer

Semester: Spring

Status: Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The aim of this course is to develop not only an understanding of business and its supporting theories and concepts, but to stimulate and encourage entrepreneurial thinking and development. The main objectives of this learning experience are to create an understanding of the nature of entrepreneurship and the contributions entrepreneurial ventures make to the economy, identify and evaluate characteristics of prospective entrepreneurs and their industry & competitive environments in order to appraise their chances for success, assist course members evaluate their own entrepreneurial potential and probable levels of commitment.

The whole Programme is designed to be very practical where students will be actively encouraged to develop their ideas in a series of workshops that will be run throughout the course. Most relevant concepts and topics will be discussed by case studies. The course will provide lectures and case discussions, around four major issues:

The entrepreneurial perspective focuses on the individual (the entrepreneur), the organisation (the entrepreneurial venture), the process and the environment (the international arena); creating and starting the ventures; financing new ventures; managing, developing and ending the new ventures.

Upon successful completion of this course students will be able to identify trends affecting business, understand world economic systems and how they interact with and affect business, learn the different forms of business, understand what is needed to start a small business or to own a franchise and the importance of entrepreneurship in business.

TEACHING AND LEARNING METHODS:

Knowledge, i.e. familiarity with entrepreneurship toolkit is provided by means of lectures. Skills, i.e. the ability to apply the knowledge are developed by means of group assignments that are presented and discussed in the classroom. Both lectures and group assignments foster the attitude toward entrepreneurship.

READINGS:

- *Jeffry A. Timmons and Stephen Spinelli (2004): New Venture Creation: Entrepreneurship for the 21st Century, Amazon*

ASSESSMENT:

Midterm exam 20%, Final exam 30%, Business Plan 20%, Collaborative Work 10%, Written Case Studies 20%

European Union Studies

Lecturer: Gabriella BÁNHEGYI – Senior Lecturer

Semester: Autumn

Status: Obligatory Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The object of the course is to provide students with an overview of the process, past and future goals of European integration, an understanding of the structure and functioning of the European Union by examining the EU institutions, the decision-making procedures and the involvement of national governments in the EU's policy process, the meaning of European citizenship, the basics of the main policies of the EU.

TEACHING AND LEARNING METHODS:

Lecture based teaching will be applied. When it is possible, students will receive insight of the operation mechanism by following current challenges of the EU (e.g. watching European Parliament debates through the internet). Current events will be discussed during the semester. Students write papers during the semester to evaluate their preparedness.

READINGS:

- <http://europa.eu/>

ASSESSMENT:

Papers 100%

Event Management

Lecturers: Katalin FORMÁDI – Senior Lecturer

Csilla RAFFAI – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

This Event Management course has been comprehensively devised to meet and to address the needs of the industries Event Management and Public Relations. The course also covers the Communications, Organisational and Coordination skills that are now a requirement in these professions. Public Relations skills are also essential in the Event Management area, as are presentation skills.

This subject will provide the learner with the underpinning knowledge and skills required to develop and update general knowledge of the meetings and events industry including industry structure, legal issues and current technology. The learner will be able to plan and develop event programmes, proposals and bids for staging of meetings and events.

TEACHING AND LEARNING METHODS:

Seminars are based on active student participation. The participation is compulsory, 2 missings are acceptable. The groups will choose a type of event in the first lecture and they will plan that event step by step with the help of the lecturers. There will be working group discussions in every seminar on related topics and some practical aspects of organizing any type of an event will be presented. At the end of the course, the groups will have to finalise their events according to the guidelines, and upload their findings on the course Moodle platform. It is also anticipated that students will have to make individual effort in order to successfully complete the course. These may take the form of reading the literature, concerning the given questions, making notes, collecting information for planning the event and at the end of the course students have to write an exam.

READINGS:

- *Gummesson, E (2007):* Exit services marketing – enter service marketing, Journal of Customer Behaviour, Vol. 6, No. 2, pp. 113–141
 - *Price, C. H. (2000):* The Complete Guide to Professional Meetings and Event Coordination, George Washington University, USA
- Topic related articles – uploaded on the course Moodle platform.

ASSESSMENT:

Midterm exam 50%, Writing tasks and presentations 50%, (5 x 5 points for the writing tasks + 25 point for the documentation)

Financial Economics II.

Lecturer: Szabolcs SZIKSZAI – Senior Lecturer

Semester: Autumn

Status: Core

Credit: 3

Level: Graduate

PREREQUISITES: Corporate Finance I

DESCRIPTION:

Financial Economics II is an advanced course and one of the core courses of specialization in the Economics Master Programme of the Faculty of Economics. Its main purpose is to give students a more profound knowledge of the environment and the process of investments in marketable securities and the way they can apply economic knowledge in a financial context. In the first half of the semester, the course deals with the three main elements of the investment environment, that is, securities (equities, bonds, futures and options), markets (exchanges) and intermediaries (banks, brokerages). In the second half of the semester, the investment process, including the five main steps of portfolio management (policy, analysis, construction, revision and evaluation), is examined.

TEACHING AND LEARNING METHODS:

The teaching method assumes that students have a good understanding of algebra and corporate finance as well as an ample knowledge of accounting, statistics, and microeconomics. The work in class is based on lectures on the relevant chapters of the book. The solutions to problems related to the models and theories discussed are presented by the teacher as part of the lectures. Complementing the lectures, additional problems with solutions and case studies on the valuation of securities are presented on the website of the course. Students are asked to write four multiple-choice quizzes over the semester, therefore, it is essential that they prepare for classes on a weekly basis. Besides lecture materials, students should also make use of the additional course materials mentioned above, which are of major help in preparing for the final exam. In the final exam, students must solve four short investment problems.

READINGS:

- *William F. Sharpe–Gordon J. Alexander–Jeffery V. Bailey (1995): Investments, 5th ed. Prentice Hall. Chapters 10–12, 14–25*

ASSESSMENT:

Midterm exams	50%
Final exam	50%

Geschäftskommunikation

Lecturer: Cecília TUSA – Private Lecturer

Semester: Autumn

Status: Elective

Credit: 4

Level: Undergraduate

VORAUSSETZUNG: Gute Deutschkenntnisse

BESCHREIBUNG:

Der Kurs Geschäftskommunikation richtet sich an Studentinnen, die Interesse für die Kommunikation im geschäftlichen Bereich zeigen, vor allem im internationalen Umfeld. Der Kurs beinhaltet die Themen der mündlichen Kommunikation im Geschäftsleben, wie zum Beispiel Verhandlungen, Besprechungen, Abstimmungen, Terminabsprache, Vorstellungsgespräch, bzw. die Themen der schriftlichen Kommunikation, wie Geschäftsbriefe, Angebote, Verträge, Bewerbungen bzw. deren Anforderungen. Der Kurs stellt die Studentinnen vor die Aufgabe, eine Präsentation über eine Innovation eines selbst gewählten Unternehmens zu halten, einen Projekt durchzuführen, dazu einen Projektplan zusammenstellen und eine konkrete Situationen aus dem Wirtschaftsleben zu simulieren.

LERN- UND UNTERRICHTSMETHODEN:

Die aktive Mitarbeit der Studentinnen ist Voraussetzung des Kurserfolgs. Der Kurs setzt sich zum Ziel, nach der Bekanntgabe der theoretischen Grundlagen den Studentinnen die Möglichkeit zu geben die Situationen der schriftlichen und mündlichen Kommunikation auszuprobieren. Nachdem sich die Studentinnen in diesen Situationen vertraut verhielten, werden sie selber ähnliche Situationen konstruieren. Die Themen des Lehrmaterials ergeben sich aus den Anforderungen der Geschäftskommunikation. Die Studentinnen werden auch verschiedene Präsentationstechniken erlernen und nach deren Einübung mit Hilfe dieser Techniken die Themen aufarbeiten.

LITERATUR:

- *Anne Buscha – Gisela Linthout (2007):* Geschäftskommunikation – Verhandlungssprache. Kursbuch. Hueber Verlag..
- *Volker Eismann (2006):* Training Berufliche Kommunikation. Erfolgreich in Verhandlungen. Mit Audio-CD. Cornelsen Verlag
- *Holger Backwinkel – Peter Sturtz – Jürgen Fischer (2006):* Telefonieren. Professionelle Gesprächstechniken. Haufe Verlag.
- *Udo Haeske (2008):* Kommunikation mit Kunden Kundengespräch, After Sales und Reklamation. Cornelsen Verlag.

BEWERTUNG DER STUDIENLEISTUNGEN:

2 Klausuren (Mitte des Semesters, Ende des Semesters) 30 %, 2 Präsentationen 40 %, Teilnahme an erfolgreichen Simulationsspielen 30 %

Health Tourism

Lecturers: Ágnes RAFFAY – Associate Professor

Krisztina PRISZINGER – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The module aims to discuss the system of health tourism in Hungary with special attention to the attractions and establishments based on natural as well as man made products. The sessions will also examine the instruments health tourism based services have at hand to enhance their product offer, by developing clusters of health tourism providers as a way forward in the growing competition within the tourism market, as well as undertaking marketing activities. The discussions will assess the relevant trends and the role of fashion influencing the development of the health tourism sector both within Hungary and worldwide.

TEACHING AND LEARNING METHODS:

The module will be based on the active involvement of students in the discussions. Each session will be dedicated to a health tourism specific topic and the students will be expected to share their experience and insights related to the given topic. Towards the end of the module depending on the number of students involved 2 or 3 sessions will be dedicated to student presentations where they can introduce a best practice example of health tourism products from their own countries.

Students will be recommended to use one or more of the textbooks from the reading list but will also be directed to specific readings from specialist books – for example on airlines – and journal articles as their research interests for the assignment are identified.

READINGS:

- *Smith, M. and Puczkó, L. (2008): Health and Wellness Tourism* Oxford; Butterworth Heinemann

ASSESSMENT:

Coursework 100%

Human Nutrition

Lecturer: Károly DUBLECZ – Professor

Faculty of Georgikon, Keszthely

Semester: Spring

Status: Obligatory Elective

Credit: 5

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The aim of this subject is to offer a comprehensive guide to nutrition, diet and food for the students. The importance of diet and nutrition in the maintenance of health is universally known and recognised. In the recovery from illness and injury diet also plays a crucial role.

The subject summarizes the present knowledge of human nutrition and supplies information about food to enable nutritional knowledge to be translated into specific and practical advice.

The subject aims to promote understanding of the main concepts of nutrition so that dietary advice can be based on sound principles and applied with common sense. The subject offers general principles and facts to allow their interpretation for individual requirements.

Detailed Programme:

digestion, absorption and metabolism; carbohydrates; proteins, vegetarianism; fats; vitamins; mineral elements; dietary energy; planning a healthy diet; pregnancy and lactation; feeding children; diet in adult life; nutrition, diet and health

TEACHING AND LEARNING METHODS:

Beside the lectures students have to do some calculations relating to their requirements and daily diet. They also have to prepare a presentation on a nutritional topic.

READINGS:

- *Brenda Piper (1996):* Diet and nutrition, Chapman & Hall, London
- *Garrow, J.S., James, W.P.T. (1993):* Human nutrition and dietetics, Churchill Livingstone, Edinburgh
- *Bender, D. A. (1993):* Introduction to Nutrition and Metabolism. UCL Press Limited, London

ASSESSMENT:

Oral exam:	60%
Homeworks, written report:	20%
Presentation:	20%

Improving Management Communication Skills

Lecturer: Candy FRESACHER – Visiting Professor

Semester: Autumn or Spring

Status: Obligatory Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: Working knowledge of English

DESCRIPTION:

Since the decade dedicated to brain research (the 1990s) in America, concepts such as emotional intelligence have provided new ways to look at communication abilities with reference to intra and inter personal skills. Brain research shows the importance of emotions in our decision making processes and Daniel Goleman suggest five ways to look at EQ within the business framework. Time and stress management relate to both EQ and brain research through left and right brain reactions. Communicating well with others in meetings, while negotiating, and during presentations are important skills to be successful in various aspects of the business world. In fact, personal skills are becoming more and more important as we evolve from agricultural, to manufacturing, to service-oriented industries.

This practical course is aimed at business students who wish to understand and use methods of communication to improve their interaction with others at the workplace. The course puts emphasis on exercises which improve the students' emotional intelligence, time and stress management skills, as well as shows the importance of working in teams and gives additional information about international telephoning, meetings and negotiations.

TEACHING AND LEARNING METHODS:

This is an interactive course which focuses on improving the participants' communication skills. The participants will use language in one-on-one settings, in small groups, in a meeting and negotiation exercise and by giving a presentation. The students will also produce a journal and will take a test on what they have learned in the course. This is an intense seminar, held in English over a four-day period which has a dual purpose.

READINGS:

- *Dr. Candy Fresacher: Improving Management Communication Skills*

ASSESSMENT:

Final exam	50%
Journal	15%
Presentation	15%
Class participation	20%

Improving Negotiation and Presentation Skills

Lecturers: Edit KOMLÓSI –Lecturer

Réka POLÁK-WELDON – Lecturer

Semester: Autumn or Spring

Status: Elective

Credit: 3

Level: Undergraduate or Graduate

PREREQUISITES: None

DESCRIPTION:

Negotiation and presentation skills are one of the most vital attributes a manager can possess. This course provides a practical opportunity to enhance current presentation skills and add craft to the delivery of presentation and negotiation. It gives an in-depth view of how to make a presentation persuasive and effective even for audiences where there are different levels of communication and understanding. We rather look at the understanding of how the environment in which managers have to present or negotiate works and how the individual presenter can „work that environment” in a way that best suits their personal style. Participants get the opportunity to practice a variety of presentation tools and techniques such as benchmarking, best-practice, workshops as well as some negotiation techniques: win-win negotiation and conflict management.

TEACHING AND LEARNING METHODS:

This course is designed to help students gain confidence in using English in special business situations such as negotiations and presentations. Assuming that students possess fluent English knowledge the work in class is heavily based on communicative exercises. Focusing on real life situations the seminars are completely practice-oriented.

READINGS:

- *C.Douglas Billet (2000): It's a Deal*, powerful negotiation skills in English
- *Michael Carrell, Christina Heavrin, J.D.,(2007): Negotiating Essentials, Theory, Skills and Practices*
- *Barbara Budjác Corvette (2006): Conflict Management – A Practical Guide to Developing Negotiation Strategies*

ASSESSMENT:

Midterm exam	30%
Endterm exam	30%
Active participation during seminars	20%
Presentation	20%

Industrial Organisation II.

Lecturer: Gergely KÓHEGYI – Senior Lecturer

Semester: Spring

Status: Obligatory Elective

Credit: 6

Level: Graduate

PREREQUISITES: Industrial Organisation I.

DESCRIPTION:

We begin our study of industrial organisation by reviewing the basic building blocks of market analysis. At first we provide a road map for the entire enterprise. Here, we lay out the essential aim of our analysis, namely, the investigation of firm behaviour and industrial outcomes in markets that are imperfectly competitive. We describe how the framework for this analysis has evolved over time and the lens through which such markets are viewed today. In this methodological framework we will introduce several models and analyse such current topics as monopoly power and practice, oligopoly markets, contractual relations between firms, non-price competition and some new developments in the field of industrial organisation.

TEACHING AND LEARNING METHODS:

Class sessions will consist of a variety of activities including lectures, group presentations and discussions, group projects, case study analyses and in-class exercises. In general, short introductory lectures are followed by the discussion of the topic. The lectures are used to discuss the concepts and problem solving helps to illustrate the significance of those in applications. The assigned homework problems are going to assure the development of student's creativity. Students are expected to be active during the discussions. Individual and group work is expected for the elaboration of tasks. Several tasks have to be solved individually by each student, others on the basis of individual selection agreed with the lecturer. The solution has to be written in about 3–5 pages and presented for discussion.

READINGS:

- *Pepall–Richards–Norman (2004):* Industrial Organisation: Contemporary Theory and Practice. South–Western College Pub.
- *Carlton–Perloff (2001):* Modern Industrial Organisation. HarperCollins
- *Tirole, Jean (2003):* The Theory of Industrial Organization. Cambridge (USA): MIT Press.
- *Sly, Oz. (1996):* Industrial Organization: Theory and Applications. Cambridge (USA): MIT Press.

