

# 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	EEN03BM	English	MON:08:15-10:00; WED:14:15-16:00	
<p><a href="https://edu.gtk.bme.hu/">https://edu.gtk.bme.hu/</a> 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: <a href="http://www.mvt.bme.hu/segedanyagok">www.mvt.bme.hu/segedanyagok</a> 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	EEN03BM	English		
<p><a href="https://edu.gtk.bme.hu/">https://edu.gtk.bme.hu/</a> 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</p>				

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
BMEGT30A001	Micro- and Macroeconomics		Exam	4
Course type	Course code	Course language	Timetable information	
Lecture	EEN33BM	English	MON:08:15-10:00(ONLINE); TUE:12:15-14:00(ONLINE)	

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
BMEGT42A003	Environmental Management Systems		Mid-semester mark	3
Course type	Course code	Course language	Timetable information	
Lecture	EEN32GE-jel.	English	THU:14:15-18:00; THU:14:15-16:00	

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
BMEGT42A011	Environmental Economics		Exam	3
Course type	Course code	Course language	Timetable information	
Lecture	EEN06GT	English	WED:14:15-16:00	

Subject code	Subject name		Requirement	ECTS credit
BMEGT42A012	Regional Economics		Mid-semester mark	3
Course type	Course code	Course language	Timetable information	
Lecture	EEN04GT	English	WED:16:15-18:00	

Subject code	Subject name		Requirement	ECTS credit
BMEGT42A022	Environmental Evaluation and Risk Management		Exam	3
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN27BM	English	TUE:10:15-12:00	
<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
BMEGT42M104	Sustainable Environmental and Natural Resource Management		Exam	5
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN13GT	English	MON:12:15-16:00	
<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
BMEGT42M111	Sectorial Sustainability Studies		Mid-semester mark	5
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN06GT	English	WED:10:15-14:00	
Subject code	Subject name		Requirement	ECTS credit
BMEGT42M400	Environmental Economics		Mid-semester mark	2
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN06EO	English	MON:14:15-16:00(KM30); MON:14:15-16:00(KM30)	
Subject code	Subject name		Requirement	ECTS credit
BMEGT42V100	Climate Change – Advanced Level		Mid-semester mark	2
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN13BM	English	THU:14:15-16:00	
Subject code	Subject name		Requirement	ECTS credit
BMEGT431143	Sociology of Culture		Mid-semester mark	2
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN01ER	English	WED:16:15-18:00(E205)	
<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
<b>Course type</b>	<b>Course code</b>	<b>Course language</b>	<b>Timetable information</b>	
Lecture	EEN01ER	English	TUE:12:15-14:00(E205)	
<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</p>				

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
BMEGT43A141	Comparative Country Studies		Mid-semester mark	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	THU:08:15-10:00(E302)	
Practice	GEN01ER	English	THU:10:15-12:00(E302)	

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	EEN01ER	English	WED:16:15-18:00(E504)	
Practice	GEN01ER	English	WED:18:15-20:00(E504)	

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
BMEGT43A232	International Communication		Exam	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	TUE:12:15-16:00(E302)	

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(E205)	

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
BMEGT52A001	Ergonomics		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	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
BMEGT55A001	Business Law		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN07ER	English		
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	EEN03ER	English		
Subject code	Subject name		Requirement	ECTS credit
BMEGT55M420	Legal Framework of Autonomous Vehicles		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN03KO_S H	English		