

Faculty of Economic and Social Sciences

IMPORTANT NOTES

If for one subject you can find several different types (lecture, practice, laboratory) of courses then please choose one and only one course from each type in order to be able to perform the subject's requirements successfully. Civil Engineering courses are on the website separately. Courses chosen from the offer of Faculty of Civil Engineering will be checked and arranged individually by the departmental coordinator.

Subject code	Subject name			Requirement	ECTS credit
BMEGT20A001	Management and Business Economics			Mid-semester mark	4
Course type	Course code	Course language	Timetable information		
Lecture	ER	English	MON:08:15-10:00(K389); WED:14:15-16:00(KF88);		
<p>The course is designed for engineering students who would like to have a better conceptual understanding of the role of management in the decision making process. The course introduces the essentials of management as they apply within the contemporary work environment and gives a conceptual understanding of the role of management in the decision making process. Particular attention is paid to management theories, corporate finance, leadership, teamwork, quality management, management of technology, economics calculation and operations management. For problem formulation, both the managerial interpretation and the mathematical techniques are applied. \.* {behavior:url(#default#VML);} o\.* {behavior:url(#default#VML);} w\.* {behavior:url(#default#VML);} .shape {behavior:url(#default#VML);} /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman"; mso-ansi-language:#0400; mso-fareast-language:#0400; mso-bidi-language:#0400;} Budapest University of Technology and Economics Faculty of Economic and Social Sciences Course Syllabus and Requirements Management and Business Economics 2. Course code Semester Hours per week (Theory/Practice) ECTS credits Language of Instruction Level (BSc/BA/MSc/MA) BMEGT20A001 fall/spring 4/0 4 Hungarian BSc/BA 3. Course supervisor (name, title, department): János Kövesi, dr. Habil, Department of Management and Corporate Economics 4. Lecturers: Name: Position: Department/Institute/availability(Room, e-mail address): Mihály Ormos, dr. habil Professor Dept. of Finance, QA338, ormos@finance.bme.hu Zsuzsanna Eszter Tóth, PhD Associate Professor Dept. of Management and Corporate Economics, QA311, tothzs@mvt.bme.hu Noémi Kalló, PhD Associate Professor Dept. of Management and Corporate Economics, QA305, kallo@mvt.bme.hu 5. Preliminary knowledge required: Basic concept of companies and their operation. 6. Academic prerequisites: - 7. Objectives and description of the course: The course introduces the essentials of management as they apply within the contemporary work environment and gives a conceptual understanding of the role of management in the decision making process. Particular attention is paid to management theories, corporate finance, leadership, teamwork, quality management, management of technology, economics calculation and operations management. For problem formulation, both the managerial interpretation and the mathematical techniques are applied. 8. Teaching methods: Lectures. 9. Requirements and assessment: 4 midterm exams have to be taken during the semester. The grade will be determined by the sum of the midterm exams (4x25=100 %), there are no minimum requirements for the individual exams. 10. Exams, make-up duties and make-up exams: Maximum 2 of the 4 midterm exams can be repeated or make up at the end of the semester. There are no final make-up exams in this course. 11. Office hours: By making appointment with the lecturers. 12. Course material, compulsory and recommended readings: Materials provided by the lecturers. Kövesi J. (ed.): Menedzsment és vállalkozásgazdaságtan. Typotex, 2009. 13. Workload and detailed class schedule: Topics to be discussed, readings required for the class, other assignments Week 1 Principles of business economics: value and utility, opportunities and choices, rationality, decision making, swaps, opportunity cost, efficiency. Week 2 Comparative advantages, specialization. Week 3 Business economic analyses: Shareholders' Value, cash flow estimation, risk aversion, portfolio theory, CAPM and economic analyses. Week 4 Principles of management: Resources of a firm, firm as an organization. Week 5 Functions of managerial processes. Week 6 Team work, communication in an organization. Week 7 Quality management: Principles of quality management, the brief history of quality management systems. Week 8 Overview of quality assurance systems based on ISO 9001:2000 Quality Management System. Week 9 Overview of quality assurance systems based on Total Quality Management System. Week 10 Production-economics: production systems, manufacturing models, product-process matrix. Week 11 Inventories, inventory control systems, costs of carrying stocks Week 12 Costing: costing, cost effectiveness, traditional costing systems. Week 13 Break even analyses, standard costing, activity based costing. Week 14 Repeat of midterms.</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT20A002	Marketing			Mid-semester mark	2
Course type	Course code	Course language	Timetable information		
Lecture	ER	English	THU:14:15-16:00;		