ASSESSMENT:

Midterm exam	40%
Final exam	40%
Class participation	20%

Interkulturelles Management

Lecturer: Cecília TUSA – Private Lecturer
Semester: Spring
Status: Elective
Credit: 4
Level: Undergraduate

VORAUSSETZUNG: Grundlagen der BWL I-II.

BESCHREIBUNG:

Der Kurs Interkulturelles Management beinhaltet die wichtigsten Kenntnisse, die man zu einer erfolgreichen Arbeit im interkulturellen bzw. internationalen Umfeld braucht. Der Kurs richtet sich dementsprechend an Studentinnen, die sich vorhaben in die Arbeit bei multinationalen Unternehmen in Ungarn oder im Ausland einzusteigen, bzw. ein Teilstudium oder ein Praktikum im Ausland zu leisten. Der Kurs deckt folgende Fachbereiche ab: Grundbegriffe des interkulturellen Managements, Herausforderung der interkulturellen Arbeit, Internationalisierung und deren Strategien, Personalmanagement im interkulturellen Umfeld und interkulturelle Kompetenzen.

LERN- UND UNTERRICHTSMETHODEN:

Der Kurs ist praxis- und problemorientiert. Das Ziel ist neben der Aneignung der theoretischen Grundlagen hauptsächlich die Formulierung potenzieller Problemfelder und deren mögliche Lösungsvarianten. Die theoretischen Grundlagen stützen auf die unten angegebenen Lehrbücher und Grundwerke, die praktischen Aufgaben beinhalten Fallbeispiele und aktuelle Probleme. Die Studentinnen haben Freiraum bei der Wahl der zu bearbeitenden Fallbeispiele.

LITERATUR:

- *Apfelthaler, Gerhard (2000):* Interkulturelles Management. Die Bewältigung kultureller Differenzen in der internationalen Unternehmenstätigkeit. Verlag Manz Fortis FH, Wien
- *Hofstede, Geert (2006):* Lokales Denken, globales Handeln. Interkulturelle Zusammenarbeit und globales Management. DTV-Beck, Auflage: 3. Auflage
- *Baumer, Thomas (2002):* Handbuch Interkulturelle Kompetenz. 1. Auflage
- *Kathrina Schipper (2007):* Interkulturelles Management: Ein Konzept zur Gestaltung von Entscheidungsprozessen für den internationalen Einsatz von Fach- und Führungskräften LIT Verlag Berlin-Hamburg-Münster

BEWERTUNG DER STUDIENLEISTUNGEN:

2 Klausuren (Mitte des Semesters, Ende des Semesters)	60 %
1 Analyse einer Fallstudie	
Hausarbeit	20 %
Präsentation	20 %

International Economic Relations

Lecturer: Tamás ISÉPY – Senior Lecturer

Semester: Spring

Status: Core

Credit: 3

Level: Undergraduate

PREREQUISITES: International Economics B

DESCRIPTION:

The main goal of the subject is to give an overview to the participants on the basic forms of international economic relations including their impacts on national economies, as well as the influential factors. On completion of this subject, students should have an understanding of the available forms of international cooperation for open economies. They should build up a knowledge about the various – external and internal economic, financial, social, and political and wealth etc. – implications of those international cooperation forms. The subject gives an analysis of the world-wide economic process of globalisation and the simultaneous and steadily growing interest in regionalisation, paying special attention to the position and ambitions of the leading actors.

TEACHING AND LEARNING METHODS:

The method of teaching is mainly based on textbook written by Nobel laureate 2008.

READINGS:

- *P.Krugman–Maurice Obstfeld (2000): International Economics. Addison Wesley Longman*

ASSESSMENT:

Final exam 100%

International Financial Markets

Lecturer: Hajna ISTVÁNFFY LÓRINCZ – Professor

Semester: Autumn

Status: Obligatory Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: Basics of International Finance

DESCRIPTION:

The course gives a complex overview of international financial markets. Today's financial marketplace is truly global. Students cannot fully understand current developments of international economic and financial flows without a real understanding of the background of financial markets. In order to take efficient measures and decisions the course explains the basic factors of the markets, including both fundamentals and the other factors influencing the behaviour of market actors. The basics of the foreign exchange market and the business plan will be presented, along with the accessible discussions of recent findings related to exchange rate determination and future expectations. Topics cover all those areas which can contribute to good business decisions, from financing international trade to the problem of overshooting exchange rates.

TEACHING AND LEARNING METHODS:

Lectures on the main flows of the international financial markets; students' presentation of essays prepared on specific issues.

READINGS:

- *Michael Melvin*: International Money and Finance. Addison Wesley. 6th ed.

Readings from current international literature

ASSESSMENT:

Midterm reports and presentations 100%

International Financing and Risk Management

Lecturer: Tamás ISEPY – Senior Lecturer

Semester: Spring

Status: Core

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The course is not simply a study of abstract theories concerning the international economic consequences of external financing. Lectures will discuss the role and importance of optimal financing, including the available sources and the wide range of techniques developed and used in the international financial markets. Banks, holding the leading role in international financing, as well as the security markets and all other forms of direct financing are to be analyzed and proposals will be given on the basis of examples and instances for the best solution. Moreover the course gives an overview about risk types (credit risk, market risk, country risk, liquidity risk), risk management techniques, attitude of market participants. In case studies students become acquainted with bank strategies and factors of financial crisis.

TEACHING AND LEARNING METHODS:

The methods of teaching, in accordance with the character of the subject are both theoretical and problem-oriented. The readings assignments are taken mostly from the textbook but a few articles on current issues will also be discussed. Case studies are based on special book chapters and articles. Students work through these case studies and give presentations.

READINGS:

- *Maurice D. Levi (1997):* International Finance. McGraw-Hill
- *United Nations (2007):* World Investment Report

ASSESSMENT:

Final exam	70%
Case study	30%

Internationales Steuerrecht aus deutsch–ungarischer Sicht

Lecturer: Emma–Maria BEYER – Associate Professor

Semester: Autumn

Status: Elective

Credit: 6

Level: Undergraduate and Graduate

VORAUSSETZUNGEN:

- Sehr gute Kenntnisse der deutschen Sprache
- Besuch und Abschluß der Fächer „Einführung in das deutsche Steuerwesen“ und „Vertiefung des deutschen Steuerrechts“

BESCHREIBUNG:

Der Kurs deckt folgende Themen ab:

Allgemeine Grundlagen des internationalen Steuerrechts, ausgewählte Fragen des Europarechts, die wichtigsten Formen einer grenzüberschreitenden Unternehmenstätigkeit, die Mitarbeiterentsendung;

Den Schwerpunkt bildet das OEC–Musterabkommen und das Doppelbesteuerungsabkommen Deutschland/Ungarn.

LERN– UND UNTERRICHTSMETHODEN:

Der Kurs ist praxis– und problemorientiert. Das Ziel besteht vor allem darin, anhand von praktischen Beispielen die Vermeidung von Doppelbesteuerung der Unternehmen und Privat–personen bei grenzüberschreitenden Aktivitäten zu üben.

LITERATUR:

- *Christiane Djanani/Gernot Brähler*: Internationales Steuerrecht, Lehrbuch, 4. Auflage 2008, Gabler Verlag Wiesbaden
- EOC–Musterabkommen / Abruf im Internet
- Doppelbesteuerungsabkommen Deutschland/Ungarn / Abruf im Internet

BEWERTUNG DER STUDIENLEISTUNGEN:

Eine Zwischenklausur in der 2. Woche (40 %)

Klausur (60 %)

Introduction to Competition Policy

Lecturer: Zoltán BARA – Associate Professor

Semester: Autumn

Status: Elective

Credit: 6

Level: Undergraduate or Graduate

PREREQUISITES: Microeconomics or Economic Law

DESCRIPTION:

The main objective of this course is to provide an overall outlook on competition policy, starting with a rationale for competition policy, continuing with a brief history of antitrust measures in the U.S. and EU, introducing into the very basic elements of the EU's common law of competition. First, we shall explain the reasons for having a supranational competition policy control, exercised by the European Commission over 26 national competition authorities having 26 national law-and-enforcement schemes. Then, we introduce the four basic components of the EU's competition law: forbidden and allowed forms of cartel agreements, practices of abusing an alleged dominant position, merger control and the control of state aids. We finish with a quick look at the organizational framework of competition policy enforcement in the EU and discuss a few important cases.

TEACHING AND LEARNING METHODS:

Lectures on competition policy in an introductory level will focus on the very core, highly important topics as listed above. We will not rely on students' previous knowledge about the subject besides basic concepts of microeconomics on perfect competition, oligopoly and monopoly and on how to regulate the economic behaviour of market participants. Students will have the opportunity to study cases, the results of which could be a short presentation in the classroom or a written essay.

READINGS:

- *Whish, Richard (2003):* Competition Law, 5th Ed. Lexis Nexis Butterworths.
- *Monti, Giorgio (2007):* EC Competition Law, Cambridge University Press.

Cases to be discussed:

2004, March. The European Commission forces Microsoft to offer a Microsoft Windows version without the Windows Media Player preinstalled within the European Union.

2007, January. The European Court of First Instance uphold the decision of the Commission to declare France Telecom's behaviour in the ADSL access market as an abuse of market dominance

ASSESSMENT:

Final exam 70%, Class participation 10%, Case study or class presentation 20%

Introduction to Tourism

Lecturer: Katalin FORMÁDI – Senior Lecturer

Semester: Autumn

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

This course introduces a systems approach to tourism covering the following topics: the field of services, purchases, programming and the consumption of tourism, furthermore the role of each actor. It begins by clarifying basic concepts for understanding tourism phenomenon, because of the multidisciplinary nature of tourism. It provides definitions from the traditional to the newly related disciplines. Finally the course discusses briefly the evidence and the role of the government and the non-profit associations, regardless of the size of them.

TEACHING AND LEARNING METHODS:

There will be Power Point based lectures on each topic. Ppt files will be available in advance in the moodle e-learning system. Students are asked to print these prior to lectures and use them to make notes. It is our assumption that students will have notes on both the Power Point presented guidelines and the explanations of the lecturer. Questions and comments concerning the presentations and explanations are welcome on the spot (in case of unfamiliar word usages, definitions or concepts). There will also be a section in all seminars to clarify any point of the actual or previous lecture(s).

Seminars are based on active student participation (and should not be considered as “small lectures”). Each student (in groups of 3–5) will be asked to present a practical aspect of one topic. The allocation of topics among groups of students will be done in the first seminar. The presentation will be based on small scale Internet research and will use Power Point. Presentation will count in grading (10% weight). Beside formal presentations there will be working group discussions on related topics (questions to consider will be available to download together with ppt lectures and literature text files). It is also anticipated that students will have to make individual effort further to formal LV's in order to successfully complete the course. These may take the form of reading the literature, considering the given questions, making notes, looking for further examples from the field supporting theoretical knowledge gained from the classes and the texts.

READINGS:

- *Goldner, C. R., Brent Ritchie, J. R. (2008): Tourism: Principles, Practices, Philosophies.* Wiley, London

ASSESSMENT:

Case study/presentation 20%, Mid-term exam 40%, Final exam 40%

Introductory Monetary Macroeconomics

Lecturer: Szabolcs SZIKSZAI – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: Macroeconomics

DESCRIPTION:

This is a course on the macroeconomic fundamentals of monetary policy making for those students who have already taken Macroeconomics. The main purpose of this module is to enable students to apply the most important macroeconomic models with comfortable ease in the decisions making processes of monetary policy. The course begins with a review of the fundamentals of monetary macroeconomics: the relationship between money and the business cycles, money in the open economy and the relationship of money, inflation and banking. After these basic topics, we identify the three most important groups of questions related to monetary policy-making: its institutional design, its operating principles and its transmission mechanism. We analyze the social welfare function and the Taylor rule, the two cornerstones of central banking. Finally, we take Hungary (2001–2007) as a case study and we analyze the background and the record of the inflation targeting regime using econometric methods.

TEACHING AND LEARNING METHODS:

Each class starts with a 20-minute in-class written exam with two questions. Classes take the form of discussions based on the weekly assigned readings. Approximately the first two-fifths of the semester are based on the listed chapters of the Macroeconomics textbook, while, in the second two-fifths, we discuss the theoretical cornerstones of monetary policy-making. The last 3 classes revolve around a case study of Hungarian monetary policy under the inflation targeting regime. Students are asked to prepare a case study of 10–20 pages on the most recent monetary policy experiences of nations in the Central and Eastern European, Baltic or Mid-Eastern region.

READINGS:

- *Stephen D. Williamson (2005):* Macroeconomics, 2nd ed. Pearson Education. Selected chapters.
- *Alan S. Blinder (2006):* Monetary Policy Today: Sixteen Questions and about Twelve Answers. Conference paper.
- *Frederic S. Mishkin, Klaus Schmidt-Hebbel (2007):* Does Inflation Targeting Make a Difference? NBER paper.
- *Lars E. O. Svensson (1993):* The Simplest Test of Inflation Target Credibility. NBER paper.

ASSESSMENT:

Students must submit the case study on the day of the last class in order to get a signature. Grading will be based 100% on the in-class exams.

Investment Analysis

Lecturer: Szabolcs SZIKSZAI – Senior lecturer

Semester: Spring

Status: Elective

Credit: 6

Level: Graduate

PREREQUISITES: Corporate Finance I.

DESCRIPTION:

Investment Analysis is one of the elective courses in the Economics Master program of the Faculty of Economics. Its main purpose is to present students with a more profound methodology to measure and manage the value of companies than what they have got acquainted with in their Corporate Finance class. In the first part, the foundations of value and the important issue of value-maximization are discussed. Then, the core valuation techniques used in corporate finance are presented. Apart from the techniques, we try to shed light on the major factors that drive the value of companies. When we have identified the value-drivers, we change our perspective from that of an analyst to that of a manager and try to answer the question how company managers can create value. In the end, we mention a few advanced valuation issues with special attention to the distinctions that can be made between valuation methods based on the specific sector, life-cycle or macroeconomic conditions that the valued companies operate in.

TEACHING AND LEARNING METHODS:

The teaching method assumes that students have a good understanding of algebra and corporate finance as well as an ample knowledge of accounting, statistics, micro- and macroeconomics. The work in class is split into a lecture session and a seminar session. The lectures are based on the relevant chapters of the book. The solutions to problems related to the models and theories discussed are presented and discussed in the seminars. Complementing the lectures, additional problems with solutions and case studies on the valuation of companies are presented on the website of the course. Students are asked to write four multiple-choice quizzes over the semester, therefore, it is essential that they prepare for classes on a weekly basis. Besides lecture materials, students should also make use of the additional course materials mentioned above, which are of major help in preparing for the final exam. In the final exam, students must solve problems of company valuation.

READINGS:

- *Tim Koller–Marc Goedhart–David Wessels–Jeffrey P. Lessard (2005): Valuation – Measuring and Managing the Value of Companies, 4th ed. John Wiley & Sons, Inc.*

ASSESSMENT:

Midterm exams	50%
Final exam	50%

Job Socialisation Training

Lecturer: Ágnes BALOGH – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Job socialisation training is designed primarily for students interested in human resources management. This training helps the students to develop the possession of socialising skills required to identify themselves with their profession. They will understand the challenges of their job and with positive solutions can contribute to the success of their organisations. Through team works they will get acquainted with the most important competencies in the field of human flow, recruitment, downsizing, outsourcing, retirement, job description, work system, performance assessment, compensation and rewards, benefits, intrinsic motivators, empowerment, career path, teaching, lifelong learning, knowledge management, coaching, labour relations, strike, unemployment, etc.

TEACHING AND LEARNING METHODS:

The method of teaching, in accordance with the character of the subject, is practice-oriented. Assuming that the students are familiar with the basics of human resources management, the work in class is based on exercise and case studies.

