

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	EEN09BM	English		

<https://edu.gtk.bme.hu/>

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

Corporate strategies, Team work, communication in an organization.

Week 14

Repeat of midterms

Subject code	Subject name		Requirement	ECTS credit
BMEGT20A015	Basics of Quality Management		Mid-semester mark	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN05GT	English	TUE:14:15-16:00(QA407)	
Practice	GEN05GT	English	TUE:16:15-18:00(QA407)	

Students get acquainted with the basic issues of quality management and total quality management. In the second part of the semester those quality management techniques and tools are introduced that can be used effectively and efficiently during the formation and improvement of quality management systems.

Subject code	Subject name		Requirement	ECTS credit
BMEGT20A048	Marketing		Exam	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN09BM	English	THU:14:15-16:00(QA403)	
Practice	GEN09BM	English	THU:16:15-18:00(QA403)	

<https://edu.gtk.bme.hu/>

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
BMEGT20M011	Quantitative Methods	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	EEN05BM	English	WED:12:15-14:00(QA403)

<https://edu.gtk.bme.hu/>

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	EEN05BM	English	TUE:10:15-12:00(QA403); THU:12:15-14:00(QA403)

<https://edu.gtk.bme.hu/>

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
BMEGT20MN04	Strategic Management	Mid-semester mark	3
Course type	Course code	Course language	Timetable information
Lecture	EEN03GT	English	

This course gives you the core concepts, frameworks, and techniques of strategic management, which will allow you to understand what managers must do to make an organization to achieve superior performance. Various components of strategic management, such as tools of strategy analysis, sources of competitive advantage, strategies in different industry contents and the fundamentals of corporate strategy are to be discussed throughout the course.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN13	Project Management	Exam	5
Course type	Course code	Course language	Timetable information
Lecture	EEN05BM	English	WED:12:15-14:00(QA404)
Practice	GEN05BM	English	WED:14:15-16:00(QA404)

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
BMEGT20MN47	Management and Marketing	Mid-semester mark	5
Course type	Course code	Course language	Timetable information
Lecture	EEN05GT	English	

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN48	Management Information Systems	Exam	3
Course type	Course code	Course language	Timetable information
Lecture	EEN05BM	English	

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN53	Management	Mid-semester mark	3
Course type	Course code	Course language	Timetable information
Lecture	EEN02GT	English	WED:08:15-10:00(QA404)

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN54	Marketing Management	Mid-semester mark	3
Course type	Course code	Course language	Timetable information
Lecture	EEN02GT	English	WED:10:15-12:00(QA404)

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MW02	Management	Mid-semester mark	5
Course type	Course code	Course language	Timetable information
Lecture	EEN04BM	English	FRI:12:15-15:00(R108)

<https://edu.gtk.bme.hu/>

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	EEN44BM	English	TUE:14:15-16:00(K397)	
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	EEN44BM	English	MON:08:15-12:00(QAF14)	
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 "choice" 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
BMEGT411099	Philosophy and Art		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	MON:10:15-12:00(E205)	
Practice	GEN01BM	English	MON:10:15-12:00(E205)	
The course offers an introduction to the most important topics, problems and methods of the philosophical discourses that focus on art, architecture and urban design. We will examine the theoretical issues of essence, function, space, place, aesthetic value, beauty and relations between power and architecture, how social life changes in built environment, and what are the cognitive and psychological effects of living in built environment.				
Subject code	Subject name		Requirement	ECTS credit
BMEGT418959	Logic and Argumentation		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	TUE:16:15-18:00(E205)	
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.				
Subject code	Subject name		Requirement	ECTS credit
BMEGT419709	History of Science		Exam	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	MON:10:15-12:00(E201)	
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
BMEGT41A001	Philosophy		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	TUE:10:15-12:00(E203)	

Subject code	Subject name		Requirement	ECTS credit
BMEGT41A002	Research Methodology		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	MON:14:15-16:00(E205)	

The undergraduate course offers a basic introduction to long-standing issues concerning scientific knowledge and methodology. It examines case studies taken from realistic scenarios and surveys a variety of topics from the standard philosophy of science. The course discusses issues from the point of view of empirical research in various fields as well as from the point of view of epistemology and philosophy. The topics covered give an introduction to core concepts and connect recent contributions that explore contemporary approaches (e.g. recent advances in the philosophy of measurement and modelling). Apart from familiarizing the student with the established theories and key concepts in philosophy of science and methodology, the course also examines the mechanisms that underlie scientific creativity and discusses the ethical responsibilities of scientists and engineers.

Subject code	Subject name		Requirement	ECTS credit
BMEGT41A010	Techniques of negotiation and presentation		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	THU:10:15-12:00(E205)	

The presentation techniques part of the course is designed to give the students some insights into useful presentation techniques that can be used throughout their academic and non-academic career. In the art of negotiations segment of the curriculum we help students to become self-aware and successful negotiators. The basic theoretical foundations of the art of negotiations are also covered (BATNA, competitive arousal etc.).