The subject's main aim is to present the development stages of market orientation, the distinctive characteristics of marketing oriented business philosophy, and the main tasks of marketing management for engineering students. Another aim of the subject is discussion about the detail of the consumer-oriented marketing practices of strategic and operational decisions. Within the topics of strategic planning and marketing strategy the students will be introduced to basic corporate strategies, portfolio and position analysis methods, as well as the strategic marketing planning process and decisions.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20A048	Marketing	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	KM-el adás	English	
Practice	KM-gyakorlat	English	

After the course the students understand the role of marketing in an organization. Students get familiar with the marketing tasks, tools and strategies. Through the practical work the student is able to elaborate certain marketing topic using the knowledge acquired on lectures. Content: Introduction to marketing. The marketing environment. Strategic marketing planning. Marketing information and marketing research. Market segmentation and targeting. Positioning. Consumer buyer behaviour. Business-to-business marketing. Product strategy. New product development. Marketing services. Pricing strategies. Marketing channels. Advertising, sales promotion and PR. Direct marketing and personal selling.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MW02	Management	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	ER	English	FRI:12:15-15:00(R108);

The course introduces the field of the life in workplaces. It covers a wide range of theories and applications dealing with such topics as motivation, team dynamics, leadership, organizational culture, and different HRM activities, like recruitment and selection, performance appraisal and training. The goal of this course is to help students develop a conceptual understanding of theories in organizational life (Organizational Behaviour) and to provide special set of skills to manage human resources (Human Resource Management), not only for those who are in managerial positions, but for future engineers and other professionals.

Subject code	Subject name	Requirement	ECTS credit
BMEGT301924	Economics II.	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	EN0	English	TUE:14:15-16:00(K393);

The aim is to allow students to understand today's economic environment. After having finished the course, students should understand the key concepts of macroeconomics (e.g. national income, unemployment, inflation, budget balance, exchange rates and the balance of payments), master a basic set of tools of economic analysis and demonstrate the ability to apply them to simple practical problems.

Subject code	Subject name	Requirement	ECTS credit
BMEGT30A001	Micro- and Macroeconomics	Exam	4

Course type	Course code	Course language	Timetable information
Lecture	A26	English	MON:08:15-10:00(KF87); TUE:12:15-14:00(KF87);

Selected topics and analytical techniques in micro- and macroeconomics tailored for engineering students. Introduction to microeconomics. Some basic economic concepts and analytical tools. Scarcity: source of eternal struggle or the foundation of all economic systems? How does it determine everyday life, and what role does it play in the operation of businesses? Opportunity cost, sunk cost, normal profit. How does the product market work? Consumer choice: what are the options on the demand side, what are the goals of the consumer and how they are achieved? The forms and aims of businesses. Basics of accounting and finance. Cost and profit analysis. Competition and market systems. Introduction to macroeconomics. How does government policy interact with the decisions, profitability and life cycle of businesses? The main issues of macroeconomic study: gross domestic product, changes in the price level, unemployment ratio. Governmental policies: tools and effects. Fiscal policy: direct intervention to the life of the households and firms. Monetary policy: changes in the regulations, workings and major indicators of the financial market, and their effect on the households and firms. Economic growth and productivity. Issues of international trade: exchange rate and exchange rate policy.

