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 seperately. 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	TUE:08:15-10:00(QB402); THU:08:15-10:00(QB402)

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: principles of management, marketing management, quality management, production and project management. For problem formulation, both the managerial interpretation and the mathematical techniques are applied. 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, Professor, Department of Management and Business Economics 4. Lecturers: Name: Position: Department/Institute/availability (Room, e-mail address): Szilvia Bíró-Szigeti, PhD Associate Professor Dept. of Management and Business Economics, QB305, szigetisz@mvt.bme.hu János Kövesi Professor Dept.of Management and Business Economics, QA315, kovesi@mvt.bme.hu Noémi Kalló, PhD Associate Professor Dept.of Management and Business Economics, QA308, kallo@mvt.bme.hu Tibor Szabó, PhD Assistant Professor Dept.of Management and Business Economics, QA317, tiborszabo@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: principles of management, marketing management, quality management, production and project 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 3 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: www.mvt.bme.hu/segedanyagok 13. Workload and detailed class schedule: Topics to be discussed, readings required for the class, other assignments Week 1 Marketing management: Creating Customer Value and Engagement Week 2 Consumer behaviour, Analyzing the Marketing Environment Week 3 Market research, Product and brand management Week 4 Service management, Promotion management Week 5 Communication management, Online marketing Week 6 Quality management: Principles of quality management, the brief history of quality management systems Week 7 Overview of quality assurance systems based on ISO 9001:2000 Quality Management System. Week 8 Overview of quality assurance systems based on Total Quality Management System. Week 9 Production-economics: production systems, manufacturing models, product-process matrix. Week 10 Inventories, inventory control systems, costs of carrying stocks Week 11 Principles of management: Resources of a firm, firm as an organization. Week 12 Functions of managerial processes Week 13 Corporates strategies, Team work, communication in an organization. Week 14 Repeat of midterms

Subject code	Subject name	Requirement	ECTS credit
BMEGT20A048	Marketing	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	ER-l	English	
Practice	ER-p	English	

Learning outcomes: After completing the course, the students will be able to understand the role of marketing in an organization. Students will become familiar with marketing tasks, tools and strategies. Through practical work students will be able to elaborate certain marketing topics using the knowledge acquired during lectures. Content: Introduction to marketing. Creating customer value. Analyzing the marketing environment. Company and marketing strategy. Marketing information and customer insights. Market segmentation and targeting. Positioning. Creating competitive advantage. Consumer markets and buyer behavior. Business markets and business buyer behavior.

Products and services. New product development. Designing pricing strategies. Marketing channels. Integrated marketing communication. Budapest University of Technology and Economics Faculty of Economic and Social Sciences Course Syllabus and requirements Marketing 2. Course code Semester Hours per week (Theory/Practice) ECTS credits Language of Instruction Level (BSc/BA/MSc/MA) BMEGT20A048 fall 3/1/0 5 English BSc/BA 3. Course supervisor (name, title, department): Zsuzsanna Szalkai, PhD, Associate Professor, Department of Management and Business Economics 4. Lecturers: Name: Position: Department/Institute/availability(Room, e-mail address): Zsuzsanna Szalkai, PhD Associate Professor Department of Management and Business Economics, szakaizs@mvt.bme.hu, Room QB304 5. Preliminary knowledge required: - 6. Academic prerequisites: - 7. Objectives and description of the course: 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. 8. Teaching methods: Lectures and seminars 9. Requirements and assessment: Team project: 20% Presentation: 10% Exercises on Seminars: 10% Team project has two parts: written report and presentation. Students will work in a maximum of 5-member group on a selected market and company. 10. Exams, make-up duties and make-up exams: Exam: 60% Final exam in the exam period. Exam can be repeated in the exam period. Overall assessment: 87-100%:excellent 75-86%: good 63-74%: satisfactory 50-62%: passed 0-49%: failed 11. Office hours: Wednesday 10.00-12.00 Bld. Q Room B 304 12. Course material, compulsory and recommended readings: Ph. Kotler, G. Armstrong, J. (2016): Principles of Marketing. 16th Ed. Pearson Lecture slides Handouts 13. Workload and detailed class schedule: Topics to be discussed, readings required for the class, other assignments Week 1 Introduction to Marketing. Creating Customer Value Week 2 Analyzing the Marketing Environment. Marketing strategy Week 3 Marketing Information and Customer Insight Week 4 Market Segmentation, Targeting and Positioning. Competitive Advantage Week 5 Consumer Markets and Buyer Behavior Week 6 Business Markets and Business Buyer Behavior Week 7 Product Strategy and New Product Development Week 8 Marketing services Week 9 Marketing Channels: Delivering Customer Value Week 10 Understanding and Capturing Customer Value. Pricing Strategies Week 11 Integrated marketing communication part I: advertising, sales promotion Week 12 Integrated marketing communication part II: PR, direct marketing and personal selling. Week 13 Team presentations Week 14 Team presentations

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN03	Quality Management	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	ER_SH-Na_Minmen	English	

During the semester students get acquainted with the most important issues and methods of the improvement of quality management systems. They are provided with an overview of the most common quality philosophies applied for the improvement of quality in the productive and service industry. We elaborate the application and requirements of self-evaluation models and their roles in total quality management philosophy. Another objective is to improve the skills of students regarding the application of quality management tools and techniques.

