

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	EEN01BM	English	MON:08:15-10:00(K155); WED:14:15-16:00(K155)	
<p>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</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT20A048	Marketing		Exam	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English		
Practice	GEN01BM	English		
<p>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.</p>				

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@mtv.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
BMEGT20M011	Quantitative Methods	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	EEN01BM	English	
Practice	GEN01BM	English	

The main objective of the course is to get students acquainted with the basic mathematical and statistical tools and methods widely applied in business practice. The focus is on the practical applications of them. The primary goal is to familiarize students with the essential tools and to enable them to apply them individually both in their studies and during their later work. The three main chapters of the course are probability theory, descriptive and inductive statistics. During the semester we deal with different probability distributions and with decision theory as well. At the end of the course the basics of decision theory are introduced and discussed.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20M013	Production and Operations Management	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	EEN01BM	English	

The aim of the course is to introduce the basic characteristics of production and service processes, as well as the most important methods necessary for the planning and the efficient realization of tasks in production and service systems. Students learn the methods and issues of such important tasks as demand forecasting, capacity analysis, inventory control and aggregate production planning. Besides the theoretical background, the course provides case studies to emphasize the practical issues as well.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN13	Project Management	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	EEN01BM	English	
Practice	GEN01BM	English	

The course provides the students with technical terms, tools and techniques of project management. The curriculum gives an overview of the advanced knowledge necessary for managing a project. The course puts emphasis not only on introducing practical applications (software), but also on delivering broader and more in-depth project management skills.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN48	Corporate Information Systems	Exam	3

Course type	Course code	Course language	Timetable information
Lecture	EEN01BM	English	

Subject code	Subject name		Requirement	ECTS credit
BMEGT20MW02	Management		Mid-semester mark	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	FRI:12:15-15:00(QAF15)	
The course is designed for engineering students who would like to have a better conceptual understanding of the role of management. The course introduces the essentials of management functions (planning, organizing, control and leadership) as they are applied within the contemporary work environment. Particular attention is paid to the planning and control function elements within the course.				
Subject code	Subject name		Requirement	ECTS credit
BMEGT301924	Economics II.		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN33BM	English		
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	EEN30BM	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
BMEGT418959	Logic and Argumentation		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	ER	English		
<p>/* Font Definitions */ @font-face {font-family:Calibri; panose-1:2 15 5 2 2 4 3 2 4; mso-font-charset:238; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536870145 1073786111 1 0 415 0;} /* Style Definitions */ p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin-top:0cm; margin-right:0cm; margin-bottom:10.0pt; margin-left:0cm; line-height:115%; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Times New Roman",serif; mso-fareast-font-family:Calibri; mso-fareast-language:EN-US;} .MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-size:10.0pt; mso-ansi-font-size:10.0pt; mso-bidi-font-size:10.0pt; mso-fareast-font-family:Calibri;} @page WordSection1 {size:612.0pt 792.0pt; margin:70.85pt 70.85pt 70.85pt 70.85pt; mso-header-margin:35.4pt; mso-footer-margin:35.4pt; mso-paper-source:0;} div.WordSection1 {page:WordSection1;} --> /* 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> <p>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 tools.</p>				