Subject code	Subject name	Requirement	ECTS credit
BMEGT35M004	Investments	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	A08	English	TUE:14:15-16:00;

The main topic of this course is fixed income valuation, with a special emphasis on US mortgage backed securities. First, we briefly review the fundamentals of modern portfolio theory, starting from Markowitz's original model to

the foundations of modern multi-factor models. We analyze the Capital Asset Pricing Model, define risk, introduce risk measures and talk about the risk free rate and risk premium. Later, we turn our attention to fixed income instruments. We classify the instruments, and review the most frequent cash-flow structures, then talk about valuation. We define duration and convexity, and the basics of building an index replicating bond portfolio. We go into more details in US agency (prime) mortgage backed pass-through and structured securities. Using MS Excel to model prepayment behaviour, we simulate future interest rates, generate cash-flows of complex structured products and finally use Monte Carlo simulation to calculate modelled price. We define and calculate option adjusted spreads. The second part of the course is quite technical. While not a prereq, some background in probability theory, Monte Carlo simulation, interest rate models, and general mathematics is definitely an advantage.

Subject code	Subject name	Requirement	ECTS credit
BMEGT411099	Philosophy and art	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	EN	English	WED:14:15-16:00(E201);

The aim of the course is to introduce students to the most important questions and problems in the philosophy. We will also study the various methods and tools that enable us to understand and answer philosophical questions and questions in communication theory concerning works of art. Art and psychology.

Subject code	Subject name	Requirement	ECTS credit
BMEGT418959	Techniques of argumentation	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	ER	English	WED:10:15-12:00(E201);

The undergraduate course offers a basic introduction to the everyday issues and scientific use of arguments with an introduction to formal and informal methods of analysing argumentations. It examines case studies taken from realistic scenarios and surveys a variety of topics from standard logic, argumentation and critical thinking. The course discusses issues from the point of view of argumentation and formal analysis in various fields as well as from the point of view of rhetoric and critical thinking. The topics covered give an introduction to core concepts and connect recent contributions that explore contemporary approaches to analysing everyday discourses and theoretical works. Apart from familiarizing the student with the established theories and key concepts in logic and argumentation theory, the course also provides practical training that enables students to analyse complex arguments with the help of various different tools. /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;}

Subject code	Subject name	Requirement	ECTS credit
BMEGT41A002	Research Methodology	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	ER01	English	MON:10:15-12:00(E201);

The course aims at helping the students to create a conscious attitude towards the methodological tools and abstract notions of their own subject. We are going to examine the chief characteristics of scientific activity as well as the primary methodological norms of research. We will study the basic notions of scientific knowledge (what do we understand by knowledge, causal relationship, law of nature, what basic understandings of space and time can be identified), and we will also observe the different phases of scientific cognition (experience, making hypotheses and theories). We are going to examine the role mathematics plays in the sciences. Among the scientific methods we will treat separately the followings: experimenting, measuring, quantification, verification and falsification. We will examine when a theory can be seen as verified, confirmed and falsified, and which results confirm a given theory. During the course, we are going to illustrate with historical and contemporary examples how the above discussed methodological rules have been put into practice.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42A003	Environmental Management Systems	Mid-semester mark	3

Course type	Course code	Course language	Timetable information
Lecture	26 EN	English	FRI:12:15-15:00;

The course covers the topics relevant to the protection of environmental compartments, environmental pressures and pollution in a global context. The course introduces the concepts, indicators and tools of environmental protection, and the environmental management systems (EMS) at enterprises and other organizations. EMS topics include the assessment of environmental aspects and impacts, environmental audits, reporting, environmental performance evaluation, life cycle assessment.