Subject code	Subject name	Requirement	ECTS credit
BMEGT301004	Economics I.	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	EN29	English	THU:10:15-12:00

Objectives and description of the course: The aim is to allow students to understand todayrsquo;s economic environment. After having finished the course, students should understand the key concepts of microeconomics (e.g. opportunity cost, supply and demand, market equilibrium, prices, cost functions, profit, competition and monopoly), master a basic set of tools of economic analysis and demonstrate the ability to apply them to simple practical problems. This course is primarily designed as an introduction to microeconomic theory for undergraduate students pursuing a bachelorrsquo;s degree in engineering. Both the course and the recommended textbook are accessible to students without a strong math background. Integral calculus is not used and the most important ideas are also demonstrated in graphs.

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

Course type	Course code	Course language	Timetable information
Lecture	A29	English	WED:08:15-10:00; THU:12:15-14:00
Lecture	F14	French	

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 ldquo;choicerdquo; 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
BMEGT30MS07	Economic Analysis of Technology	Exam	2

Course type	Course code	Course language	Timetable information
Lecture	EN10	English	TUE:08:15-10:00(Q épület Tanszék)

Objectives and description of the course: Recently the education in different fields of engineering does not contain only the traditional topics of technology, but also elements from economic sciences. Thus engineers will be engaged to understand economic consequences of their decisions. The aim of the present subject is to give an introduction into this field based on empirical investigations as well as on theoretical approaches. After a short introduction it will be shown how basic categories could be used to describe the situation being under consideration. It follows the detailed investigation of the special relationship between technology and costs, again based on empirics and on traditional models. The next block contains questions dealing with the economic consequences of technological decisions, e. g. exhausting of natural resources, transport problem, environmental decisions, choosing production places, etc. Finally, problems of market structure (free competition, monopoly, monopolistic competition, oligopoly, etc.) caused by technology will be analyzed.

Subject code	Subject name	Requirement	ECTS credit
BMEGT30N002	Industrial Organization	Exam	6

Course type	Course code	Course language	Timetable information
Lecture	EN12	English	

This course is about different theoretical approaches to the organization and institutions of a market economy. The of the course is to get students acquainted with the most recent theories of different market structures and to their potential applications to practical problems related to market strategy and market regulation. After having finished the course, students should understand the key concepts of monopolistic and oligopolistic markets, the ways companies play their strategic games under different market conditions and the role a government can and should play in correcting market failures. /* 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
BMEGT418959	Logic and Argumentation	Mid-semester mark	2

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

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Subject code	Subject name	Requirement	ECTS credit
BMEGT419709	History of Science	Exam	2

Course type	Course code	Course language	Timetable information
Lecture	ER	English	THU:10:15-12:00

This course introduces students to the history of economic thought. It does not present the major theoretical traditions as milestones of a single scholarly endeavor, but as an ambiguous cumulation of socially embedded theoreticians and theories. The course does not develop an abstract (internalist) disciplinary history, but offers a glimpse into multiple down-to-earth (externalist) histories. The ideas, engagements, desires, hopes and fears of great thinkers offer a thick social layer which might provide a better understanding of their theories. Being more concerned about how these theoreticians perceived their own theories than how others interpreted them later helps to avoid anachronistic accounts. By emphasizing the historical context and the interpretative flexibility of economic ideas, this course aims to develop social and cultural sensitivity in how one handles economic and social theories.

Subject code	Subject name	Requirement	ECTS credit
BMEGT41M410	Epistemology	Exam	3

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

Epistemology, especially naturalized epistemology and the neuroscience of epistemology witnessed exceptional measures of development in the last decade. This lecture introduces students to the basic issues of epistemology in order to make them understand the deeper levels of debates on the field. Accordingly the teaching material covers the problem of justification, especially the different sources of knowledge and their cognitive grounds. Further topics, such as the problem of extended minds, the knowledge of mixed systems such as computer-human cooperation, group knowledge and the knowledge attribution to agents in dynamic game-theoretical models are discussed in order to provide an insight to the most recent topics in epistemology. The course teaches students to write a paper in English eligible for later publication and also provides an introduction to the main questions of recent epistemological disputes relevant to the traditional problems of philosophy of mind, cognition and science.