READINGS:

- *Graham, H. T. – Bennett, R. (1995): Human Resources Management, M+E Handbook Series, London*
- *Leanne, S. (2004): How to interview like a top MBA, McGraw Hill, New York*
- *Hunt, J. M. – Weintraub, J. R. (2002): The coaching manager, Sage Publication, California*

ASSESSMENT:

Individual assignment	30%
Team work	70%

Labour Economics (Advanced)

Lecturer: János KÖLLŐ – Associate Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: Labour Economics 1, Microeconomics, Econometrics

DESCRIPTION:

The course is directed at a better understanding of the questions, approaches and fundamental analytical tools of empirical labour economics. The emphasis is put on the development of analytical skills rather than widening student's knowledge of the labour market. Students are expected to read, interpret, comment and reproduce some relatively simple studies on the labour market. The issues addressed include earnings differentials, participation decisions and employment policy Programmes. The course can not be regarded as a substitute for systematic studies in econometrics; it rather wants to develop practical skills in addressing fundamental issues in labour economics.

TEACHING AND LEARNING METHODS:

Sections of the course begin with an overview of the problem and the analytical tools required to study them. The methods include old regression, binary choice models, and some methods of dealing with biases and imperfect information. The classes take place in the Lab where students work with micro-data. They are expected to accomplish homework week by week that is evaluated in the classroom. Further, groups of 2 or 3 students read, present and comment selected papers at least once during the course.

READINGS:

- *R. Ehrenberg–R. Smith–R. Flauagan*: Modern Labour Economics, 3rd ed, Scott, Foresman.
- *Paul Milgrom – John Roberts (1992)*: Economics, Organization and Management, Prentice Hall
- *Lazear, P (1994)*: Personel Economics

ASSESSMENT:

Students must prepare one presentation and homework during the course. Grading will be based on classroom work, homework and the presentations. Acceptance level: 50%+1 point of total points.

Local Government Finance and Economics

Lecturer: Jenő KOLTAY – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Macroeconomics, Public Economics

DESCRIPTION:

The course provides students with an analytical framework to understand funding and budgeting of local governments. Conceptual and policy issues are approached in the context of intergovernmental fiscal relations. Functioning and transformation of local governments in Hungary are introduced in comparison with experiences of other EU countries and an overview of global trends in financing governments. Discussion of evolving trends and reforms of local taxes, intergovernmental transfers and expenditure assignment relies on core elements of public finance and fiscal federalism.

TEACHING AND LEARNING METHODS:

Case studies helping a better understanding of the problems outlined, include global and Hungarian perspectives of property taxation from taxing land and/or buildings on market value to a betterment tax, performance-based financing in the provision of local/municipal public services, the Budapest syndrome and its possible remedies: capital – districts – agglomeration – government relations in Hungary, ways and means of alleviating territorial disparities in Hungary and in the EU, requirements and consequences of a further regionalisation and its potential impact on local governments in Hungary.

READINGS:

- *Bailey, S. (1999):* Local government economics, principles and practice, Macmillan, (Ch. 1., 5., 8.)
- *Bird, R. – Ebel, R. – Wallich, C. (1995):* Decentralization of the socialist state, Intergovernmental finance in transition economics, The World Bank, (Ch. 1., 2., 3.)
- *Stiglitz, J.E. (2000):* Economics of the public sector, Norton, Third ed. (Ch. 26., 27.)
The European Commission, Directorate General XVI. – Official Documents (selected documents)
- *Armstrong, H. – Taylor, J. (2000):* Regional economics and policy, Blackwell, Third ed. (suggested)

ASSESSMENT:

Students shall prepare one presentation and an essay during the course. In addition, a closed book written exam will be given on the last week of instruction. Grading will be based 50% on the presentation and essay and 50% on the final exam. Acceptance level: 60%+1 point of total points.

Macroeconomics

Lecturer: Szabolcs SZIKSZAI – Senior Lecturer

Semester: Autumn

Status: Core

Credit: 5

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Macroeconomics is an introductory course for first-graders in all specializations of applied economics. Its main purpose is to enable these students to use the most important economic and macroeconomic models with comfortable ease in all arrays of applied economics. For the sake of those students who have never before studied economics in high school, the course begins with a brief discussion of the fundamentals of the economic way of thinking. These fundamentals include the notions of scarcity, opportunity costs, demand, supply, equilibrium, transaction costs, externalities and the role of government. After the basics of economics, the course moves on to discuss the basics of macroeconomics. In a final stretch, two further issues, the meaning of open economy and the role of government in stabilizing the economy are discussed.

TEACHING AND LEARNING METHODS:

The work in class is divided into two separate sessions. The first half is the lecture session. It is devoted to lecturing with the interactive participation of students. Besides focusing on presenting the most important ideas and models, an important element of this session is to provide real life examples that help students understand abstract economic and macroeconomic ideas. The second session is the practice session. It is problem-oriented, focusing on the repeated explanation and practical implementation of the ideas and models presented in the lecture session. The problems solved here with the participation of students come mostly from or are inspired by the two textbooks. Students should read the relevant chapters of the textbooks prior to the lecture sessions so that they already have an idea about the material before coming to class.

READINGS:

- *Paul Heyne–Peter Boettke–David Prychitko (2003): The Economic Way of Thinking*, 10th ed. Prentice Hall. Chapters 1–6, 13–14.
- *N. Gregory Mankiw (2003): Macroeconomics*, 5th ed. Chapters 1–3, 5–10, 12, 18.

ASSESSMENT:

Midterm exam	30%
Final exam	70%

Macroeconomics

Lecturer: Zsuzsanna BACSI – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Autumn

Status: Core

Credit: 7

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The students gain knowledge about the basic processes of the economy in macro level. The knowledge and understanding of the basic economic concepts provides solid foundation for the understanding of the economic relationships of the professional field to appreciate the role of the area in the economy, and the impacts of the economic decisions on the outcomes of the related businesses. The course covers: The basic relationships of the macro economy: production and output, incomes, sectors of the economy, the System of National Accounts (SNA). The national accounts of the entrepreneurial sector, the household sector, the government, the foreign trade account, the capital account and the income identity. The Keynesian model of the macro economy, income identity, money markets, labour markets, the IS–LM system, Inflation, unemployment, macroeconomic equilibrium, growth and business cycles, tools and approaches of the economic policy making, economic growth and development, international relations.

TEACHING AND LEARNING METHODS:

The contact hours are mainly spent on teacher presentation on the theory. Presentations are illustrated by PowerPoint slides, assisting the students in understanding the key concepts and relations of macroeconomics. The rest of the time is spent in small group seminars, when the students work on numeric examples of economic relationships.

READINGS:

- *Mankiw, G (1997):* Macroeconomics. Worth Publishers, New York
- *R. E. Hall – J.B. Taylor (1997/2005):* Macroeconomics. Theory, Performance, Policy. W.W Norton
- *Samuelson – Nordhaus (1987/1995):* Economics. McGraw–Hill, New York
- *Hyman, D. (1992):* Economics. Irwin Inc, New York

ASSESSMENT:

Two test papers during the term:	20% each
Class room activity:	10%
Term end exam:	50%

Macroeconomics II. (Advanced)

Lecturer: Péter PETE – Associate Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: Macroeconomics I.

DESCRIPTION:

This course builds heavily on the undergraduate macroeconomic fundamentals taught in Macroeconomics I. However, the concepts and adjustment processes are not discussed simply on an intuitive basis; but the course gives a full microeconomic basis for the formalized macro models it discusses. For introduction we describe those classical stylised facts, macroeconomic models are to explain, then we build those very models.

The labour demand as well as consumption behaviour is built on the household labour-leisure decision, while the supply side is also fully modelled in a profit maximizing entrepreneurial framework using a homogenous production function. First a full basis RBC model is built, and then the role of money is shown.

Discussion of models for economic growth start with the simplest Solw-type framework, but more emphasis is put on the Ramsey-based structures of optimal capital accumulation process. The models introduced are also used to interpret standard economic problems like inflation, unemployment, expectations etc.

Some knowledge and usage of difference and differential equations are needed for this course.

TEACHING AND LEARNING METHODS:

The main tool for this course is lecturing, although students' involvement in discussions is of extreme importance. Models built are to be used in interpreting cases taken from the history of economic development. Students will prepare with short lectures and accounts to do this. The course material allows for students using economic data to make their own estimates on models describing economic behaviour. Numerical exercises are to be assigned as home works, but students' results will be discussed and evaluated in class. This course is part of the core, therefore assigned material is not simply to be read, but studied and practiced as well.

READINGS:

- *Stephen D. Williamson (2005):* Macroeconomics, 2nd ed. Pearson Education.
- *David Romer:* Advanced Macroeconomics (any edition)
- *Blanchard-Fisher (1993):* Lectures on Macroeconomics,, MIT Press

ASSESSMENT:

Oral examination 80%, Homework and class activity 20%

Management

Lecturers: Ferenc BOGNÁR – Lecturer, Anikó CSEPREGI – Lecturer
Tibor CSIZMADIA – Associate Professor, Gabriella DANCSECH – Senior Lecturer
Judit KISS – Ph.D Candidate, Zsolt T. KOSZTYÁN – Associate Professor
Zoltán KOVÁCS – Professor, Nóra OBERMAYER-KOVÁCS – Senior Lecturer
Lajos SZABÓ – Associate Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Sooner or later anyone might get into a leadership position. Then you need to know how to lead and organize your company, how to motivate your employees, how to make the right decisions.

- 1st week: History and development of management
- 2nd week: Overview of management schools
- 3rd week: Overview of management schools
- 4th week: Organizational structures (line, functional, divisional, matrix, strategic business unit)
- 5th week: Organizational structures (line, functional, divisional, matrix, strategic business unit)
- 6th week: Leadership conceptions and techniques
- 7th week: Leadership style
- 8th week: Leadership power
- 9th week: Leading organizations; the leader's planning function
- 10th week: Leading organizations; the leader's decisional function
- 11th week: Leading organizations; the leader's decisional function
- 12th week: Leading organizations; the leader's organizational function
- 13th week: Leading organizations; the leader's motivational function
- 14th week: Specific areas of management: strategic, change, crisis, project, production, service, human management
- 15th week: Consultation

TEACHING AND LEARNING METHODS:

Lectures and seminars are both interactive and based on consultation between lecturer and students.

READINGS: PowerPoint slides and other given material.

ASSESSMENT: Exam 100%

Market Research in Tourism

Lecturer: Péter MAYER – Senior Lecturer

Semester: Autumn or Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The course takes a practical approach to market research. It consists of three modules:
research design
data collection
data analysis.

During the research design phase a number of introductory presentations highlight the specifics of tourism research, involving the formulation of the research questions, hypotheses, as well, as the operationalization of these. The module is completed with discussing sampling and questionnaire design.

During the second phase students – working in groups – complete data collection.

The third phase is centred on the use SPSS as the analytical instrument. Various data transformation logics and methods are discussed in innovatively prepare the collected data for analysis. From the analytical tools, descriptive analysis, cross-tabulation, means analysis and correlations are applied. Special attention is paid to the interpretation of the results.

TEACHING AND LEARNING METHODS:

The coursework is centred on a central research problem which is discussed during the first meeting in details. Students working in groups elaborate parts of the research design, as well as present their work every week. During the data collection module a number of questionnaires has to be filled in by each participants contacting persons who fit into the sampling scheme the group decided on. During data analysis students elaborate and present parts of the analytical work.

READING:

- *Ryan*: Researching Tourist Satisfaction

ASSESSMENT:

Course work	70%
Final exam	30%

Mathematical Economics

Lecturer: Judit BADICS – Associate Professor

Semester: Spring

Status: Obligatory Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: Intermediate Microeconomics, Calculus, Linear Algebra

DESCRIPTION:

Mathematical Economics is designed for first-year graduate students in economics and advanced undergraduates. It introduces to graduate-level microeconomics theory. The course emphasizes the indispensable mathematical tools of modern microeconomics. Topics discussed include consumer and producer theory, competitive markets, monopoly, and general equilibrium.

TEACHING AND LEARNING METHODS:

The teaching is a mixture of lecturing, and problem-solving. The lectures are used to discuss the concepts, and problem-solving helps to illustrate their significance. The reading assignments are taken from the textbooks. Homework assignments help students to deepen their understanding of the material. Problems and questions raised by the students in connection with their homework are also discussed and answered.

READINGS:

- *Jehle, G. A. – P. J. Reny (2000):* Advanced Microeconomic Theory, (Second Edition, Addison Wesley), selected chapters.
- *Varian, H. (1992):* Microeconomic analysis, (Third Edition, W. W. Norton), selected chapters.

ASSESSMENT:

Final exam	80%
Homework assignment	20%

Mathematical Foundations for Economics

Lecturer: Márta HUNKÁR ZEMANKOVICS – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Autumn

Status: Core

Credit: 5

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Foundations of mathematical methods and techniques applied in economical analysis.

Course content:

1. Sets and operation with them.
2. Functions, basic ideas and notations. Composite function, inverse function.
3. Sequences of numbers. Monotonic, bounded, convergent and divergent sequences.
4. Series of numbers. Convergent series. Absolute and conditional convergence, criteria of convergence.
5. Financial calculations.
6. Limiting value of functions and continuous functions. Characteristics of basic functions.
7. Differentiable functions. Rules of differentiation.
8. Derivates of basic functions. Relationships between the derivatives and the attributes of functions.
9. Primitive function in RR functions. Indefinite integral. Basic integrals.
10. Some rules of integration. Definite integral and its properties.
11. Impropius integrals. Application of integrants.
12. Multivariate functions. Limiting value of multivariate \mathbb{R}^n functions, continuity of these functions.
13. Differentiation of multivariate functions. Partial derivative. Calculation of extreme values.
14. The idea of double integrant, characteristics and calculation

TEACHING AND LEARNING METHODS:

Concept–formation and relation analysis by oral presentations of the lecturer

Exercises to acquire the knowledge of the individual problem–solving.

ASSESSMENT:

Written tests	80%
Written homework	20 %

Mechanisation in Catering Industry

Lecturer: Béla PÁLYI – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Spring

Status: Obligatory elective

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The target of the subject is to get the students acquainted with the technical problems, of set up and working of catering units and enable them to solve the problems.

Course content:

Architectural basic studies, technical description, performance, functional concept of the machines, devices in the production processes of the catering. Installation, operational and safety regulations of service aids, comfort improver equipments. Safety, environmental, fire-protection questions connected with application of machines, equipments, HACCP requirements. Building services engineering knowledge water supply, sewerage, heating, air engineering, climatization, lighting technique, lifts. Energy supply, energy management. Machines in catering, equipments of technology, refrigeration engineering, preparing machines, ovens cookers, machines of confectionery, bar, coffee-percolators, serving automats, cupboards and serving equipments, balances, dishwashing machines, cleaning machines.

TEACHING AND LEARNING METHODS:

Text book, study guide, exercises will help to understand the basic contexts.

READINGS:

• *Mohini Sethi, A. Malhan, Surjeet Malhan*

Catering Management – an Integrated Approach

New Age International, 1995, ISBN 8122405479, 9788122405477

ASSESSMENT:

Test papers 80%

Homework 20%

Microeconomics

Lecturer: Zsuzsanna BACSI – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Spring

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The students gain knowledge about the basic processes of the economy in micro level. The knowledge and understanding of the basic economic concepts provides solid foundation for the understanding of the economic relationships of the professional field to appreciate the role of the area in the economy, and the impacts of the economic decisions on the outcomes of the related businesses. The course covers the basics of the market, consumer behaviour, budget limits and indifference curves, producer behaviour, production functions, costs, the profit maximising behaviour on competitive and monopolistic markets, the input supply of the factors of production: labour market, capital market, natural resources, profit maximisation, public goods and externalities, market imperfections, the role of the state in the economy.

TEACHING AND LEARNING METHODS:

The contact hours are mainly spent on teacher presentation on the theory. Presentations are illustrated by PowerPoint slides, assisting the students in understanding the key concepts and relations of macroeconomics. The rest of the time is spent in small group seminars, when the students work on numeric examples of economic relationships.

READINGS:

- *Varian, Hal R.*: Intermediate Microeconomics: A Modern Approach, Sixth Edition. W.W. Norton, New York, 1987/1999.
- *Samuelson – Nordhaus*: Economics. McGraw-Hill, New York, 1987/1995
- *Hyman, D.*: Economics. Irwin Inc, New York, 1992.