Subject code	Subject name			Requirement	ECTS credit
BMEGT42A022	Risk Evaluation and Risk Management			Exam	3
Course type	Course code	Course language	Timetable information		
Lecture	19 EN	English	TUE:10:15-12:00(QB105);		
<p>Monetary valuation of natural capital and the concept of sustainable development (weak and strong sustainability). The necessity to value natural resources: the problem of public goods and free goods, discounting (social discount rate) and externalities. The areas of application and methodological basics of environmental valuation. The concept and elements of Total Economic Value. A detailed overview of the methods of environmental valuation: cost-based methods, productivity approach, revealed preference methods (hedonic pricing and travel cost method), stated preference or hypothetical methods and benefit transfer. An introduction to risk management: definition and approaches of risk, corporate risk management techniques, corporate social responsibility. Cost-benefit and cost-effectiveness analysis, case studies.</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT42MN01	Regional Economics			Exam	3
Course type	Course code	Course language	Timetable information		
Lecture	12 EN	English	TUE:14:15-16:00(QA228);		
<p>The course unit aims to achieve two main goals. Firstly, to teach students the economic theory governing the efficient allocation of environmental and natural resources, based on their scarcity and renewability. Secondly, to offer an insight into the practical use-related questions of the various types of environmental and natural resources, with an overview of best practices currently available.</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT42MN03	Sustainable Environmental and Natural Resource Economics			Exam	6
Course type	Course code	Course language	Timetable information		
Lecture	15 EN	English	MON:16:15-18:00(QA240);		
Practice	GY16 EN	English	MON:18:15-20:00(QA240);		
<p>The course unit aims to introduce the natural and socio-economic causes of the problems investigated by environmental economics. It introduces the fundamental interrelations between development, economic growth, progress and economic performance with sustainable development, and the global conflicts and responses that stem out of these. It also introduces the concept of externalities, and problems originating in imperfect ownership regimes. It explores the problem of valuing nature, and the concept of total economic value. Finally, it analyses the most widely-used methods and means of environmental regulations, through theoretical analysis and real-life examples.</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT42MN05	Environmental Economics			Exam	5
Course type	Course code	Course language	Timetable information		
Lecture	12 EN	English	WED:14:15-16:00(QB104);		
<p>This course unit aims to introduce the evolution of environmental and regional policies, their strategic elements and changing tools, and their contemporary practices and key policy areas in the European Union. The course will introduce the basics of regional policy; its goals and interrelations with environmental policy, and the practical implications on Europe. It will highlight the development stages of regional policy in Europe, focusing on the key milestones and reform efforts in an expanding European Union. During the latter part of the semester, the course will introduce students to the fundamental concepts of environmental policy: its origins, nature and key stages of development. It will also focus on the EU's Environmental Action Plans, and the Sustainable Development Strategies. /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;}</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT42MN06	Environmental and Regional Politics of the EU			Mid-semester mark	6
Course type	Course code	Course language	Timetable information		
Lecture	14 EN	English	MON:14:15-16:00(QB105);		
<p>This course unit aims to introduce the evolution of environmental and regional policies, their strategic elements and changing tools, and their contemporary practices and key policy areas in the European Union. The course will introduce the basics of regional policy; its goals and interrelations with environmental policy, and the practical implications on Europe. It will highlight the development stages of regional policy in Europe, focusing on the key milestones and reform efforts in an expanding European Union. During the latter part of the semester, the course will introduce students to the fundamental concepts of environmental policy: its origins, nature and key stages of development. It will also focus on the EU's Environmental Action Plans, and the Sustainable Development Strategies. /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;}</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT42MN11	Sectorial Sustainability Analyses			Mid-semester mark	4
Course type	Course code	Course language	Timetable information		
Lecture	16 EN	English	WED:10:15-14:00(QA228);		