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

Course type	Course code	Course language	Timetable information
Lecture	29 EN	English	WED:08:15-12:00; WED:10:15-12:00

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	24 EN	English	TUE:10:15-12:00

Monetary valuation of natural capital and the concept of sustainable development (weak and strong sustainability). The necessity to valuate 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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42MN01	Regional Economics	Exam	3

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

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	19 EN	English	MON:16:15-19:00
Practice	G19 EN	English	MON:19:15-20:00

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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42MN05	Environmental Economics	Exam	5

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

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 performace 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.

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	19 EN	English	MON:12:15-16:00

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;}

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	20 EN	English	WED:14:15-16:00

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: its 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, ldquo;greenrdquo; 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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42N002	Regional Economics	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	13 EN	English	TUE:14:15-16:00

The aim of the subject is to introduce basic, actual regional economics and spatial planning theory as well as the EU and Hungarian practice. The topics of the subject include the roots of spatial planning in economic theory, including the theories of Thuuml;nen, Weber and Louml;sch, the theory of central places, growth poles and growth centres and territorial division of labour (Ricardo, Ohlin). The structural funds of the EU are introduced in detail. Further topics include the types and history of regions in Western, Central and Eastern Europe, regionalisation, decentralisation and regionalism, rural development, the effect of agricultural policy on rural development and rural development in Hungary, urban development, historical overview, differences between Western and Eastern Europe. The main characteristics of infrastructure development are also introduced, as well as the types of borders, the significance of borders in regional development and cross-border regional co-operations. Finally, the financial instruments of regional development, advantages and disadvantages of various instruments, Hungarian practice, distribution of resources among regions, institutional background and the system, management and financing of Hungarian

municipalities are presented.

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	13 EN	English	THU:10:15-12:00

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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42N004	Sectoral Sustainability Studies	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	10 EN	English	MON:10:15-14:00

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;}

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(E201)

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 todayrsquo;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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT43A002	Sociology	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	Eras1	English	TUE:12:15-14:00(E201)

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
BMEGT43A044	Sociology for Architects	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	EN0	English	WED:12:15-14:00

The course aims at giving an insight for the students into the nature of major social phenomena by demonstrating

their main characteristics and their key interpretations in social sciences through the standard as well as the most up -to-date frameworks, methods and results with a clear and distinct focus on urbanisation and urban affairs. Major themes discussed during the course are Modernisation, Society and People, The Social Perspective, The Foundation and Construction of the Society, Social Stratification, Economy and Society, Community and identity, Social Institutions, Transformations of the Society, Globalisation, Urbanisation and Society, Metropolis and urban changes, Urban space and place.

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

Course type	Course code	Course language	Timetable information
Lecture	Eng1	English	WED:16:15-18:00(E301)
Practice	Eng2	English	WED:18:15-20:00(E301)

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
BMEGT43M302	Local Development and Social Policy	Mid-semester mark	3

Course type	Course code	Course language	Timetable information
Lecture	ENG	English	TUE:08:15-10:00(E301)

Subject code	Subject name	Requirement	ECTS credit
BMEGT43MS07	Social and Visual Commucation	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	ENG	English	WED:12:15-14:00(E704)

Subject code	Subject name	Requirement	ECTS credit
BMEGT43V104	Popular Music	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	1	English	WED:14:15-16:00(E201)

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	EEN01GT	English	WED:14:15-16:00

(Lifelong) Learning and Working Life Neptun code: BMEGT51A020 (BSc/BA) Credit: 2 credits Responsible Department: Department of Technical Education Semester: autumn/spring Emphasizing the development of independent problem-identifying and problem-solving skills by analysing the global 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 in their fields of interest. During the training period we will 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 the 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 not only surviving but being successful in the dynamically changing professional and global environment today mean? What does it mean:” to be locally engaged while visible globally’ , What does the New Deal of Lifelong Learning means for the new generation. What are the key massages and trends after the World Economic Forum 2017/

Subject code	Subject name	Requirement	ECTS credit
BMEGT52A001	Ergonomics	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	90e	English	

Concept of Ergonomics: Man-machine systems, levels of compatibility, characteristics of the human and the technical subsystems, significance and quality of user interface. Workplace design: Basic ergonomic principles and design guidelines for different working environments: workshops in mechanical industry, traditional and open room offices as well as other working places with VDUs, control rooms in the process industry, client service workplaces (governmental organizations, banks and ICT companies). Human factors of safety. Human-computer interaction: Analytical (cognitive walkthrough, guideline review and heuristic) and empirical methods of assessing usability of software and other smart products. Website quality, web-mining. Industrial case studies with the INTERFACE research and assessment workstation.

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

Course type	Course code	Course language	Timetable information
Lecture	35e	English	

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	31e	English	

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 maschinery 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;}