ASSESSMENT:

Two test papers during the term:	40% each
Class room activity:	20%

Microeconomics III. (Advanced)

Lecturer: Judit BADICS – Associate Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: Intermediate Microeconomics, Calculus, Linear Algebra

DESCRIPTION:

This advanced course in microeconomic theory is designed for graduate students in economics. The course provides the standard microeconomic models of consumer and producer behaviour under perfect competition. Further topics include partial equilibrium analysis under perfect and imperfect competition, general equilibrium theory, and welfare theory.

TEACHING AND LEARNING METHODS:

The pedagogical approach of the course is an amalgam of frontal lecturing and interactive problem-solving. The latter component is aimed to illuminate the practical significance of theoretical items. Homework assignments help students to deepen their understanding of the material. Problems and questions raised by the students in connection with their homework are also discussed and answered.

READINGS:

- *Jehle, G. A. – P. J. Reny*: Advanced Microeconomic Theory, (Second Edition, Addison Wesley, 2000), selected chapters.
- *Mas-Colell, A. – Whinston, M. D. – Green, J. R.*: Microeconomic Theory, (Oxford University Press, 1995), selected chapters.
- *Varian, H.*: Microeconomic analysis, (Third Edition, W. W. Norton, 1992), selected chapters.

ASSESSMENT:

Midterm exam	40%
Final exam	40%
Homework assignment	20%

Network and Project Planning

Lecturer: Zsolt T. KOSZTYÁN – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Management or Quantitative methods

DESCRIPTION:

The aim is to learn methods and algorithms, which can be used in project planning (like scheduling, cost and resource planning) and logistics (like finding the shortest path between the stations, finding bottle-necks etc.) applying graph theory and applications.

Further aim is to learn methods and modelling problems which do not have a Programme or software as solutions yet.

TEACHING AND LEARNING METHODS:

The philosophy of this subject is to model and solve problems, and improve methods if it is necessary.

Every exercise and the textbook can be downloaded from the Internet. Voluntary tasks can help the understanding.

READINGS:

- <http://vision.vein.hu/~kzst/oktatas/halo/index.htm>

ASSESSMENT:

Written test	100%
Voluntary tasks (+ max)	20%

Probability Theory

Lecturer: Éva ORBÁN MIHÁLYKÓ – Associate Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: Quantitative methods in economics, and Probability and mathematical statistics.

DESCRIPTION:

In economics there are many random phenomena. Stochastic models (for example martingales) are used to describe economical processes. In order to be able to understand them it is important to know the probability theory based on theory of measures. We present the basic concepts of measure, random variable, distribution, distribution function, density function, conditional expectation.

TEACHING AND LEARNING METHODS:

This area is a part of mathematics with axiomatic structure. Its learning requires mathematical thinking. Theorems will be presented and proved. Exercises will help in understanding and practicing.

READINGS:

- *Chung, K. L. (1974).*: A Course in Probability Theory, Academic, New York
- *Shiryayev, A. N. (1996)*: Probability, Springer-Verlag, New York

ASSESSMENT:

Final exam 100%

Project Management

Lecturer: Lajos SZABÓ – Associate Professor

Gabriella DANCSECZ – Senior Lecturer

Semester: Spring

Status: Obligatory Elective

Credit: 6

Level: Graduate

PREREQUISITES: Management

DESCRIPTION:

The lectures on project management will focus on:

- definition and concept of project management
- organizing and staffing the project
- project life cycle
- project success, success factors and success criterion, the Project Excellence model
- roles and challenges of the project manager
- project planning: WBS (Work Breakdown Structure), Gantt-chart, network planning,
- logical framework
- project risk management
- project monitoring
- project documentation

TEACHING AND LEARNING METHODS:

To pass the module students need to continuously engage with the materials discussed within the module, both within the frameworks of the seminars and their individual work. The students' performance is monitored during the semester, the requirements include the submission and presentation of a project plan and a written test. In the last week of the term students will have to do a test based on the theoretical parts of the module. The course mark is determined by the project plan (50 %), and the final test (50 %). To pass the test students will have to get the minimum of 60 % + 1 points in the exam, the final grade is defined on a 1 to 5 scale.

READINGS:

- *Szabó, Lajos – Dancsecz, Gabriella*: Project management. PowerPoint slides.
- *Kerzner, Harold*: Project management. Wiley and Sons. Inc. 2006.
ISBN-13978-0-471-74187-9

ASSESSMENT:

The course mark is determined by the project plan (50 %), and the final test (50 %). To pass the test students will have to get the minimum of 60 % + 1 points in the exam, the final grade is defined on a 1 to 5 scale.

Projektmanagement Fallstudien

Lecturer: Gabriella DANCSECZ – Senior Lecturer

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

VORAUSSETZUNG: Grundlagen der BWL I-II.

BESCHREIBUNG:

Der Kurs Projektmanagement Fallstudie beinhaltet die wichtigsten Kenntnisse, die im Rahmen der Einführung, der Verwirklichung eines Projektes erforderlich sind. In dem Kurs werden zu den einzelnen Themenbereichen des Projektmanagements Aufträge erteilt, die von den Studierenden selbstständig zu bearbeiten sind. Die Themenbereiche sind im Wesentlichen:

- Methoden des Projektmanagements
- Einführung des Projektmanagements bei Unternehmen
- Prozesse des Projektmanagements
- Kulturelle Umfeld der des Projektmanagements
- Personalmanagement in Projekten

LERN- UND UNTERRICHTSMETHODEN:

In diesem Kurs wird das während des Seminars sowie in anderen Vorlesungen angebotene Lehrmaterial anhand einer Simulation vertieft. Die StudentInnen übernehmen die Rolle eines Projektmanagers, der Mitarbeiter, beraten den Auftraggeber und erhalten dadurch eine erste Anwendungssicherheit der erlernten Methoden und Verfahren.

LITERATUR:

- *Kerzner, H. (2004): Projektmanagement-Fallstudien, Verlag moderne Industrie, Bonn*
- *Kuster, J. – Huber, E. – Lippmann, R. – Schmid, A. – Schneider, E. – Witschi, U. – Wüst, R. (2006): Handbuch Projektmanagement, Springer Verlag, Berlin*
- *Litke, H-D. (2004): Projektmanagement – Methoden, Techniken, Verhaltensweisen – Evolutionäres Projektmanagement, Carl Hanser Verlag, München*

BEWERTUNG DER STUDIENLEISTUNGEN:

Eine Klausur (Mitte des Semesters) 50%, Analyse der Fallstudien 30%, Präsentation der Ergebnisse 20%. Mindestanforderung 60%+1 Punkt.

Production and Service Management

Lecturer: Zoltán KOVÁCS – Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: Management

DESCRIPTION:

This course will cover the next topics:

Historical overview of production and service management. What is the production system? Inputs. Outputs. Structure. Forms of the control.

Strategic issues in a production and service system. The company strategy, business strategy, functional strategies. Product strategies. Process-related strategic issues. Competitive factors.

Forecasting. Demand management. Methods. The forecast error.

Planning. Aggregate planning. Solutions, MRP, MRP II., APS. Methods

Quality management. Concepts. Historical overview. ISO 9000 series. TQM. MBQA. EFQM. Statistical methods.

People in production and services. Job design. Motivation. Ergonomics issues. Managing changes in production and services.

Kaizen methods. (7+7), 4M, 5W1H, 3Mu, 5S.

Mechanization and automation of production. Human work. Mechanization, hard automates. NC, CNC, Robots. GT, manufacturing cells, focused factories.

What is JIT? Characteristics and prerequisites of JIT. JIT versus traditional system.

Pull and push systems Kanban. Conwip, OPT/TOC, Q-control, QMR, Line balancing. Yield management.

TEACHING AND LEARNING METHODS:

Basic context of the material will be processed via interactive classroom presentations, partly done by students. We shall discuss case studies in the classroom; other cases will be presented by participants. Quantitative methods will help to understand mostly the forecast and planning activities of companies.

We shall watch videos about leading production and service processes.

READINGS:

Text for the course:

- *Nigel Slack – Stuart Chambers – Christine Harland – Alan Harrison – Robert Johnston: Operations Management*, Financial Times, Pittman Publishing, Second Edition, 1998.

ASSESSMENT:	Individual work:	30%
	Final exam	70%

Quantitative Methods

Lecturer: Zsolt T. KOSZTYÁN – Associate Professor

Semester: Spring

Status: Core

Credit: 6

Level: Graduate

PREREQUISITES: None

DESCRIPTION:

The aim is to learn basic methods which can be used in production planning (like production scheduling, resource allocation and LP problems for production planning and transports), production control (like Statistical Process Control) statistic methods (like clustering and regression analysis) and predictive methods for forecasting.

TEACHING AND LEARNING METHODS:

After learning theories students can try these methods in practice using computer programme and real exercises.

Every exercise and slides of lectures with notations can be downloaded from the Internet. Voluntary tasks can help the understanding.

READINGS:

- <http://vision.vein.hu/~kzst/oktatas/km/index.htm>

ASSESSMENT:

Written test (theories)	50%
Methods use in practice using computer programme	50%

Regional Economics

Lecturer: Jenő KOLTAY– Associate Professor

Semester: Autumn

Status: Elective

Credit: 3

Level: Graduate

PREREQUISITES: Microeconomics, Macroeconomics

DESCRIPTION:

The course provides students with an analytical framework to understand the causes and consequences of the spatial distribution of economic activity across geographic areas. Departing from a broad concept of regional sciences it turns to the problems of spatial economics, introducing pertinent models and relevant policy issues followed by an evaluation of tools and techniques, including location theories (from Weber to Hotelling), spatial concentration of economic activity (from Marshall to Schumpeter), new economic geography (Krugman), growth poles (Perroux) and growth centres. After introducing spatial relations in economics and beyond (proxemics, Hall), traditional and new approaches are discussed along with experiences of EU and Hungarian regional policies, putting in spatial terms concepts like competitiveness and solidarity, complementarities and subsidiary.

TEACHING AND LEARNING METHODS:

Case studies, among others on Hungarian and European regions and micro-regions, regional labour markets and migration, ‘new industrial districts’ and clusters, tax competition, contribute to a better understanding of spatial disparities in economic development and beyond.

READINGS:

- *ARMSTRONG, H. – TAYLOR, J. (2000):* Regional economics and policy, Oxford, Blackwell, Third ed.
- *MCCANN, P. (2001).* Urban and Regional Economics, Oxford, Oxford University Press.
- *PIKE, A. et al. (2006).* Local and Regional Development, London, Routledge (selected chapters)
- *KRUGMAN. P. R. (1991):* Geography and Trade, MIT Press
- *BAILEY, S. J. (1999):* Local government economics, principles and practice, Macmillan, (selected chapters, suggested)

ASSESSMENT:

Written closed book exam during the period of instruction, and a final written exam at the end of the course. Acceptance level: 60%+1 point of total points. Grading is based on all exams.

Regional Economics

Lecturer: Zsuzsanna BACSI – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Spring

Status: Obligatory elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Regional science, the role, objective and scope of regional economics, basic terms and concepts, the development of regional and spatial science, location theory, the spatial distribution of economic activities, main aspects and factors of location decisions, the meaning of spatial structures and related economic concepts, the spatial diffusion of economic phenomena, mobility of resources, main components of regional competitiveness, the linkages of economy and settlements – their relationships and interactions, urbanisation cycles and their relationships, main theories of regional development, phases of economic growth, the tools of regional economic analyses, indicators, comparative costs and input-output models, regional interests and their relationships to regional policy trends and tendencies, the regional development in Europe, the regional structure of the continent, the main elements of European regional policy, the strategy of regional development and building of regions, regions and regional development in the world.

TEACHING AND LEARNING METHODS:

The contact hours are mainly spent on teacher presentation on the theory. Presentations are illustrated by PowerPoint slides, assisting the students in understanding the key concepts and relations of regional development and economics. The rest of the time is spent in small group seminars, when the students work on numeric examples of regional differences in various situations.

READINGS:

- *Hoover–Giarratani:* An Introduction to Regional Economics. (<http://www.rrl.wvu.edu/WebBook/Giarratani/main.htm>)
- *Bacsi, Zsuzsanna – Ernő Kovács (2007):* Development Features of Cross-Border Regions. Hévíz Kistérségi Többcélú Társulás – Nyugat-Balaton Társadalomtudományi Kutatóműhely, Keszthely, 2007

ASSESSMENT:

One essay during the term:	50% each
Term end exam:	50%

Re-thinking Tourism

Lecturer: Alan CLARKE – Associate Professor

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The aim of this module is to use the developments in contemporary tourism literature and to use these conceptual ideas to look anew at the ways we see and operationalise tourism. The challenge is to take the challenges based by ideas such as post-modernism, individualism and sustainability and apply them to the sectoral and conceptual constructions of tourism. This demonstrates a grasp of both the theoretical and practical issues involved in critically examining tourism.

TEACHING AND LEARNING METHODS:

The module begins with three formal lectures establishing the way tourism studies has developed, looking at disciplinary bases for the study and then moving into the more recent theoretical debates. These lectures are followed by seminars and worked examples. Students are required to develop their own case studies and there is space within the sessions for open discussions and one-to-one tutorials.

READINGS:

- *Hall, C.M. (2005) TOURISM: Rethinking the Social Science of Mobility* London: Pearson Prentice Hall

Every individual piece of work will require specific reading and students are encouraged to search for journal articles and to use the internet to locate relevant materials.

ASSESSMENT:

The written assessment (3,500 words) is 100% of the assessment.

Rural Tourism

Lecturers: James William MILLER – Visiting Professor

Péter MAYER – Senior Lecturer

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

This course is meant to provide students with the background necessary to implement successful and sustainable tourism Programmes in rural areas. Upon successful completion of the course students will be able to understand the principles of rural tourism and to grasp the cultural significance of nature and the countryside, especially within the Central European context, with special attention to the impact of tourism on local communities. Throughout the course reference will be made to the demand-side of tourism development in rural areas methods. Furthermore, rural tourism is considered and discussed as an economic phenomenon. Taking an extended business approach, students will be able to weigh the benefits and costs of rural tourism development and management. A further module in the course consists of discussing the social and political framework in which rural tourism development can take place.

TEACHING AND LEARNING METHODS:

The class is a seminar, so will be built around a limited number of guest lectures combined with discussions, project and/or research work and presentations. Lectures are based on active student participation. Each seminar has related readings in English, which will be uploaded on the course's Moodle platform. Students are expected to show up for class ready to discuss the readings. That means reading the articles/chapters before class and thinking about them. If there is interest, an optional excursion will be organized for late in the semester.

READINGS:

- The Hague: Health Council of the Netherlands and RMNO. Download from: <http://www.healthcouncil.nl/pdf.php?ID=1019&p=1>
- *Bascom, J.* (2001). „Energizing” rural space: The representation of countryside culture as an economic development strategy. *Journal of Cultural Geography*.
- *MacDonald, R. and Lee, J.* 2003. Cultural rural tourism: Evidence from Canada.
- *De Bres, K. & Dabis, J.* (2001). Celebrating group and place identity: A case study of a new regional festival.

ASSESSMENT:

50% course work, 50% final exam

Sociology and Sports Management

Lecturer: Alan CLARKE – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The key issues of managing sports development are examined from the point of view of a range of sociological writings. Moving from the functionalist justification of sports participation as socialisation, the module looks at the critical views of sport through feminism and commercialization. The roles of the media are explored and attention is given to the evaluation of mega events.

TEACHING AND LEARNING METHODS:

Lectures introduce the key concepts involved in the study of the management of sports. Students are encouraged to participate in exercises analyzing how sport is used in society and how meanings are constructed through sport.

This allows for the building up of a portfolio of materials which considers the critical issue of socialisation and looks at how the policy makers address particular target groups within society. Key aspects of gender, age and ethnicity are explored.

READINGS:

- *Nicholson, M. and Hoye, R. (eds) (2008) Sport and Social Capital* Oxford Butterworth Heinemann
- *Parent, M. M. and Slack, T. (eds) (2007) International Perspectives on the Management of Sport* Oxford Butterworth Heinemann

ASSESSMENT:

Sports management group project 100%

Sociology of Consumption

Lecturer: Péter MAYER – Senior Lecturer

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The course aims to discuss issues and approaches related to consumption. With the development of modern capitalist social relations the nature of consumption has changed. Whereas pre-modern consumption is based on the household, modern consumption is oriented towards the market and is served by a series of highly specialized abstract expert systems. This involves the change in the nature of the knowledge of the individual as well as trust as the bond in society.