Subject code	Subject name		Requirement	ECTS credit
BMEGT42N000	Theory and Practice of Environmental Economics		Exam	4
Course type	Course code	Course language	Timetable information	
Lecture	17 EN	English	WED:14:15-16:00(QB104);	
<p>The subject is to present the most important principles of environmental economics, environmental policy and sustainability as well as to show some practical applications. The topics included: systems and relations of economy, the society and the environment, a historical overview of environmental economics, the concept, levels and different interpretations of sustainable development. Environmental policy from an economic perspective is also discussed: their definition and types, economic and regulatory instruments in environmental protection, their advantages and limitations. Theoretical approaches include the theory of externalities, internalisation of externalities, Pigovian taxation, the Coase theorem, environmental economics in a macroeconomic context, alternative, "green"; macro-indicators (NEW, ISEW, GPI), monetary environmental valuation, the concept of total economic value and environmental valuation methods (cost-based methods, hedonic pricing, travel cost method, contingent valuation, benefit transfer). Environmental Policy in Hungary. Introduction to environmental economics. Nature conservation and natural parks. Energy policy: providing a safe and sustainable development strategy. European and Hungarian Sustainable Development Strategy. Sustainable consumption. Corporate Social Responsibility.</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT42N003	Environmental Management of Energy		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	10 EN	English	THU:10:15-12:00(QB105);	
<p>The aim of the subject is to introduce and expand the scope of sustainable energy and resource management both on a domestic, EU and global scale, primarily from the corporate and policy aspects. The course will give an overview of the energetic status and trends in the EU and the world. It will give an introduction to Energetic Life Cycle Analysis. Business model of energetics and energy enterprises. EU energy policy, environmental and sustainability strategies. Energy strategies and energy-saving programmes. A Sustainability analysis of the environmental effects of the different kinds of sources of energy. Energetic interrelations in climate protection. Pollutions from energetic sources in Hungary and the EU. State institutions of energy and environmental protection policy. Summary and future perspectives.</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT42N004	Sectoral Sustainability Studies		Mid-semester mark	5
Course type	Course code	Course language	Timetable information	
Lecture	07 EN	English	WED:10:15-14:00(QA228);	
<p>The course unit aims to give an overview of the sectoral aspects and particularities of the transition to sustainable development. Students will be given an insight into the current trends and practices in the various sectors of the economy. Students are introduced to the concept sustainable development and the basics of environmental evaluations. They are then introduced to the horizontal strategies and policies of sustainable development. To conclude, students will learn about the sustainability strategies in various economic sectors. /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;}</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT431143	Sociology of Culture		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	ENG	English	WED:16:15-18:00(E203);	
<p>SOCIOLOGY OF CULTURE The course introduces basic theories of the Sociology of Culture relating to identity, subcultures, cultural differences and ethnicity, as well as presenting and discussing their practical relevance. Throughout the term, we will critically examine the concepts of high, mass and subculture, as well as those of nation, tradition, and community. The aim of this critical inquiry is not the relativisation of the mentioned concepts, but the introduction of those processes of social construction that lead to the emergence, consolidation and at times (re) negotiation of these categories and the related values and emotions. Through such inquiry, we are aiming towards a more nuanced understanding of the social- cultural conflicts of today's globalised society by the end of the term. Beyond presenting relevant theories and literature, the goal is to discuss the practical relevance and applicability of the observations through examples taken from across the globe.</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT43A002	Sociology		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	Eras1	English		

This course will give students an introduction to sociology by discussing a subject that concerns all of us: the global financial crisis and the ensuing Great Recession (or Slump) whose dire consequences continue to affect the world economy to this day. The objective is to equip students with the tools required to make sense of this crisis in its complexity. A further consideration, specific to engineering and economics students is that a sociological study of the Great Recession provides valuable insights into the social determinants of innovations, most prominently technological and financial. Learning about these issues will also help them develop a basic understanding of late capitalism. They will find that the major subjects in sociology like power, cultural values, violence, symbolic goods, anomy, collective action, etc. touch upon things that profoundly impact our lives without us being aware of their implications. The craft of sociology is to depart from conventional notions by asking hard questions about these things using the methods of rational inquiry.