Subject code	Subject name			Requirement	ECTS credit
BMEGT419709	History of Science			Exam	2
Course type	Course code	Course language	Timetable information		
Lecture	EEN01BM	English	THU:10:15-12:00(E204)		
<p>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.</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT41M004	Ethics for Engineers			Mid-semester mark	2
Course type	Course code	Course language	Timetable information		
Lecture	A0	English	MON:08:15-10:00(E205)		
<p>The purpose of this course is to help students recognise and analyse ethical problems, risks and conflicts (recognition and understanding), make the right decision in morally delicate situations (decision) and become committed to the performance of the right action (action). The objective of this course is to make students able to act in a morally reflective and correct way and to prepare them to understand, evaluate and handle ethical problems apparent on the field of engineering. Main theoretical objectives: acquiring new factual knowledge, new perspectives for evaluation and new behavioural skills. Main practical objectives: becoming able to analyse and solve complex decision problems with particular attention to their ethical dimension. /* Font Definitions */ @font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:238; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;} /* Style Definitions */ p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; margin-bottom:.0001pt; text-align:justify; line-height:150%; mso-pagination:widow-orphan; font-size:13.0pt; mso-bidi-font-size:10.0pt; font-family:"Times New Roman",serif; mso-fareast-font-family:"Times New Roman"; layout-grid-mode:line;} p.MsoBodyText, li.MsoBodyText, div.MsoBodyText {mso-style-unhide:no; mso-style-link:"Szövegtörzs Char"; margin:0cm; margin-bottom:.0001pt; text-align:justify; mso-pagination:widow-orphan; font-size:12.0pt; mso-bidi-font-size:10.0pt; font-family:"Times New Roman",serif; mso-fareast-font-family:"Times New Roman"; letter-spacing:1.0pt; layout-grid-mode:line;} span.SzvegrtrzsChar {mso-style-name:"Szövegtörzs Char"; mso-style-unhide:no; mso-style-locked:yes; mso-style-link:Szövegtörzs; mso-ansi-font-size:12.0pt; letter-spacing:1.0pt; layout-grid-mode:both;} .MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-size:10.0pt; mso-ansi-font-size:10.0pt; mso-bidi-font-size:10.0pt;} @page WordSection1 {size:612.0pt 792.0pt; margin:70.85pt 70.85pt 70.85pt 70.85pt; mso-header-margin:35.4pt; mso-footer-margin:35.4pt; mso-paper-source:0;} div.WordSection1 {page:WordSection1;} --> /* 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
BMEGT42A003	Environmental Management Systems			Mid-semester mark	3
Course type	Course code	Course language	Timetable information		
Lecture	EEN30GE	English	THU:14:15-18:00(KF82); THU:14:15-16:00(KF82)		
<p>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.</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	EEN20BM	English	MON:16:15-18:00(QB104)		
Practice	GEN20BM	English	MON:18:15-20:00(QB104)		
<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,</p>					

with an overview of best practices currently available.				
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	EEN21BM	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: 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, "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
BMEGT42N002	Regional Economics		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN14BM	English	TUE:14:15-16:00(QA240)	
<p>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 Thünen, Weber and Lösch, 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.</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	EEN14BM	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	EEN11BM	English	WED:10:15-12:00(QB105)	
<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	EEN01ER	English	WED:16:15-18:00(E302)	
<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	EEN01ER	English	TUE:12:15-14:00(E302)	
<p>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.</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT43A141	Comparative Country Studies		Mid-semester mark	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	THU:08:15-10:00(E202)	
Practice	GEN01ER	English	THU:10:15-12:00(E202)	
<p>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.</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT43A186	Philosophy of Art		Exam	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	WED:16:15-18:00(E201)	
Practice	GEN01ER	English	WED:18:15-20:00(E201)	
<p>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.</p>				
Subject code	Subject name		Requirement	ECTS credit
BMEGT43A232	International Communication		Exam	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	TUE:12:15-16:00(E201)	

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		EEN01ER	English	WED:14:15-16:00(E302)	
<p>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.</p>					
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		EEN01BM	English	WED:16:15-18:00(E404)	
<p>(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 messages and trends after the World Economic Forum 2017/</p>					
Subject code	Subject name			Requirement	ECTS credit
BMEGT52A001	Ergonomics			Mid-semester mark	2
Course type		Course code	Course language	Timetable information	
Lecture		EEN01BM	English		
<p>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.</p>					
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		EEN01BM	English		
<p>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,</p>					

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	EEN03ER	English	MON:10:15-12:00

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: conceptual 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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT55M008	Corporate Law	Mid-semester mark	3

Course type	Course code	Course language	Timetable information
Lecture	EEN02ER	English	TUE:08:15-10:00