Taking this approach the course first discusses approaches to consumption: the material and the symbolic consumption, the market-led and the self-efficient consumption. Classical texts of Marx, Durkheim, Simmel and Veblen are considered in depths.

Second, more current issues related to consumption are unfolded: body-related consumption, as sexuality and youth; shopping as experience; efficiency and time pressure.

TEACHING AND LEARNING METHODS:

The course will be based on the active participation of students. Following an introductory discussion on the basic nature of consumption, each topic will be discussed in a dynamic and participatory manner. Readings will be assigned to two groups of students. The first group will provide a presentation of the issues central to the given text. The second group will comment on the presentation raising further questions and examples. This will frame a group discussion led by the presenter group and supported by the lecturer. By the end of the module the students will be able to understand the complex social and cultural mechanisms underlying consumption.

READINGS:

- *Marx, K.*: The capital
- *Durkheim, E.*: The suicide
- *Featherstone, M.*: The body.
- *Ritzer*: The McDonalidization of Society
- *Lash and Urry*: Economies of Signs and Space
- *Falk and Campbell*: The Shopping Experience

ASSESSMENT:

Course work	50%
Final test	50%

Sociology of Tourism

Lecturer: Péter MAYER – Senior Lecturer

Semester: Autumn or Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The course aims to discuss issues and approaches related to tourism. Tourism, as an aspect of mobility and cultural change is seen as one of the central the aspects of modernization. This course centres around the emblematic figure of the tourist. First, a social-historical introduction to the development of modern tourism is provided. Then, along topical texts in the sociology of tourism several aspect of being a tourist are discussed in details. This latter part is launched with the discussion of Cohen's classical typology of the phenomenology of tourism experiences. A later critique of this by Lengkeek follow, centering on the imaginative and symbolic nature of the tourism experience. Further topics introduce power relations and market structure in tourism. The course is closed by a rather large block on the consumption of tourism referring to issues like anti-tourist attitudes, mobility practices, time-consumption.

TEACHING AND LEARNING METHODS:

The course will be based on the active participation of students. Following an introductory discussion on the social history of tourism, each topic will be discussed in a dynamic and participatory manner. Readings will be assigned to two groups of students. The first group will provide a presentation of the issues central to the given text. The second group will comment on the presentation raising further questions and examples. This will frame a group discussion led by the presenter group and supported by the lecturer. By the end of the module the students will be able to understand the complex social and cultural mechanisms underlying tourism.

READINGS:

- *Cheon-Miller*: Power and tourism
- *Cohen, E*: The phenomenology of tourism experiences
- *Jacobsen, S. J.*: Anti-tourist attitudes
- *Lengkeek, J*: Leisure experience and imagination
- *Urry, J*: Tourist gaze
- *Urry, J*: Consuming places

ASSESSMENT:

Course work 50%, Final test 50%

Spatial Development and Tourism

Lecturer: Zsuzsanna BACSI – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Autumn

Status: Core

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

Objective of spatial planning, institutions, European regional policy and spatial development. Spatial characteristics of tourism. Touristic attractions in a region. Spatial planning at national, sub national, and micro regional level. Regional tourism organisations, marketing of regions. Tourism development in nature reserve areas, tourism development based on cultural heritage, sustainability in tourism. Development programmes for tourism.

TEACHING AND LEARNING METHODS:

The contact hours are mainly spent on teacher presentation on the theory. Presentations are illustrated by PowerPoint slides, assisting the students in understanding the key concepts and relations of regional development and economics. The rest of the time is spent on small group work, when the students work on numeric examples of development programmes.

READINGS:

- *UNEP & WTO (2005): Making Tourism More Sustainable.* <http://www.unep.fr/shared/publications/pdf/DTIx0592xPA-TourismPolicyEN.pdf> (downloaded: 03-18 - 2009)
- *United Nations Environment Programme and Regione Toscana (2005): Marketing Sustainable Tourism Products.* <http://www.unep.fr/shared/publications/pdf/WEBx0010xPA MarketingTourism.pdf> (downloaded: 03-18 - 2009)
- Richard W. Butler, Douglas G. Pearce (eds): *Tourism Development.* Routledge, 2007 (<http://www.routledgegeography.com/books/Tourism-Development-isbn9780415271677>)
- *BLUEPRINT FOR NEW TOURISM.* World Travel & Tourism Council, 2003, http://www.wttc.org/bin/pdf/original_pdf_file/blueprintfint03.pdf (downloaded: 03-18 - 2009)
- *TRAVEL & TOURISM ECONOMIC IMPACT.* World Travel & Tourism Council, 2009, http://www.wttc.org/bin/pdf/original_pdf_file/exec_summary_2009.pdf (downloaded: 03-18 - 2009)

ASSESSMENT:

One essay during the term:	30%
Term end exam:	70%

Statistics

Lecturer: Ildikó VIRÁG-NEUMANN – Lecturer

Semester: Autumn

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The course introduces the basic statistical concepts and covers the procedures most frequently used in the descriptive analysis of cross-sectional and time-series data. The focus will be mainly put on the computation and interpretation of the most widely used statistical measures and some basic economic indicators that have importance in the socio-economic decision making process. Detailed description of the course: Data and Statistics, Summarizing qualitative and quantitative data, Descriptive statistics: Tabular and Graphical Presentations, Measures of Variability and Shape, Sections, Measures of Association, Decomposition of Variance, Correlation and Simple Linear Regression, Sections, Forecasting, Sampling.

TEACHING AND LEARNING METHODS:

Competences:

- ability to calculate the most important statistical summary measures of cross-sectional and time series data sets
- ability to interpret statistical indicators
- ability to choose the appropriate statistical methods for applications
- ability to predict unobserved data points
- ability to explore statistical relationships

READING:

- *Anderson – Sweeny – Williams – Freeman – Shoesmith: Statistics for Business and Economics* Thomson Learning, 2007

ASSESSMENT:

The overall course grade will be based on the scores of five preannounce quizzes and, the midterm and final exams.

The percentage distribution of the final total score is as follows:

Class contribution (quizzes)	20 %
Midterm exam	40 %
Final exam	40 %

Statistics

Lecturer: Judit POÓR – Lecturer

Faculty of Georgikon, Keszthely

Semester: Autumn

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: Theory and calculus of probability

DESCRIPTION:

The course will provide methodological knowledge for the students to observe and compare the socioeconomics phenomena and processes, to recognize and understand their relationships and draw conclusions. The course is aimed at developing the students' analysis skills as well as their capacities to use the results of statistical analyses in decision making.

TEACHING AND LEARNING METHODS:

The course consists of lectures and seminars where the students learn the statistical elements, and terminology, furthermore the methodology with its application. Seminars are built on lectures, where the students become capable of doing calculations alone. Text book, study guide, exercises and self test will help to study.

READINGS:

- *Hanke, J. E. – Reitsch, A. G.:* Understanding Business Statistics, Boston, 1991
- *Szűcs, I. (editor):* Applied Statistics (under publication)

ASSESSMENT:

Written examinations	60%
Homework, written report	30%
Presentation	10%

Statistics (Advanced)

Lecturer: Balázs KOTOSZ – Assistant Professor

Semester: Spring

Status: Core

Credit: 3

Level: Graduate

PREREQUISITES: Introductory Econometrics

DESCRIPTION:

The main goal of the course is to learn and practice the most important time series analysis techniques. First, students will learn to use a free, open-source econometric computer program (probably Gretl). Then, we will focus on the use of the most important statistical tests and time-series model building techniques: trend projection, filters, Box-Jenkins modeling as well as some review of more advanced time series models.

TEACHING AND LEARNING METHODS:

Lectures will focus on the application of time series econometrics. Our primary goal is to achieve a level of knowledge where students can apply the main methods of time series analysis. We use statistical software in our work to illustrate the practical application of time series analysis through several examples. We encourage students to build their own data sets.

READINGS:

- *Hamilton, J. D. (1994).* Time Series Analysis, Princeton University Press.
- *Kirchgässner, G. – Wolters, J. (2007):* Introduction to Modern Time Series Analysis.

ASSESSMENT:

The overall course grade will be given based on the scores of four preannounced quizzes, an essay with its presentation, and an open-book exam. The percentage distribution of the final total score of 80 is as follows.

Item	Per cent contribution	In terms of points
Quizzes	22,5	18
Essay and presentation	27,5	15+7
Final exam	50	40
Total	100	80

Students will write a quiz in the first 10 minutes of each seminar. These quizzes will include simple questions or exercises covering the material of previous seminars. Students may use the econometric software to solve the quiz. The total score on a quiz is 6 points, and we only count the three best scores in the assessment. In addition, students will take an open-book written exam on the last week of instruction. Acceptance level: 60%+1 point of total points.

Strategic Marketing for Tourism and Hospitality

Lecturer: Alan CLARKE – Associate Professor

Semester: Spring

Status: Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

This module builds on knowledge of marketing to look at the ways decisions can be made to develop a strategic approach to the market. In this sense it moves beyond the basics of marketing to look at the strategic options facing marketing managers. The focus is on the strategic process from auditing the environment to developing strategic options, portfolio analysis, branding and positioning.

The aim is to create an understanding of the critical aspects of competitiveness and how they can be approached through marketing.

TEACHING AND LEARNING METHODS:

The module is based around the strategic marketing process and explores the various elements involved in those processes. Each stage is presented and then explored through case study analysis and the development of the students' own group work which develops a strategic marketing portfolio for an organization or destination of their choice.

READINGS:

- *Pike S. (2008) Destination Marketing: an integrated marketing communication approach* Oxford Butterworth Heinemann
- *Drummond, G., Ensor, J. and Ashford, R. (2005) Strategic Marketing: planning and control* Oxford Butterworth Heinemann

ASSESSMENT:

Strategic Marketing Portfolio 100%

Strategic Marketing Management

Lecturer: József BERACS – Professor

Semester: Spring

Status: Elective

Credit: 6

Level: Graduate

PREREQUISITES: Microeconomics, Marketing, Corporate finance, Business Economics

DESCRIPTION:

The advanced theories of modern business sciences place a univocal emphasis on customer needs' satisfaction and profitable operation. Recently, the concept of value creation influenced all the business disciplines, forcing the independent functions of the firms to cooperate and work together for the customer's benefit.

This highly practical course is aimed at business students who wish to understand the strategic marketing approach. The course will expand the participants' understanding of concepts like shareholder value, strategic marketing management, value creation by marketing tools, market oriented organization, etc. The course will also demonstrate how marketing is linked to competitiveness and economic growth by examining specific resources such as brand equity, marketing capability.

TEACHING AND LEARNING METHODS:

Lectures on Value Based Marketing will focus on highly important topics as marketing's new opportunity, accounting-based performance measures, and the changing role of marketing, building relationships with customers, developing a growth strategy, etc. We will rely on students' previous knowledge about marketing, finance and strategy concepts, building them around the shareholder value. A case study about the Hungarian Mobile Phone Industry will provide real life experience as well as the international marketing activity of the Deutsche Telecom, owner of T-Com Hungary (renamed from the former Hungarian Telecommunication Company: MATÁV). The students shall discuss specific questions and present their strategic proposals in small groups.

READINGS:

- *Doyle Peter (2000): Value-Based Marketing, Marketing Strategies for Corporate Growth and Shareholder Value, Wiley* („a book destined to spark a revolution” – Philip Kotler)
- WESTEL (A): Leadership in Mobile Communications, 2004 A Bauer, Budapest School of Management, ECCH Collection, Distributed by The European Case Clearing House, England, e-mail: ECCH@cranfield.ac.uk

ASSESSMENT:

Midterm exam 30%, Final exam 30%, Class participation 20%, Case study 20%

Theory of Probability

Lecturer: Márta HUNKÁR ZEMANKOVICS – Associate Professor

Faculty of Georgikon, Keszthely

Semester: Spring

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: Mathematical foundations for economics

DESCRIPTION:

This course introduces probability theory, including basic concepts in measure theory and probability; random variables and their distributions. The objective of the course is to give knowledge about application of the theory in professional tasks.

Course content:

1. Combinatorial analysis: permutation, variation, combination.
2. Binomial coefficients; some characteristics. Binomial theorem.
3. Idea of random events. Operation with events. Field of events.
4. Frequency and relative frequency. Axioms of theory of probability. Some simple theorems inferred by the axioms.
5. Conditional probability. Independent events and trials. Multiplication theorem of probabilities.
6. Theorem of complete probability. Theorem of Bayes. Application of these theorems.
7. Idea of variants. Probability distribution, distribution function and their characterization.
8. Classification of random variables: Some discrete variables: uniform, binomial and hyper geometric distribution. Poisson and geometric distribution.
9. Some continuous distributions: uniform and exponential distributions. Normal distributions.
10. Expected value and standard deviation of probability distributions.
11. Law of large numbers. Central limit theorem. Applications.
12. Bivariate discrete distribution. Joint and marginal distributions.
13. Covariance and correlation of random variables. Linear regression.
14. Statistical sample. Empirical distribution function.
15. Statistical estimation of expected value and standard deviation of random variables.

TEACHING AND LEARNING METHODS:

Concept-formation and relation analysis by oral presentations of the lecturer

Exercises to acquire the knowledge of the individual problem-solving.

ASSESSMENT:

Written tests	80%
Written homework	20 %

Tour Operation

Lecturers: András JANCSIK– Associate Professor

Semester: Autumn

Status: Elective

Credit: 6

Level: Undergraduate

PREREQUISITES: Tourism Geography

DESCRIPTION:

The module aims to get students acquainted with the operative issues of the tour operation, i.e. the tasks concerning the design, the organization and the realization of different programmes offered to the travel market. The sessions will look at the role of the different partners in the process, the tasks of the employees of a tour operator company as well as the financial and technical aspects of the Programming.

You will study the following key issues in order to develop your knowledge and skills relating to tour operation:

Definition and key terms

Motivations to travel and types of travellers

Participants of the operation processes

Typology of travel Programmes

Components of a Programme

Programme design

Cost calculation

Legal aspects and contract types

Preparing the offer and selling the Programme

Realization of the Programme

Financial analysis

TEACHING AND LEARNING METHODS:

You will be taught using lectures and group seminars. The teaching material is the starting point of learning. Based on that, we will process different case studies and exercises concerned with key areas of learning. By the end of the module you will have to prepare a travel Programme of your choice. You will be supported by the lecturer during the process of the preparation.

READINGS:

- *Gwenda Syratt, Jane Archer (2003):* Manual of Travel Agency Practice. Elsevier, Oxford.
- *Rob Davidson, Beulah Cope (2002):* Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel. Pearson Education, Harlow.

ASSESSMENT:

Activity on seminars 10%, Travel Programme 40%, Final exam (written) 50%

Tourism and Travel Law

Lecturer: Gabriella BÁNHEGYI – Senior Lecturer

Faculty of Georgikon, Keszthely

Semester: Spring

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: Business Law

DESCRIPTION:

The Travel and Tourism industry seems to be flooded by regulations, in effort to establish sufficient consumers' protection. Due to the peculiar features of the area vast amount of national, international regulations can make the life of managers hard. Even the general law can be applied differently in the field and there are many specific regulations as well. Students will get a grip of the most important issues of the area e.g. how to contract, how to perform, how to advertise as well as about the system of liability and compensation for damage, the liability of hotels and catering companies.

TEACHING AND LEARNING METHODS:

Teaching will be based on interactive lectures. Case law will play an important role through the course. Students solve individual tasks and make presentations of their chosen case. At the end of the course they perform written exam.

READINGS:

- *McDonald M. et al:* European Community Tourism Law and Policy, Blackhall Publishing Ltd., Dublin, 2003

ASSESSMENT:

Interim activity:	20%
Presentation:	30%
Written exam:	50%

Tourism Geography

Lecturer: Katalin LÓRINCZ – Associate Professor

Semester: Autumn

Status: Core

Credit: 6

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The lectures on tourism geography will focus on:

geographic approach to tourism which concentrate on the key natural and cultural elements; tourist destinations (or places of tourism supply) and the relationship (connections) between origin and destination places; the factors that have encouraged the development of both domestic and international forms of tourism; geographic dimensions of tourism policy.