Subject code	Subject name	Requirement	ECTS credit
BMEGT43A066	The Cultural History of Recorded Music	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	ENG	English	WED:14:15-16:00;

Technology for recording, processing, storing and distributing information does not only influence access to cultural products (price, circulation, distribution channels). It also fundamentally impacts upon the formation on cultural canons and, on an individual level, the reception, interpretation and social use of cultural products. However, it would be wrong to assume a one-sided determinism, as neither the direction of technological development nor the speed of the spreading of new technology are independent from the cultural needs of a given society, or its economic and political conditions. The history of sound recording, encompassing more than one hundred years, illustrates this dynamics well. The theoretical perspective of the course draws on Cultural Studies, Media Theory, the Sociology of cultural production and consumption, as well as Popular Music Studies. Besides the technological history of sound recording, we will also look at the history and logic of the music industry, primary areas of sound archiving and collecting, and further cultural use relating to recorded music. We pay particular attention to avant-garde/experimental music that makes use of recorded music; digital pop music and DJ culture; as well as copyright debates relating to sampling and remixing.

Subject code	Subject name	Requirement	ECTS credit
BMEGT43A141	Comparative Country Studies	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	Eras1	English	THU:08:15-10:00(E202);
Practice	Eras2	English	THU:10:15-12:00(E202);

The main focus of the course is culture, what kind of effect it has on the development of civilizations, societies and economies of past and present. There will be three major topics, such as „FOOD amp; TRADITIONS; ABUNDANCE amp; SCARCITY OF RESOURCES; PEOPLE, ENVIRONMENTamp; CITIES”, which represent the most challenging areas of development in the 21st century. Under this umbrella topics, we try to explore and compare the culture and life of many continents, regions and countries of the world.

Subject code	Subject name	Requirement	ECTS credit
BMEGT43A186	Philosophy of Art	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	Eng1	English	THU:16:15-18:00(E201);
Practice	Eng2	English	THU:18:15-20:00(E201);

The course will introduce students to some major issues and problems in aesthetics and the philosophy of art. We will study a number of philosophical questions about the nature, the production, the interpretation and the appreciation of works of art. After studying the basic philosophical categories concerning art and artworks we will concentrate on specific aspects of the creation and appreciation of paintings, drawings, photographs, moving images, digital images, fictions, music etc. For instance, we will consider questions and arguments about bdquo;realismrdquo; with respect to pictorial works of art, about literature and fictional works, and about the understanding and appreciation of music. Although most of the course will be devoted to the analytic philosophy art, we will also examine issues concerning design practices and products.

Subject code	Subject name	Requirement	ECTS credit
BMEGT43M100	Interdisciplinay Research in Communication Studies	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	Eng	English	TUE:16:15-20:00;

The history of research in communication studies has been strongly intertwined with questions concerning research methodologies. The reason for this is that methods for studying communicative phenomena as communicative phenomena have been developed over the course of rethinking and reformulating traditional disciplinary frameworks according to new perspectives, new conceptual systems and new scientific methodologies. The aim of the course is to provide students with an overview of these developments and to introduce them to current research methodologies in communication studies. Theoretical issues will be examined in an interdisciplinary framework,

allowing students to study the results and methods of related disciplinary fields (e.g., sociology, anthropology, cultural studies, cognitive, evolutionary and environmental psychology). Small groups of students will conduct specific research projects of their choice during the course of the semester. Topics for discussion will be formulated in relation to these research projects.

Subject code	Subject name	Requirement	ECTS credit
BMEGT43M410	Introduction to Cultural Studies	Mid-semester mark	3

Course type	Course code	Course language	Timetable information
Lecture	ENG	English	WED:16:15-18:00(E203);

Cultural studies developed at the intersection of a number of different disciplines and theoretical standpoints. The objective of the course is to introduce these theoretical roots and the current approaches, which have developed within the framework of cultural studies. One of the most important elements of the development of approaches within cultural studies is the critical reassessment of the positivist epistemological tradition according to which reality can be experienced and understood in a relatively unproblematic fashion. Another defining element of a large portion of work within cultural studies is its conceptualisation of culture as always political. According to this approach all texts are inherently political as they inevitably bear the marks of structures of power and are at the centre of struggles over meaning and signification. The problematization of knowledge structures and meaning has contributed to opening up the analysis of reading and consumption towards a sensitivity for the possible independent readings and interpretations created by readers, viewers and consumers based on their own social experience, acknowledging the fact that these readers, viewers and consumers are capable of resisting the dominant readings of different texts and can even construct counter-interpretations opposing the dominant ideology from within the very texts aimed at supporting those dominant positions.