Subject code	Subject name		Requirement	ECTS credit
BMEGT41M004	Ethics for Engineers		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	MON:10:15-12:00(E1A)	

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.

Subject code	Subject name		Requirement	ECTS credit
BMEGT41V104	Pseudoscience and Science		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	THU:08:15-10:00(E205)	

Subject code	Subject name		Requirement	ECTS credit
BMEGT41V105	Artificial Intelligence and Ethics		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	MON:16:15-18:00(E205)	

Subject code	Subject name			Requirement	ECTS credit
BMEGT42A012	Regional Economics			Mid-semester mark	3
Course type	Course code	Course language	Timetable information		
Lecture	EEN10GT	English	WED:16:15-18:00		
Subject code	Subject name			Requirement	ECTS credit
BMEGT42A022	Environmental Evaluation and Risk Management			Exam	3
Course type	Course code	Course language	Timetable information		
Practice	GEN36BM	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
BMEGT42A410	Environmental Management			Mid-semester mark	4
Course type	Course code	Course language	Timetable information		
Lecture	EEN09GE	English	TUE:14:15-18:00; TUE:14:15-16:00		
Subject code	Subject name			Requirement	ECTS credit
BMEGT42M104	Sustainable Environmental and Natural Resource Management			Exam	5
Course type	Course code	Course language	Timetable information		
Lecture	EEN22GT	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
Course type	Course code	Course language	Timetable information		
Lecture	EEN15GT	English	WED:10:15-14:00		
Subject code	Subject name			Requirement	ECTS credit
BMEGT42M400	Environmental Economics			Mid-semester mark	2
Course type	Course code	Course language	Timetable information		
Lecture	EEN10EO	English	WED:14:15-16:00(QB104)		
Subject code	Subject name			Requirement	ECTS credit
BMEGT42V100	Climate Change – Advanced Level			Mid-semester mark	2
Course type	Course code	Course language	Timetable information		
Lecture	EEN22BM	English	MON:14:15-16:00		
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:16:15-18:00(E305ab)		
<p>This course will give students an introduction to sociology by discussing a subject that concerns all of us: the global</p>					

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
BMEGT43A141	Comparative Country Studies		Mid-semester mark	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	THU:12:15-16:00(E505)	

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 & TRADITIONS; ABUNDANCE & SCARCITY OF RESOURCES; PEOPLE, ENVIRONMENT& 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
BMEGT43A378	International Communication		Mid-semester mark	6
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	TUE:12:15-14:00(E504)	
Practice	GEN01ER	English	TUE:14:15-16:00(E504)	

Subject code	Subject name		Requirement	ECTS credit
BMEGT51V115			Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EHU03BM	German		

Subject code	Subject name		Requirement	ECTS credit
BMEGT51V118	Analysis of Pedagogical Problems in the Light of International Films		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Practice	GENGT02	English		
Practice	GENGT01	English		

Subject code	Subject name		Requirement	ECTS credit
BMEGT52A001	Ergonomics		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN02BM	English	WED:12:15-14:00(QA240)	

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
BMEGT52V100	Fashion and the Psychology of Advertising		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN03BM	English	WED:12:15-14:00(QA202)	

The course aims to have a look behind the scenes of the colorful and glamorous world of fashion and advertising. What we see at first glance is a huge industry where millions of professionals are pushing the machinery to play upon our instincts. We shall study the methods, reviewing the role of public relations, sales promotion, the role of the

brands, and the templates and stereotypes used in the different media. The vast amount of knowledge piled up by behavioral sciences will help us answer the question why our basic instincts to imitate can be used and abused. Why is it that we are ready to spend billions on shampoo, new clothes, junk food, gadgets ... etc. hoping to buy identity. We will also reveal that the very nature of the social animal - the group - plays an even more decisive role in our preferences and purchases – introducing a variety of approaches from the basic theories of fashion (trickle down, cascade, herd behavior) to network theories.

Subject code	Subject name	Requirement	ECTS credit
BMEGT55A001	Business Law	Mid-semester mark	2
Course type	Course code	Course language	Timetable information
Lecture	EEN15BM	English	FRI:12:15-14:00

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	EEN08GT	English	TUE:08:15-10:00(QA406)

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	EEN06KO_S H	English	TUE:12:15-14:00
Lecture	EEN05KO	English	TUE:12:15-14:00

Subject code	Subject name	Requirement	ECTS credit
BMEGT55MN02	Economic Law of the EU	Mid-semester mark	3
Course type	Course code	Course language	Timetable information
Lecture	EEN08GT	English	MON:12:15-14:00(QA405)