TEACHING AND LEARNING METHODS:

The students will be acquainted with the current theoretical and practical background of tourism geography. Drawing on case studies from across the world, Tourism Geography offers a comprehensive review of established geographies of tourism and shows how new patterns in the production and consumption of tourist places are fashioning the new tourism geographies of the twenty-first century. Based on PowerPoint notes and recent articles students must prepare one presentation during the course. After the course the students will be able to analyze the regulation of development in tourist destinations and present sustainable forms of tourism.

READINGS:

- *Hall, M. – Page, S. (2002): The Geography of Tourism and Recreation: Environment, Place and Space. Routledge, London*
- *Lew, A – Hall, M. – Timothy, D. (2008): World Geography of Travel and Tourism. A Regional Approach. Linacre House, Oxford*
- *Richards, G (2007): Tourism, Creativity and Development (Contemporary Geographies of Leisure, Tourism and Mobility). Routledge, London*

ASSESSMENT:

Written exam: 100 %

Tourism Policy and Planning

Lecturer: Alan CLARKE – Associate Professor

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The module looks at the work that underpins tourism development. The direction of tourism development is shaped by the policies adopted by local, regional, national and international bodies and governments. Once these policies are understood, it is possible to look at how the planning of the developments operates.

TPP takes a critical look at the roles of policy makers and planners in the way that tourism has developed and will continue to develop. The module draws lessons from the past to examine the future and critically imagine the futures for tourism.

Topics covered include the values and ideologies of tourism development, the approaches to planning, planning for sustainability, stakeholder analysis, carrying capacities and the limits of acceptable change.

TEACHING AND LEARNING METHODS:

The module consists of a series of lectures and seminars. The lectures outline the main concepts and the seminars allow for the exploration of case studies in class.

READINGS:

- *Edgell, D.L.Snr, DelMastro Allen, M., Smith, G. And Swanson, J.R (2008) Tourism policy and Planning: Yesterday, Today and Tomorrow Oxford Butterworth Heinemann*
- *Dredge, D. and Jenkins, J. (2007) Tourism Planning and Policy Milton Qld. John Wiley*

ASSESSMENT:

Written assignment (3,500 words) 100%

Transport and Tourism

Lecturer: Ágnes RAFFAY – Associate Professor

Semester: Spring

Status: Elective

Credit: 3

Level: Undergraduate

PREREQUISITES: None

DESCRIPTION:

The module aims to examine the linkages between transport and tourism, looking at the history of transport usage in tourism and the technological determinants involved. The module assesses the directions of transport development that affect tourism development as well as the modes of transport used for tourism. The sessions will look at the role of the different modes of transport in tourism, the characteristics of transport in various tourism regions as well as the volume of tourism with regards to the various modes of transport. The discussions will assess the relevant trends influencing the transport options used in and for tourism.

TEACHING AND LEARNING METHODS:

The module will be based on the active involvement of students in the discussions. Each session will establish the theoretical framework which provides the basis for the discussions in which the students will share their experience and insights related to the topic. By the end of the module the students will be able to combine their theoretical knowledge with the experience shared and best practice examples discussed during the sessions which will enable them to prepare the assignment considering the challenge of integrated transport offers.

Students will be recommended to use one or more of the textbooks from the reading list but will also be directed to specific readings from specialist books – for example on airlines – and journal articles as their research interests for the assignment is identified.

READINGS:

- *Duval, D. T. (2007) Tourism and Transport: Modes, Networks and Flows. Clevedon, Channel View Publications*
- *Lumsdon, L. M. and Page, S. J. (2003) Tourism and Transport: Issues and Agenda for the New Millennium London, Pergamon*
- *Page, S.J. (2009) Transport and Tourism: Global Perspectives. 3rd Edition. Pearson, Harlow*

ASSESSMENT:

100% Coursework

Vertiefung des deutschen Steuerrechts

Lecturer: Hans-Joachim BECK – Visiting Lecturer

Semester: Autumn

Status: Elective

Credit: 3

Level: Undergraduate and Graduate

VORAUSSETZUNGEN: Sehr gute Kenntnisse der deutschen Sprache. Besuch und Abschluß im Fach „Einführung in das deutsche Steuerwesen“

BESCHREIBUNG:

Der Kurs baut auf die Einführung in das deutsche Steuerwesen auf und behandelt tiefer einige ausgewählte Schwerpunkte, wie z.B. das Immobiliensteuerrecht und die Rechtsmittel sowohl im Finanzamt als auch im Finanzgericht.

Darüber hinaus werden Schwerpunkte der Erbschaftsteuer behandelt.

LERN- UND UNTERRICHTSMETHODEN:

Der Kurs ist praxis- und problemorientiert. In den Übungen wird in den Fällen aus der Praxis die Anwendung des theoretischen Wissens aus der Vorlesung geübt.

LITERATUR:

- *Rauser, Heinrich, Rauser, Klaus-Dieter:* Steuerlehre für Ausbildung und Praxis, 35. Überarbeitete Auflage 2008, Winklers GmbH
- *Daumke:* Grundriß des Steuerrechts, 6. Überarbeitete Auflage 2009, Erich Schmidt Verlag Berlin

BEWERTUNG DER STUDIENLEISTUNGEN:

Es wird eine Klausur am Ende des Kurses geschrieben.

5. INTRODUCTION OF THE LECTURERS, SHORT CVs



Zsuzsanna BACSI

Associate Professor

*Department of Economics and Social Sciences
Georgikon Faculty*

Dr Bacsi received her first MSc degree in mathematics at ELTE University, Budapest in 1984. At the same time she got a degree in English–Hungarian technical translation. Since 1984 she has been employed by the Georgikon Faculty of the University of Pannonia. In 1999 she completed a PhD study programme and earned a PhD degree in applied mathematics, about chaos theory and its applications to market trends. In 2004 she earned an MSc degree in economics. Since 1994 she has been working in the Department of Economics and Social Sciences. Currently she teaches micro– and macroeconomics, regional economics and policy, international economics, tourism development. Since 2005 she has been the coordinator of the Tourism and Hospitality BA Programme taught at Keszthely. She has spent several study periods abroad in English speaking environments, including a one year British Council scholarship at Edinburgh University. She has been involved in several international projects: 2 TEMPUS projects, a PHARE project, an Interreg IIIA project, and ERASMUS teacher exchange visits. She also teaches PhD students and is a regular external examiner in PhD final examinations. She has authored and co-authored more than 80 research papers and academic publications.



Judit BADICS

Associate Professor

Department of Economics

Judit Badics graduated at Eötvös Loránd University (Budapest) in 1995 in mathematics. Shortly after graduation she became the member of the Department of Microeconomics at the Budapest University of Economic Sciences between 1997–2001. Dr. Judit Badics joined the Department of Economics at the University of Pannonia in 2000. She received her doctoral degree in economics at the Budapest University of Economic Sciences and

Public Administration (now Corvinus University of Budapest) in 2004. Her research activities focus on game theory under asymmetrical information, its economic applications, and its informational foundations.



Ágnes BALOGH

Senior Lecturer

Department of Management

Ágnes Balogh received a Master's degree (1980) and a University Doctor (1984) in chemical engineering from the University of Chemical Engineering, Veszprém. After being Deputy Head of the Pigment Plant, Romhány, she attached to the Department Silicate Chemistry between 1984–1998. She was the personal assistant of the rector of the university between 1998–2007. In the meantime she graduated from King Sigismund College, Budapest as a human resources manager. Since 2007 she has been an assistant professor at the Department of Management and has been teaching business communication, human resources management, job socialisation training to graduate and post graduate students. As a visiting scholar she has spent various periods at many universities.

Gabriella BÁNHEGYI

Senior Lecturer

Department of Economics and Social Sciences

Georgikon Faculty

Gabriella Bánhegyi received her Master's degree in animal husbandry (1990), agricultural engineering (1994) from the Pannon University of Agricultural Sciences, and later in law (2001) from the University of Pécs. Following her graduation in agricultural engineering she joined the Department of Agricultural Economics of the University of Pannonia. She earned her PhD degree of Management and Organization Sciences in 2004. Since 2008 she has been working as a full time assistant professor and takes part in the education of a variety of subjects (e.g. Law Studies, Business Law, European Studies, Public and Special Administration, Environment Law, Common Agricultural Policy of the EU). She is member of several civil and professional organizations.



Zoltán BARA

Associate Professor
Department of Economics

Mr. Bara is currently an associate professor (docent) with the Corvinus University, Budapest and the University of Pannonia, Veszprém. He also works as an expert consultant in competition policy. He graduated as teacher of economics in 1976 from Karl Marx University of Economic Sciences and obtained his doctoral degree in 1984. He was elected chair of the Department of Comparative Economic Systems of the Corvinus University in 1992. He became a candidate to the Hungarian Academy of Science in 1993 (Ph.D.) and was granted the Széchenyi Professorial Scholarship between 1998 and 2000. He was appointed member of the Competition Council of the Hungarian Competition Authority in 2001, a position he held for 6 years before returning to higher education. He spent 8 months (1987–88) at DePaul University, Chicago, as a researcher and lectured economics at Rutgers University, Camden from 1990 to 1992. Amongst others, he was also a guest lecturer in Tokyo at Hosei University in the autumn semesters of 1998 and 2000. He contributed to the introduction of microeconomics into the Hungarian economic curriculum and translated several microeconomic textbooks into Hungarian, including Hal Varian's. He is co-author and/or editor of several books, textbooks, and author of a number of articles.



Hans-Joachim BECK

Visiting Lecturer
Department of Accounting and Controlling

Hans-Jochim Beck was graduated by economics and law. He was employed between 1973 and 1975 at the University of Berlin, the so-called „Freie Universität Berlin”. From 1975 he worked for a law authority, and from 1980 he has been a presiding judge of the financial court of Berlin. He lives in Berlin with his wife and his two children. He is a visiting lecturer at the Department of Accounting and Controlling at the University of Pannonia, teaching Vertiefung des deutschen Steuerrechts.



József BERÁCS

Professor

Department of Applied Economics

Having a Master's degree (1974) and a Univ. Doctor (1976) in economics from the Karl Marx University of Economic Sciences he is attached to the Department of Marketing at the Corvinus University of Budapest where he chaired the Marketing Department between 1992–2004. He has earned a Doctor of Sciences degree from the Hungarian Academy of Sciences (2006). Since 2004 he has been a full professor of marketing. He was the founder director of the International Studies Center, the English language programme of the Corvinus University of Budapest between 1990–2007. He has extensive international activities. As a visiting scholar and professor he has spent shorter or longer periods at many universities, e.g. University of Texas (USA), Otago University (New Zealand), Bordeaux Business School (France), Carleton University (Canada). He served as President of the European Marketing Academy (EMAC) in 2006–2008. He has authored and co-authored more than 150 academic publications. He joined the University of Pannonia in September 2008.



Emma-Maria BEYER

Associate Professor

Department of Accounting and Controlling

She received her first degree at the Karl-Marx University in Budapest, Hungary in 1965, then moved to Berlin, Germany. In 1975 she earned a PhD degree in Berlin then in 1985 doctor of sciences. She gained hands-on experiences in management at diverse firms in Berlin between 1966–1978. She was appointed academic lecturer in Berlin between 1978–1990. In 1990 she became a certified tax advisor also in Berlin and in the same year founded her own tax advisor firm there. Since 2007 she has been working as academic lecturer at the Department of Accounting and Controlling of the University of Pannonia. She is married and has two children.



Ferenc BOGNÁR

Lecturer

Department of Management

Ferenc Bognár is an Assistant Lecturer at the Department of Management, University of Pannonia. His main fields of interest include general management, strategic management and maintenance management. He holds an M.Sc. – in Engineering and Management, Production management Field – degree (University of Pannonia, 2006), and an M.Sc. – in Business Administration, Management Field – degree (University of Pannonia, 2009). He currently teaches „Management” in a bachelor programme. His research is focused on strategic and maintenance management. He has published numerous articles and presented his work at national and international conferences.



Alan CLARKE

Associate Professor

Department of Tourism

Alan arrived in Hungary in 2005 after a career in UK Higher Education – working at the Open University (where he also obtained his PhD), Sheffield, Sheffield Hallam, North London (now London Metropolitan), Derby (where he was the Assistant Dean for Research and Development in the Business School and helped to establish the School of Tourism and Hospitality) and Nottingham. He developed full and part time routes at both undergraduate and postgraduate levels as well as producing materials for Masters Programmes by distance learning. He has undertaken research and consultancy projects for the public and private sectors in leisure and tourism in Europe, the Caribbean, India and Asia, and has contributed to three major European projects. Alan has successfully supervised 25 PhD students and 4 MPhil students. He has published over 50 articles and his most recent books on International Hospitality Management (with Wei Chen) and Hospitality, Product Development (with Hassanien and Dale) are proving popular. Alan's current research interests focus on governance, policy and development issues within tourism, especially in the areas of cultural, sports and wine tourism.



Anikó CSEPREGI

Lecturer

Department of Management

After completing her Bachelor of Business Administration studies at Budapest Business School, College of Finance and Accountancy in Budapest in 2004 she started her M.Sc in Economics studies at University of Pannonia, Faculty of Economics in Veszprém. She completed her M.Sc in Economics degree in 2006. Since 2006 she has been a Ph.D. Student at Ph.D. School of Economics and Management at University of Pannonia. Her main fields of interest include knowledge management and knowledge sharing. She has taken part in several conferences in Hungary and abroad. She has an intermediate level of state exam in English and in German and Business English and German Exams as well.



Tibor CSIZMADIA

Associate Professor

Department of Management

He studied Engineering Management at the University of Pannonia. Presently he is associate professor at the Department of Management and teaches quality management, managerial decision-making and quantitative methods to graduate and post graduate students. His Ph.D research focused on the question of how higher education institutions responded to governmental reform, and which organisational characteristics influenced quality management implementation among higher education institutions and how these differences can be explained. He did his Ph.D research at the University of Twente – CHEPS – in the Netherlands. He has published several articles and is continually participating in international conferences as a speaker in his main research area.



Gabriella DANCSECZ

Senior Lecturer

Department of Management

She studied Tourism Management and Economics at the University of Pannonia and acquired a Ph.D degree in the Doctoral School for Management and Applied Economics. Presently she is assistant lecturer at the Department of Management and teaches basics of management, project and event management to graduate and post graduate students. Her Ph.D research focused on the approaches of project success, success factors and criteria of international sport event projects. She published several articles and is continually participating at international conferences as a speaker in her main research area. She carried out the international part of her Ph.D research in Germany as a scholar of the Bavarian Academic Centre for Central, Eastern and South-eastern Europe. She is a founding member of the Economics Research Group and member of the „Knowledge Island” Management Workshop.



Károly DUBLECZ

Professor

Department of Animal Science

Georgikon Faculty

Graduated at Agricultural University Keszthely in 1989. After a three year long scholarship of the Hungarian Academy of Sciences he got his PhD degree in 1996. He started to work at the Pannon Agricultural University, in the Department of Animal Nutrition as a lecturer in 1992 and as senior lecturer between 1995 and 1998. Since 1998 he has been an associate professor of animal and human nutrition. He was elected for vice dean of the Georgikon faculty of Agriculture in 2000. Since 2003 he has been working as the dean of the faculty. His research has focused on the modification of the nutrient content of different poultry products. As far as international relations he has spent 10 months as a DAAD scholar in Germany, in the frame of the TEMPUS Programme 10 months at the University of Nottingham and 3 weeks in the University of Arkansas. He represents Hungary in the European nutritional working group of the World's Poultry Science Association. With his leadership Hungary organized the XVth European Symposium on

Poultry Nutrition in 2005. He has been teaching different graduate and PhD courses in English for several years.



Katalin FORMÁDI

Senior Lecturer

Department of Tourism

Katalin Formádi holds a bachelor degree in tourism economics and a master degree in economics and sociology from the Corvinus University in Hungary; she is currently finishing her PhD in the Sociology of Professions from Corvinus University, Budapest. She has publications in the area of the wellness and events sectors, on the processes of professionalisation and careers (Policy Press, 2008). Katalin Formádi is an associated member (as a Phd representative) of the Executive Board of RN19 ESA (the Sociology of Professions Research Network of European Sociological Association).