Subject code	Subject name	Requirement	ECTS credit
BMEGT51A001	Pedagogy (Digital Pedagogy)	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	angol 1	English	MON:12:15-14:00(QA127);
Lecture	angol 2	English	TUE:10:15-12:00(QA127);

Pedagogy BMEGT51A001 Pedagogical terms. The structure of teaching and learning processes. self-regulated learning and learning motivation. New possibilities for teaching and learning in the information technology age. The educational application of networks in vocational education and training. Efficient methods of learning. The possibilities of study management. Concepts of learning from ancient times to our days. Prevailing trends in pedagogy. Alternative possibilities. New developments in educational technology, modern media as technological support of effective presentation. The tendencies of formal and non-formal education. The relationship of public education, vocational education and training, and the world of work.

Subject code	Subject name	Requirement	ECTS credit
BMEGT51A014	Pedagogy	Mid-semester mark	3

Course type	Course code	Course language	Timetable information
Lecture	angol 2	English	TUE:10:15-12:00(QA127);
Lecture	angol 1	English	MON:12:15-14:00(QA127);

Pedagogy BMEGT51A014 Pedagogical terms. The structure of teaching and learning processes. self-regulated learning and learning motivation. New possibilities for teaching and learning in the information technology age. The educational application of networks in vocational education and training. Efficient methods of learning. The possibilities of study management. Concepts of learning from ancient times to our days. Prevailing trends in pedagogy. Alternative possibilities. New developments in educational technology, modern media as technological support of effective presentation. The tendencies of formal and non-formal education. The relationship of public education, vocational education and training, and the world of work.

Subject code	Subject name	Requirement	ECTS credit
BMEGT51A017	History of Education and Technologies of Communication	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	angol	English	THU:08:15-10:00(QA127);

This course introduces students to communication technologies and their influence on learning from a historical, theoretical and practical perspective. As the forms of and technologies of communication are constantly changing, their impact on society, on education, on our perception of time and space is too. The lecture will emphasize the theoretical models that are essential to new communication technology as well as the practical applications and implications of new communication technology on education. Starting from the pre-history and non-verbal communication, a number of new communication technology areas such as computer-mediated communication, Web 2.0, mobile society and gamification will be explored. Topics: (Visual, auditory and ancillary methods (non-electrical) Pre-history: the language of gestures; the culture of primary orality. Symbols: cave paintings; pictograms, writing The Greek origins of Western education: alphabetic literacy and the philosophy of Plato. Medieval culture: the decline and rebirth of literacy; religious orders; universities in the Middle Ages. A social history of timekeeping: from

natural time to the mechanical clock. Image and word: woodcuts, etchings, paintings, photography. Gutenberg galaxy: the impact of the printing press; early-modern school systems; the new concept of childhood; modern science and modern libraries. (Advanced electrical and electronic signals) Telegraphy, telephony, radio broadcasting: the beginnings of secondary orality. Comics: a new integration of image and word. The epistemology and pedagogy of film: new iconic culture. The end of the Gutenberg Galaxy: McLuhan and the idea of a global village. (The digital signals) The internet: Licklider and Kleinrock. Secondary literacy: e-mail and web-based communication. Digital vs. analog paradigm. The World Wide Web: Berners-Lee. One-to-one, one-to-many, many-to-many communication Education and learning in the Information Society: networked knowledge, e-learning. Web 2.0. The altered producer-user paradigm. The rise of the prosumer. Blogs, social networking sites, video sharing sites. New media in education. Big data and crowdsourcing. Gamification The Mobile Information Society. M-learning. U-learning.

