

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	EEN10BM	English	TUE:08:15-10:00(QB402); THU:08:15-10:00(QB402)	

<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
BMEGT20A048	Marketing		Exam	5
Course type	Course code	Course language	Timetable information	
Lecture	EEN10BM	English	THU:14:15-16:00(QA403)	
Practice	GEN10BM	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

2024/25/2

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
BMEGT20M420	Project Management	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	EEN06KO_S H	English	WED:16:15-18:00(QB104)

The aim of the course is to introduce project management definitions and methods. The course places great emphasis on awareness of the software solutions. Projects are interpreted as organizational and management tools and as techniques for individual production processes and services.

Subject code	Subject name	Requirement	ECTS credit
BMEGT20MN02	Production Organisation	Exam	5

Course type	Course code	Course language	Timetable information
Lecture	EEN06GT	English	MON:08:15-10:00(QA406)
Practice	GEN06GT	English	MON:10:15-12:00(QA406)

The course introduces the basic operating mechanisms of manufacturing and service processes. It focuses both on the design of production and service systems and on the methods of efficient operation. Besides providing detailed overview of the conventional push material flow methods (MRP), the modern pull flow systems (JIT, TOC) are introduced as well. The objective of the course is to understand the advantages and disadvantages of the different production types taking into consideration the nature of the product, the market and economic conditions.

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

Course type	Course code	Course language	Timetable information
Lecture	EEN06BM	English	TUE:12:15-14:00(QA406); WED:10:15-12:00(QA406)

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

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
BMEGT20MN06	Service Marketing			Mid-semester mark	3
Course type	Course code	Course language	Timetable information		
Lecture	EEN06GT	English	WED:12:15-14:00(QA404)		
After the course, based on basic marketing knowledge, students get familiar with the characteristics of service marketing. Content: characteristics of services, service quality, buyer behaviour of services, marketing strategies for services, marketing tools of services (7Ps: product, price, place, promotion, people, process, and physical evidence), capacity management, yield management, service recovery.					
Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN10	Logistics and Supply Chain Management			Mid-semester mark	5
Course type	Course code	Course language	Timetable information		
Lecture	EEN05GT	English	TUE:12:15-14:00(QA404)		
Practice	GEN05GT	English	TUE:14:15-16:00(QA404)		
The course introduces the concept of supply chain management and its three main areas: distribution logistics, production logistics, and procurement logistics. It provides an overview of facility location and layout planning problems. As the main objective of supply chains is meeting the demand, a particular attention is paid to transport and distribution problems. Moreover, such approaches of modern production logistics are provided like JIT production and lean management.					
Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN11	Technology Management			Exam	5
Course type	Course code	Course language	Timetable information		
Lecture	EEN05GT	English	MON:12:15-16:00(QA404)		
The basic concepts of technology managementLife cycle theories of technologies and factoriesThe new technology and the organizationThe new technology and the society: technology assessmentManaging new product developmentManaging product innovationIntroducing new process technologiesAuditing methods of technology managementInformation technology managementThe basics of strategic management of technologyTechnology portfolio analysisTechnology roadmappingManaging technological demands and project portfoliosManaging core competencies					
Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN15	Analysis of Production and Operation Decisions			Exam	5
Course type	Course code	Course language	Timetable information		
Lecture	EEN08GT	English	TUE:10:15-12:00(QA403)		
Practice	GEN08GT	English	WED:12:15-14:00(QA403)		
The course illustrates and explains the operational decisions and their analysis in production and service systems through case studies. It develops individual problem formulating, modelling and solving abilities. Using up-to-date tools (e.g mathematical programming for resource allocation, simulation for queuing models), complex production and operations management decisions are analysed and supported. Through the tasks of a management simulation of a manufacturing company, the students can develop group decision abilities and can use their theoretical knowledge in practice as well.					
Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN49	Data Analytics			Mid-semester mark	3
Course type	Course code	Course language	Timetable information		
Lecture	EEN05GT	English	WED:16:15-18:00(QA403)		
Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN57	Quality Management Methods			Mid-semester mark	3
Course type	Course code	Course language	Timetable information		
Lecture	EEN01GT	English	THU:10:15-14:00		

Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN63	Risk and Reliability			Exam	3
Course type	Course code	Course language	Timetable information		
Lecture	EEN02GT	English	TUE:14:15-16:00(QB404)		
The issues of reliability management play an important role in engineering, technology management and have great impact on financial questions. During the course we introduce such financial and reliability methods which are connected with the construction and the operation of processes and products.					
Subject code	Subject name			Requirement	ECTS credit
BMEGT20MN66	Production Organisation			Mid-semester mark	5
Course type	Course code	Course language	Timetable information		
Lecture	EEN02GT	English	MON:08:15-12:00(QA406)		
The course introduces the basic operating mechanisms of manufacturing and service processes. It focuses both on the design of production and service systems and on the methods of efficient operation. Besides providing detailed overview of the conventional push material flow methods (MRP), the modern pull flow systems (JIT, TOC) are introduced as well. The objective of the course is to understand the advantages and disadvantages of the different production types taking into consideration the nature of the product, the market and economic conditions.					
Subject code	Subject name			Requirement	ECTS credit
BMEGT301004	Economics I.			Mid-semester mark	2
Course type	Course code	Course language	Timetable information		
Lecture	EEN45BM	English	THU:10:15-12:00(K221)		
Objectives and description of the course: The aim is to allow students to understand today'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 bachelor'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	EEN43BM	English	WED:08:15-10:00(QAF14); FRI:10:15-12:00(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
BMEGT30MS07	Economic Analysis of Technology			Exam	2
Course type	Course code	Course language	Timetable information		
Lecture	EEN29VE	English	TUE:08:15-10:00(QA404)		
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	EEN25BM	English	THU:14:15-18:00(QA406)	

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.

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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	THU:10:15-11:00(E205)	
Practice	GEN01BM	English	THU:11:15-12:00(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	MON:14:15-16:00(E201)	

The undergraduate course offers a basic introduction to the everyday issues and scientific use of arguments with an introduction to formal and informal methods of analysing argumentations. It examines case studies taken from realistic scenarios and surveys a variety of topics from standard logic, argumentation and critical thinking. The course discusses issues from the point of view of argumentation and formal analysis in various fields as well as from the point of view of rhetoric and critical thinking. The topics covered give an introduction to core concepts and connect recent contributions that explore contemporary approaches to analysing everyday discourses and theoretical works. Apart from familiarizing the student with the established theories and key concepts in logic and argumentation theory, the course also provides practical training that enables students to analyse complex arguments with the help of various 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:14:15-16:00(E205)	

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(E201)	

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	MON:14:15-16:00(E1A)	

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
BMEGT41A011	Social Animal: Human Being and Society		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	MON:10:15-12:00(E1A)	

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	WED:10:15-12:00(E205)	

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
BMEGT41M410	Epistemology		Exam	3
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	TUE:14:15-16:00(E201)	

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
BMEGT41V101	Technology and Society		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	THU:12:15-14:00(E205)	

The aim of the course is to provide a sophisticated conceptual framework and perspective for understanding technology's most important sociological and philosophical problems. The course's main focus is on technology's development and its risks and

possibilities. The relationship between science and technology is also discussed. Presentation of the specifics of technological knowledge, expertise, and tacit knowledge allows students to better understand their own professional body of knowledge that they are in the process of acquiring. These topics are supported with case studies. Cases from the history of natural science illuminate the general questions of underdetermination. Medical case studies illustrate the theoretical and ethical problems of experiment design. Technological case studies provide information about technological evolution, the process of technological closure, and the problems of risk assessment.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42A022	Environmental Evaluation and Risk Management	Exam	3

Course type	Course code	Course language	Timetable information
Practice	GEN37BM	English	TUE:10:15-12:00(QA240)

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.

Subject code	Subject name	Requirement	ECTS credit
BMEGT42A410	Environmental Management	Mid-semester mark	4

Course type	Course code	Course language	Timetable information
Lecture	EEN11GE	English	TUE:14:15-16:00(R108); TUE:14:15-18:00(R108)

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	EEN23GT	English	WED:12:15-16:00(QA240)

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
BMEGT42M105	Environmental and Regional Politics of the EU	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	EEN14GT	English	MON:12:15-16:00(QB404)

Subject code	Subject name	Requirement	ECTS credit
BMEGT42M111	Sectorial Sustainability Studies	Mid-semester mark	5

Course type	Course code	Course language	Timetable information
Lecture	EEN16GT	English	MON:10:15-14:00(QB104)

Subject code	Subject name	Requirement	ECTS credit
BMEGT42M400	Environmental Economics	Mid-semester mark	2

Course type	Course code	Course language	Timetable information
Lecture	EEN11EO	English	WED:14:15-16:00(QB104)

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

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	EEN01ER	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
BMEGT43M302	Local Development and Social Policy		Mid-semester mark	3
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	THU:14:15-16:00(E504)	

Subject code	Subject name		Requirement	ECTS credit
BMEGT43V104	Popular Music		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01ER	English	WED:10:15-12:00(E1C)	

Subject code	Subject name		Requirement	ECTS credit
BMEGT52A001	Ergonomics		Mid-semester mark	2
Course type	Course code	Course language	Timetable information	
Lecture	EEN01BM	English	WED:10:15-12:00(QA404)	

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	EEN04BM	English	TUE:16:15-18:00(QAF15)	

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	EEN04BM	English	WED:12:15-14:00(QB105)

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	EEN17BM	English	MON:10:15-12:00(K174)

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
BMEGT55MN02	Economic Law of the EU	Mid-semester mark	3
Course type	Course code	Course language	Timetable information
Lecture	EEN09GT	English	MON:12:15-14:00(QA406)