Candy FRESACHER

Visiting Professor

Department of Management

Candy Fresacher received her Ph.D. from the University of Vienna in 2006 and her M.A. and her B.A., summa cum lauda, from California State University Long Beach. She has taught at various vocational colleges and universities in Austria and Hungary for the past twenty years including at the University of Pannonia since October 2007, the University of Applied Sciences for Tourism Management, the Europa Wirtschaftsschulen (European Business College) and is at present head of the English Department at the Advertising Academy. She also holds seminars in companies on the topics of Emotional Intelligence, Time and Stress Management, including at the United Nations. In addition, she gives seminars for English teachers on the same topics as well as on body language and assertiveness. She regularly presents at the EFACULTY conferences as well as other teacher trainer conferences and has given a two-day seminar in Beijing for the EARCOS administrative assistants. At present she is the Chair of TEA (Teachers of English in

Austria) as well as the editor of their journal, ELT News. She has written a number of articles that have been published in: English Language Notes, the Vienna Review, the LaCanada Sun and in the ELT News. In addition she does translating work on a voluntary basis for CARE Austria.



Péter FÜLÖP

Associate Professor
Department of Economics

Having a Master's degree (1993) from the Budapest University of Economic Sciences he was attached to the Department of Macroeconomics at the Budapest University of Economic Sciences (BUES) in 1993 (until 1997). Recently he has been working for the Hungarian Telecommunications Company (Magyar Telekom) as a financial analyst. His postgraduate courses are: (i) university doctorate (1996) – BUES: Equilibrium Models of Monetary Theory (ii) Master Degree in Economics (1996) – CORIPE Institute Turin: The stability of β of CAPM: an Empirical Analysis with Data of Milan Stock Exchange (iii) Ph.D. (2001) – BUES: Economic Analysis of Hungarian Telecommunications Market. He joined the University of Pannonia in 2004 as a teacher of econometrics.



Éva Erika GAZDA

Lecturer
Department of Management

She is a lecturer at the University of Pannonia in Veszprem. She has an MA in German Language and Literature (2004) from the University of Veszprém and an MA degree in economy with the specialization “International Economic and Business Relations” (2009) from the Gyula Andrássy German Language University Budapest in collaboration with the University of Bayreuth, Germany. She has extensive international activities. She studied at the Martin-Luther-University Halle-Wittenberg in Germany with the scholarship of the German Academic Exchange Service (DAAD) (2002–2003). At the Martin-Luther-University Halle-Wittenberg she taught a German course for international students

(2004) and did her obligatory practice in connection with her economy studies in München (2006) at the E.ON Energie AG, Personal Service-Center. She has had 6 years of teaching practice and has been teaching 'The Basics of Economics I-II' in German to the students of the Faculty of Economics.



Tamás ISÉPY

Senior Lecturer
Department of Economics

He got an M. Sc. in Business Administration in 1996, Budapest University of Economic Sciences, Faculty and Department of Business Administration. His special fields are: International Economics and Finance. He wrote his diploma work about Financial Innovations. Scholarships: Fribourg University (CH) and Vienna University of Economics and Business Administration. From 2004 he has been a PhD Student at Budapest University of Technology and Economics, Department of Finance. Between 1998–2002 he worked for the Deutsche Bank Rt. Budapest. He made financial analyses, treasury controlling and market risk controlling. He speaks English and German. His research fields are financial structure and economic growth; banking regulation and Basel II.



András JANCSIK

Associate Professor
Head of Department of Tourism

With a Master's degree in international economics (1992) András Jancsik has started his professional career in a consultancy firm, dealing with financial analysis and feasibility studies. In 1994 he founded a tour operating company with an Italian partner. In the same year he joined the Kodolányi János University College as a junior lecturer. He was co-founder of the Tourism Department at University of Pannonia (then University of Veszprém) in 1996, and has been working there since. He has earned a Ph.D degree in 2001. From 2003 he has been the head of Tourism Department. In 2007 he was elected

the dean of the Faculty of Economics. He has extensive research and development activity: beside authoring and co-authoring several publications in the field of international economics and tourism, he played a leading role or participated in numerous development projects concerned with tourism issues at regional or national scale.



Ferenc KISS

*Associate Professor
Department of Economics*

He is currently Proprietor of Ferenc Kiss Consulting, USA, Partner of de Fontenay, Savin & Kiss, USA, and Professor of Economics with University of Pannonia. His former positions include Director – Economics, Bell Canada; Chief Economic Advisor – Matáv; Chief Economic Advisor – Communication Authority, Hungary. He was consultant to a number of organizations, e.g. AT&T, USA; Antenna Hungária Rt.; BellSouth New Zealand; Government of Canada; GIRO Rt.; Kapsch AG, Austria; MOL Rt.; Nuclear Power Station of Paks; RWE Telliance, Germany; State of Connecticut, USA; Telesat Canada; Telstra, Australia; UPC, Netherlands; The World Bank. Besides consulting (26 yrs), his experiences range from working in the telecommunications industry (14 years) through research (14 yrs) to teaching (12 yrs). His areas of expertise are microeconomics; econometrics; production, cost and productivity analysis; pricing; index numbers; market research; demand analysis; network interconnection; regulation; antitrust; telephone, data, video communication services; ICT. He is Director of the International Telecommunications Society; Editor-in-Chief of Verseny és Szabályozás (Competition & Regulation) and Referee for professional journals. He has authored 76 publications.



Judit Kiss

*Ph.D Candidate
Department of Management*

She took a Master degree in Economics finishing her studies at the University of Pannonia in 2008. She has been a Ph.D. student at the Department of Management since

September 2008. The goal of her research is to work out a new method of logic planning in the field of project management and process management, focussing especially on IT projects. She has on intermediate level of state exam in Business English and a German exam in Tourism. She has some national and international conference presentations, journal articles and book chapters. She won 2nd award on Scientific Youth Club Conference in Veszprém 2007, and she also took part in National Scientific Youth Club Conference at Debrecen in 2009. She has intermediate level of state exam in Business English and a German exam in Tourism.



Károly Miklós KISS

Associate Professor

Head of Department of Economics

Károly M. Kiss graduated at Budapest University of Economics (now called Corvinus University of Budapest) in 1997 in economics, and received his Ph.D. degree in economics from University of Pannonia (Veszprém) in 2009, with a thesis about regulation of access and interconnection prices in telecommunication. Last two summers he was a guest researcher at the Institute of Economics of the Hungarian Academy of Sciences. His research is focused on Industrial Organization, Competition Policy, Economics of Information (asymmetrical information), and Economics of Regulation (mostly innetwork industries). He has participated and coordinated in several research projects for Hungarian Competition Authority. He joined the Department of Economics at the University of Pannonia in 2000. From 2008 he has been member of the International Atlantic Economic Society.



Jenő KOLTAY

Associate Professor

Department of Economics

He graduated from the Karl Marx University of Economics Budapest in 1966 and got his Ph.D. in Economics from the Hungarian Academy of Sciences in 1974. Since 1967

he has been working at the Institute of Economics, from 1991 to 2004 Director of the Institute, from 2005 Research Director. He has authored a large number of Hungarian and international publications on wage fixing and collective bargaining, taxation and local government finance. He has been participating intensively in international research projects and has been visiting fellow in French and German research laboratories. He is teaching regularly in Hungary and abroad, currently at Pannon University Veszprém, in 1994–1997 as Visiting Professor at the Sorbonne, Paris, in 2000–2003 as Széchenyi professor at the ELTE University Budapest. Member of scientific committees, boards and involved in expert work, among others in the International Blue Ribbon Commission (1991–1994), the European Policy Initiative (1996–1999), Hungarian Tax Reform Commissions (1985–1988) and consultant for Hungarian and French governmental agencies, trade unions, employers' federations and international organisations (UNIDO, ILO, World Bank).



Edit KOMLÓSI

Lecturer

Department of Management

She is a lecturer at the University of Pannonia in Veszprém, Hungary. She has an MA in English and American Language and Literature (2001) and an MSc Manager Expert Engineering Human Resources (2009). She was involved in multicultural education in Birmingham, UK in 2000–2001. She is also an ESP teacher specialising in Business and English for Tourism and Catering and developed course materials and wrote a book in this field entitled Test on European Tourism and Business in English (2005, Kredit) Between 2005–2008 she was International Relation Officer in the non-profit organisation of The International Association of English as a Foreign Language–Hungary. Being an examiner of national and international general and business English exams she has learnt how to prepare students not just to pass language exams successfully but how to use English efficiently at work. Between 2006–2008 she prepared Industrial Engineer and Human Resources students for intermediate business English language exams. Since September 2008 she has been teaching Comprehensive Business Studies to the students of the Faculty of Economics.



Zsolt T. KOSZTYÁN

Associate Professor
Department of Management

Zsolt T. Kosztyán obtained his Master's degree (2002) in information engineering, a Bachelor's degree (2002) in economics, a Bachelor's degree of electrical engineering (2003) from the University of Veszprém and a PhD degree (2006) in business and management sciences from the University of Pannonia. Since 2006 he has been an assistant professor at the Department of Management. He has extensive international activities. He is a member of PMUni (International network for professional education and research in process and project management), Hungarian Logistics Associations and Coloristic Department of Hungarian Chemical Associations. He has authored and co-authored more than 50 academic publications.



Balázs KOTOSZ

Senior Lecturer
Department of Economics

Having a master degree in business economics from the University of Miskolc (1999) and in economics from Ecole Polytechnique (France, 1999), he worked for Kodolányi János University College before joining the staff of the Corvinus University of Budapest. He was also a part time lecturer at the University of Veszprém between 2002 and 2004. He received his Ph.D. in economics from the Corvinus University of Budapest in 2006. His main research fields are statistics and econometrics, but also interested in political economic issues. He is the author or co-author of more than 30 papers, and presented more than 30 papers at scientific conferences. He is active member in 6 scientific associations.



Zoltán KOVÁCS

Professor
Department of Management

He received his BSc degree in Industrial Engineering in 1978, and MSc in 1980. He worked in the meat industry as head of the quality control laboratory, and took part in new product development. At a coal mining company he was involved in establishing a computer centre and information systems implementation. He also prepared large project schedules. He received his PhD in 1991 from Hungarian Academy of Sciences. He also holds a PhD from University of Technology and Economics, Budapest. He teaches production and service management, logistics, maintenance and business simulation. He has a regular business simulation course at University of Technology, Darmstadt, Germany. He taught in the USA as a Fulbright scholar and in Germany and Austria during Erasmus visits. He took part and coordinated training and research and development projects supported by USAID, EU (Leonardo, Marco Polo II.) Professor Kovacs' consulting experience includes companies like General Electric, Philips, Plati, Continental Teves, Paks Nuclear Power Plant, Herend Porcelan Manufacture, Town Nagykanizsa Government. He established the Centre for Continuing Education at University of Veszprém and was the first dean of the Faculty of Economics.



Gergely KŐHEGYI

Senior Lecturer
Department of Economics

He hold M.Sc. degrees in Applied Mathematics for Mechanical Engineering from the Budapest University of Technology and Economics (2001) and in Theoretical Economics from the Corvinus University of Budapest (2003). He studied Cognitive Psychology and Psycholinguistics in Eötvös Loránd University Budapest, Psychological Institute (2001–2003) and started PhD studies; the Department of Philosophy and History of Science, Budapest University of Technology and Economics (2003). He joined to the Department of Microeconomics in 2004 and to the Department of History of Economic Thought in 2006 at the Corvinus University of Budapest. He joined to the

University of Pannonia in 2007 and since 2008 he has been lecturer at the Department of Economics, Eötvös Loránd University Budapest.



János KÖLLŐ

Associate Professor
Department of Economics

János Köllő graduated from the Karl Marx University, Budapest in 1977. He acquired a doctoral degree in sociology (1980), and a candidate's degree (PhD) in economics (1990). Since graduation he has been employed as a full-time researcher at the Institute of Economics of the Hungarian Academy of Sciences. He has held fellowships at the Collegium Budapest – Institute for Advanced Study in 1993–4, and the William Davidson Institute at the U. Michigan, Ann Arbor, in 2003. He has been an invited fellow at the WD since 1998 and the IZA, Bonn, since 1999. His fields of research include shop-floor bargaining (1977–81), state-party control of the labour market (1982–87), labour markets, unemployment and employment policies (1989–).



Katalin LŐRINCZ

Associate Professor
Department of Tourism

Having a Master's degree (1995) in geography and physical education from the University of Pécs she is attached to the Hungarian National Tourism Office of Budapest where she worked for the '96: Hungary! Programme Office between 1995–1997. Since 1998 she has spent shorter or longer periods at University of Pannonia and Eszterházy Károly College as a part-time teacher. She was the founding director of Tourinform Veszprém which organised tourist information and marketing activities at local level. Since 2008 she has worked as a consultant of Tourism Destination Management (TDM) system in Hungary and also supported the development of tourism destination organization in the Town of Queens. She has served as a member of Regional Tourism Committee from 2008. She has authored and co-authored more than 10 publications related to cultural tourism and

tourism geography. She earned a PhD. degree from the University of Pécs Institute of Geography (2008).



Hajna ISTVÁNFFY LŐRINCZ

Professor

Department of International Economics

Having a Master's degree (1970) and a University Doctor title (1972) in international economics and business from the Karl Marx University of Economic Sciences (Budapest) she was invited to the Department of International Economics. She received a Doctor of Sciences degree from the Hungarian Academy of Sciences (1989) and became full professor of the University. As appointed Jean Monnet professor (by the EU Commission) she chaired the Department of European Studies between 1995–2005 and managed a European MA. As invited and appointed professor the University of Pannonia, she was the head of the Department of International Economics (2001–2008) and introduced the new BA in international economic relations, which is managed by her both at University of Pannonia and at the Budapest Corvinus University. She was elected Vice President of EADI (1994–2000, European Association of Development Institutions), and President of the Financial Committee of the Hungarian Academy of Sciences. She has authored several books and articles.



Eszter MADARÁSZ

Senior Lecturer

Department of Tourism

She graduated on Bachelor level in 2001 at Master's level in 2003 at the University of Pécs, Faculty of Business and Economics. She started to work at Tourism Department of the University of Pannonia in 2001 as an assistant. Between 2004 and 2008 she worked at the Department as a senior lecturer and from 2008 she has been working there as a lecturer. She enrolled on the PhD Programme in Economy and Management at the University of Pannonia in 2004 and her research project is Network analysis in tourism,

especially related to Destination Marketing Organisations. Additionally her main subjects and fields of interest are Tourism Marketing and Consumer Behaviour in Tourism. She is responsible for the course issues and the library at the Tourism Department.



Péter MAYER

Senior Lecturer
Department of Tourism

He is a tourism lecturer at the University of Pannonia. He holds a bachelor degree in tourism economics and a master degree in economics and sociology from the Corvinus University in Hungary. He is currently finishing his PhD in tourism mobility at the University of Pannonia. He has publications in the area of consumer behaviour, dimensions of mobility, relations of mobility and tourism, and management of optional spaces in tourism. He has been involved several regional development strategies and tourism development plans for various Hungarian regions and cities.



Péter MIHÁLYI

Professor
Head of Department of Finance

He started his academic career right after graduation from the Karl Marx University of Economic Sciences in Budapest in 1977. Between 1983–1993, he was staff member of the United Nations Economic Commission for Europe in Geneva. After returning to his native country, he became an active participant of the Hungarian privatization process in various capacities. He served as Deputy Government Commissioner for Privatization in 1994/95 and played a major role in the design and execution of the largest transactions in energy and banking. In 1997/98 he was promoted to Deputy State Secretary in the Ministry of Finance. His portfolio included the pension reform, the preparation of the health care reform and the reorganization of municipal financing. He is regularly consulted as an expert by UNCTAD, UN ECE, the World Bank and the European Union. He authored 10 books, from which five dealt with healthcare. His most recent

English-language book is entitled, Health Insurance Reform in Hungary, Vol.1-2. Between May 2006 and March 2008, Professor Mihályi was the Personal Advisor of two successive health ministers (Dr. Lajos Molnár and Dr. Agnes Horvath). Simultaneously, he was Leader of the Health Committee within the State Reform Committee established and chaired by Prime Minister Ferenc Gyurcsány.