Subject code	Subject name	Requirement	ECTS credit
BMEGT51A020	(Lifelong) Learning and Working Life	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	angol	English	WED:14:15-16:00(QA121);

Emphasizing the development of independent problem-identifying and problem-solving skills by analyzing Hungarian and European labour market challenges. In the framework of optional exercises and self-controlled learning processes and by acquiring the steps of program planning concentrating on the field of technology, training orientation possibilities are granted to participants on their fields of interest. During the training period we try to present the practical applicability and large scale practice orientation through theoretical knowledge, wide-range technological examples, case-studies and the analysis of changes. The participants of this course will gain the necessary knowledge and competences for understanding the importance of sustaining the lifelong competitive knowledge by making individual job and scope of activities analysis based on their own learning competences and methods. They will understand the problems of learning skills as life skills, a new type of human capital, networking, teamwork and working methods in the context of lifelong learning. What does it mean not only surviving but being successful in the dynamically changing professional and global environment today? The development of modern, modular and competence-based methods and curriculum, elaboration of methods, curriculum and programs that allow individual and open learning ways. The thorough modernization of the system of trainers' training for allowing educators to learn the skills, competences, methodological and practical knowledge which enables them the successful transmission of knowledge.

Subject code	Subject name	Requirement	ECTS credit
BMEGT52A002	Psychology	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	30e	English	MON:16:15-18:00(QA202);

Human cognition: Sensation: sensory systems, vision, hearing, the chemical senses, somatic senses and the vestibular system. Perception: organising the perceptual world, theories and illusions. Attention, focussed and divided attention. Memory: three stages of memory: sensory, short-term and long-term. Some phenomena of memory: mnemonics, peg word system, interferences. Thinking: human information processing system. Decision making and problem solving. Mental abilities, intelligence and creativity, cognitive styles. Learning, classical and instrumental theory of conditioning. Cognitive processes in learning: insight, latent learning and cognitive maps. Social learning. Motivation: Basic concepts of motivation. Work and motivation: achievement, satisfaction and procrastination. Emotion, emotional intelligence (Goleman). Stress and coping system, some stress-coping programmes. Type A behaviour. Personality: Studying personality (tests), psychodynamic (Freud, Jung), behavioural, and phenomenological (Rogers, Maslow) approaches. The individual in the social world: Some basic sources of social influence, social perception, first impressions, group stereotypes and prejudice, attribution theory. Attitudes and persuasion. Group influences and interpersonal behaviour. Communication: assertiveness, social skills in communication.

Subject code	Subject name	Requirement	ECTS credit
BMEGT52V100	Fashion and the Psychology of Advertising	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	25e	English	WED:12:15-14:00(QA202);

The course aims to have a look behind the scenes of the colorful and glamorous world of fashion and advertising. What we see at first glance is a huge industry where millions of professionals are pushing the machinery to play upon our instincts. We shall study the methods, reviewing the role of public relations, sales promotion, the role of the brands, and the templates and stereotypes used in the different media. The vast amount of knowledge piled up by behavioral sciences will help us answer the question why our basic instincts to imitate can be used and abused. Why is it that we are ready to spend billions on shampoo, new clothes, junk food, gadgets ... etc. hoping to buy identity. We will also reveal that the very nature of the social animal - the group - plays an even more decisive role in our preferences and purchases – introducing a variety of approaches from the basic theories of fashion (trickle down, cascade, herd behavior) to network theories. /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan;

font-size:10.0pt; font-family:"Times New Roman",serif;}				
Subject code	Subject name		Requirement	ECTS credit
BMEGT55A001	Business Law		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	A0	English	MON:10:15-12:00(QA202);	
<p>The aim of the course: Characteristics of the Anglo-Saxon and continental systems of business law. The development of the system of the Hungarian business law. Basic legal institutions of the state to manage the economics. Organisations and enterprises as the subjects of law: conceptional questions. International models of company law. The development of the Hungarian company law. General rules of the Hungarian Company Act. Internal organisation of companies. The law of company registration, the registration proceedings and the company registry. Companies with a partnership profile. Companies limited by shares. Concept and types of securities. Competition law. EU directives and regulations on companies and competition: their execution in the Hungarian law.</p>				