James William MILLER

Visiting Professor
Department of Tourism

James William Miller earned his Bachelor degree in German and History from SUNY-Binghamton in 1978. Two years later in 1980 he earned his Master degree in European History from the University of Minnesota. He completed his Ph.D. studies in European History in 1985. James Miller worked as a Professor of History at the University of Arkansas at Little Rock from 1985–2003. Since 2003 he has been a Professor FH-Joanneum of Applied Sciences at the Department of Health Management in Tourism.



Éva ORBÁN MIHÁLYKÓ

Associate Professor
Department of Mathematics and Computing

Having a Master's degree in Mathematics (1987, ELTE, Budapest) she has attached to the Department of Mathematics and Computing of University of Veszprém. She has got a postgraduate degree in scientific engineering and a Univ. Doctor in 1991. In 2004 she earned a PhD degree in Informatics at the University of Veszprém dealing with stochastic models in engineering. She is author or co-author of 26 scientific papers, furthermore presented 26 oral presentations Hungarian and international conferences. She has been associate professor since 2006. She is a member of two scientific committees. She has got 15 year teaching experience in Analysis, Probability theory and Statistics. She has three children.



Erika MOLNÁR

Lecturer

Department of Management

She is a lecturer at the University of Pannonia in Veszprem, Hungary. She has an MA in German Language and Literature (2003) and MA in Leadership and Administration (2010). She is qualified in economic translation (2005) and in project management (2006). She has completed studies abroad in Regensburg and has participated at several international conferences as a simultaneous interpreter. Since September 2009 she has been teaching Comprehensive Business Studies to the students of the Faculty of Economics.



Ildikó VIRÁG-NEUMANN

Lecturer

Department of Applied Economics

After graduating from the Budapest University of Economic Science (Foreign Trade Faculty) in 1989 she had been working as foreign trade assistant, later head of foreign trade department in major foreign trade companies (1989–2000). She has been teaching Statistic, Foreign Trade and Entrepreneurship at Pannon University since 2001 at the Department of Applied Economics. She started her Ph.D studies in Economic Sciences in 2006. Her fields of research are: multilateral trade policy, entrepreneurship, SMEs, economic integrations, EU enlargement to Central and Eastern Europe, transformation economics structural changes in the world, economy in the area of globalization, world trade and the WTO negotiations with special regard to agriculture, the foreign trade relations of Hungary with special regard to trade in agricultural goods. She worked as project manager of the “ROP 3.3” project titled “Center of Higher Educational Venture Development” between 2005 and 2007.



Nóra OBERMAYER-KOVÁCS

Senior Lecturer

Department of Management

Her main interests include knowledge management and strategic management. She currently teaches „Organizational co-operation and knowledge sharing” in bachelor Programme and „Strategic Human Resource Management” in masters programme. She holds an M. Sc. – in Engineering and Management, Entrepreneurial Field. Her research is focused on knowledge management practice. Related to this, she studies the characteristic features of knowledge management among Hungarian organisations. She obtained her Ph.D. – in Economics and Management in 2008. She has published numerous articles and presented her work at national and international conferences.



Béla PÁLYI

Associate Professor

*Head of Department of Agricultural Mechanisation
Georgikon Faculty*

Béla Pályi received his first degree in engineering from the Technical University of Heavy Industry, Miskolc in 1980. Currently he is an associate professor at the Georgikon Faculty of Agriculture, University of Pannonia. In 1980 he earned an MSc degree at the Technical University of Heavy Industry, Miskolc in 1999, and PhD degree at Pannon Agricultural University, Georgikon Faculty of Agriculture, Keszthely. He has taught diverse subjects such as Architecture, Mechanisation in catering industry, Mechanisation and architecture of agricultural production, Horticultural mechanics, Agricultural mechanics, Mechanisation of plant protection, Alternative and renewable energies, Protection and technique of the environment, Agricultural techniques of the environment, Descriptive geometry, Mechanical thermodynamics, Quality management of environment protection and as PhD courses: Rheology of agricultural materials. He has published many articles and books. The total number of his publications is 52, including: textbook chapter: 2; handbook: 1; faculty textbook: 3. reviewed papers in international and Hungarian journals: 10, proceedings of international conferences: 8, proceedings in national conferences: 29, research reports: 7.



Erzsébet PÉNZES

Senior Lecturer
Department of Tourism

She completed her master's degree at the University of Miskolc in 1994. After that she worked as a researcher at the Department of Hydrogeology–Engineering Geology in Miskolc. In 1995 she moved to the other side of the country and started working at the Hungarian oil company MOL as a project engineer at the Gas– and Oil Transmission Division. She prepared gas pipe construction investment projects. In 1999 she started to get involved in teaching at the University of Pannonia. She taught a few nature–related courses first – as a part–time job – then she accepted a full–time job at the Tourism Department of the University of Pannonia. Erzsébet is a nature–freak, her courses are also nature– and environmental related. She holds lectures in Environmental Economics, Tourism Geography, Ecotourism Management, and she likes to make fieldworks with the students. She is a PhD aspirant at the Geographical Sciences PhD School in Pécs; she is doing her thesis about environmental impact assessment in tourism.



Péter PETE

Associate Professor
Department of Economics

He has been Associate Professor at the University of Pannonia since 2008, as well as first Chair of the new Department of Economics at Eötvös Lóránd University (ELTE), Budapest, since 2007. He received his M.A. in economics in 1979 from the Karl Marx University of Economic Sciences and, later in 1988, from the University of Connecticut, USA. He received his Ph.D. in economics from the University of Connecticut in 1990. He was Lecturer in 1985–1988 and Visiting Professor in 1989–1989 at The University of Connecticut, and was Assistant Professor of Economics with The University of Colorado in 1990–1992. He became Senior Analyst at The New Zealand Treasury in 1992. He returned to Hungary in 1994 to be Associate Professor with the University of Debrecen, while becoming a Senior Researcher at the Institute of Economics, Budapest. He chaired the Department of Economics at the Budapest University of Economics (now

Corvinus) between 2002 and 2007. His main topics of research are Macroeconomics, International Economics, Macroeconomic Policy, Monetary Policy, Stabilization Issues, and the Role of Monetary Institutions. His experience in education includes Macroeconomics, Monetary Macroeconomics, International Finance, Monetary Theory, International Trade, History of Economic Thought, and Microeconomics.



Mihály PITUK

Professor

Department of Mathematics and Computing

Having a Master's degree (1986) and a Univ. Doctor (1986) in mathematics from the Charles University in Prague, Czech Republic, he was attached to the Department of Mathematical Analysis of the Safarik University in Kosice, Slovakia between 1986–1993. In 1993 he moved to Veszprém, Hungary. He earned a Doctor in Sciences (DSc.) degree from the Hungarian Academy of Sciences in 2007. Since 2008 he has been a full-professor of mathematics of the University of Pannonia in Veszprém. He has extensive international activities. He is the author of 46 scientific papers most of them published in international journals of high standards. He has presented 22 invited talks at international mathematical conferences.



Réka POLÁK-WELDON

Lecturer

Department of Accountancy and Controlling

Réka Polák-Weldon is a teacher of Business Studies at the University of Pannonia, in Veszprém, Hungary. She was educated at the University of Pannonia and Central Queensland University, in Australia. She studied English and Management in Hungary and History, Literature and Australian studies at CQU in Australia. She has been teaching Business Studies for students of economy at the university since 2007. While living in Australia she was involved in teaching English as a foreign language at TAFE Australia.



Judit POÓR

Lecturer

*Department of Economy Methodology
Georgikon Faculty of Agricultural Sciences*

Having a Master's degree (2003) in Business and Management (Specialising in Service Management and Applied Statistics) and in Economics and Teacher from Budapest University of Economic Sciences and Public Administration she is a member of the Department of Economic Methodology at the University of Pannonia. She has a tourism manager qualification. Since 2004 she has been giving lectures and seminars in tourism subjects. She is currently a PhD student. She was a founding member of the Research Team of Economics at the University of Pannonia, and she is a member of the Hungarian Statistical Society. She has authored and co-authored close to twenty publications.



Krisztina PRISZINGER

Senior Lecturer

Department of Tourism

She graduated at Bachelor's level in 2003 and on Master's level in Management Sciences in 2006 at the University of Veszprém (current name: University of Pannonia). She started to work at the Tourism Department during her student years, as a project-coordinator. From April 2006 she has been working at the Department as a lecturer. She has started the PhD Programme of Management and Economic Sciences at the University of Pannonia, her research field is Risk Management in Hotels. She is responsible for the course issues at the Tourism Department. Since 2006 she has been the chairwoman of the Student-Social Committee of the Faculty of Economic Sciences. Her main subjects are Health Tourism and Hotel Animation, in which she was a guest lecturer at FH Joanneum, Bad Gleichenberg, and the Erasmus Programme framework.



Csilla RAFFAI

Senior Lecturer
Department of Tourism

Csilla Raffai is a certified tourist economist. She received her BSc degree in tourism in the year 2001 and her MSc degree in economics in 2004. She has been working as a lecturer in the Department of Tourism at the University of Pannonia since her Master's graduation in 2004. Now she is currently working on her doctoral thesis focussing on various network cultures in tourism. Csilla teaches several courses such as Event Management, Communication System of Tourism, Economics of Marketing Communication, and Etiquette. She also teaches some extramural courses at the Székesfehérvár campus of the University of Pannonia. Her main project competencies are event management and product development in tourism.



Ágnes RAFFAY

Associate Professor
Department of Tourism

Ágnes Raffay is a tourism graduate from the University of Pannonia herself, she has been involved with the teaching and research activities of the Tourism Department since she graduated in 2000. She has worked for Tourinform Veszprém and the Municipality of Veszprém which gave her an insight into public sector tourism management. She did her PhD at the University of Derby which gave her the opportunity to experience the higher education system of another European country as well as the different destination management techniques used in various UK cities. Her specialist areas include destination management, tourism partnerships, stakeholder theory and power in tourism. She has been involved with European funded and other research projects, and she has been a member of the Veszprém Tourism Association since it was established in 2005.



Edward J. ROMAR

Visiting Professor

Department of Applied Economics

Edward Romar arrived in Veszprém, Hungary as a Fulbright Scholar in January 2009. At the University of Pannonia he taught Strategic Marketing for a semester. In addition, he spoke in several classes about American culture and marketing. From the 2010 Fall semester Dr. Romar is teaching an on-line marketing course for a joint group of students from the University of Pannonia and the University of Massachusetts, Boston. While a Fulbright Scholar at the Pannon Egyetem, Dr. Romar was on leave from his position as senior lecturer in the College of Management at the University of Massachusetts at Boston, where he teaches a variety of courses in management and marketing. Dr. Romar has published several articles on marketing and business ethics in major English Language academic journals. Before joining the faculty at UMass Boston, Dr. Romar was employed in several marketing positions by IBM.



Lajos SZABÓ

Associate Professor

Head of Department of Management

He was educated at the University of Pannonia (Master in Engineering Management) and ENI Scuola Superiore Enrico Mattei, Italy (Master in Energy and Environmental Economics). He received his Ph.D. in Engineering Management in 1997. He is a founder member of the Hungarian Project Management Association. He has published numerous articles and presented his work at national and international conferences. His main field of interest includes intercultural, project and maintenance management. He is the co-leader of the “Strategy research group” of the Faculty of Economics. His research group has successful cooperation with the Technical University of Darmstadt (Germany), Køge Business School (Denmark), Trompenaars-Hampden-Turner Consulting (Netherlands), DAAD Foundation (Germany), ALCOA Foundation (USA) and the German-Hungarian Industry and Trade Chamber (Germany-Hungary).



Szabolcs SZIKSZAI

Senior Lecturer
Department of Economics

Having a Master's degree (1998) in economics from the Budapest University of Economic Sciences he has been attached since 2004 to the Department of Economics at the University of Pannonia. He lectures undergraduate courses related to Macroeconomics and/or Finance, while he is working on his doctoral thesis („The Market Perception of Credibility of the National Bank of Hungary since the Introduction of Inflation Targeting in 2001”). Prior to joining the university, he had been employed as a financial analyst by commercial banks (Daewoo, OTP, Takarékszövetkezet) based in Budapest, Hungary. He earned the title of EFFAS Investment Analyst in the International Bankers' Training Center, Budapest, in 2003. Apart from lecturing, he also pursues a hobby career in economic journalism, having edited MOL's Sum-up Magazine and Sum-up online in 2006, while being a frequent columnist in Hungarian weekly or monthly business journals (Budapest Business Journal, Üzlet+Siker). He is co-writer of 2 (Hungarian language) books and author or co-writer of a number of other English language publications, papers and articles.



Ádám TÖRÖK

Professor
Department of Economics

He studied in Hungary and France, Ph.D. earned in 1985, D.Sc. in 1993, habilitation in 1996. He has authored more than 150 publications on Stabilization Policies, Hungarian and International Trade, Industrial Policy and Technology Policy. Book titled “Competitiveness in R+D – Comparisons and Performance” published in November 2005. Former guest professor at several American, French, Belgian and Canadian Universities. Professor of Economics at the University of Pannonia (UP) and the Budapest University of Technology and Economics (BUTE). Chairman of the Department of Economic and Legal Sciences in the Hungarian Academy of Sciences (HAS), and Full Member of the HAS. Member of the Lisbon Agenda Group, an

advisory body of the European Commission on the Lisbon Agenda. Head of the HAS-UP-BUTE Networked Research Group on Regional Innovation and Development Studies at the UP since January 2007. Chairman of the Roundtable on Economic Competitiveness, a personal advisory body of the Prime Minister since January 2007. Member of the Fiscal Council of the Republic of Hungary since February 2009.



Cecília TUSA

Private Lecturer

Department of Management

Having a Master's degree in German language and literature (2003) and a Bachelor's degree in Tourism, Hospitality and Hotel industry (2006) from the University of Pannonia she has been attached to the Department of Management at the University of Pannonia in Veszprém since 2006. She has extensive international activities. She studied German language and literature at the University of Dresden (2001) and at the University of Nantes (2002); she studied intercultural pedagogy at the University of Cologne (2004–2005). Since 2006 she has been a PhD student at the University of Pannonia in the teacher training programme. Her fields of research are multicultural societies and multicultural education. She serves as vice-president of the Hungarian association called Széchenyi Club with the aim of promoting Széchenyi's heritage and linking the Hungarian majority and minorities abroad.



Andrea VARGA

Lecturer

Department of Tourism

She is a lecturer at the University of Pannonia in Veszprem, Hungary. She has an MA in English and American Language and Literature (1998) and an MSc Manager Expert Engineering Human Resources (2009). Since 1999 she has been working in the private sector. Currently, she is the business development manager of a contract research laboratory being responsible for customer relations, controlling and managing the

company's business activities. Since September 2009 she has been teaching Comprehensive Business Studies to the students of the Faculty of Economics as a part-time lecturer.



László VINCZE

Professor

Department of Finance

He got a degree in chemical engineering (1976) and in economics (1994). He had a position at the Department of General and Inorganic Chemistry between 1976–2000 as lecturer, assistant professor (1981–), associate professor (1989–) and full professor (1999–). He achieved the scientific qualifications of Candidate of Science (1987), PhD (1996) and Dr. habil (1998) and has published 34 papers in chemistry. He has been working at the Department of Finance since 2000. He achieved his PhD in economics in 2005. He has published 47 papers in economics. His research topics are Capital markets and Social insurance.



Márta HUNKÁR ZEMANKOVICS

Associate Professor

Department of Economic Methodology

Georgikon Faculty

She graduated from the Eötvös Loránd University, Faculty of Natural Sciences, Department of Meteorology and Mathematics in 1978. She earned a PhD degree in Climatology at Eötvös Loránd University, Budapest in 1996. Currently she is an associate professor at the University of Pannonia. Former work places include Hungarian Meteorological Service where she worked as a researcher, counsellor and scientific secretary. She has 14 years experience in teaching courses such as: Agrometeorology, Economic mathematics, Mathematics, Statistics, Theory of probability, Interpretation and evaluation of meteorological data. Her scientific activities include mathematical analysis and modelling environmental elements of agricultural ecosystems.

6. PUBLICATIONS OF THE FACULTY OF ECONOMICS IN 2009

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