

JOHN VON NEUMANN UNIVERSITY
KECSKEMÉT, HUNGARY
FACULTY OF ECONOMICS AND BUSINESS
COURSE CATALOGUE FOR INTERNATIONAL STUDENTS
ACADEMIC YEAR: 2024/2025 Spring semester

Course unit	Semester	ECTS	Department
Business English II.	2nd	3	Language Centre
Business mathematics II.	2nd	5	GAMF Department of Basic Sciences
Statistics I.	2nd	4	GAMF Department of Basic Sciences
Economics II.	2nd	5	GEO Centre
Accounting I.	2nd	5	Department of Account and Finance
Marketing I.	2nd	5	Department of Marketing and Business Communication
Basics of Management II.	2nd	3	Department of Management and Business Law

COURSE DESCRIPTIONS

Business English II.

Main topics of the course: This subject focuses on advanced business vocabulary and developing communication skills. The student will learn business English etiquette, practise making presentations, expressions connected to taking part in negotiations and discussions.

Business mathematics II.

Main topics of the course: The course focuses on the elements of linear algebra and its applications, addresses linear programming, and contains an introduction to the theory of multivariable functions.

Statistics I.

Main topics of the course: Students will learn the basic statistical methods for describing and analyzing data and the elements of probability. The topics include the elements of descriptive statistics for analyzing one and two variables, classical probability model, conditional probability, and distributions.

Economics II.

Main topics of the course: The aim of the course is to introduce extensions to economic theory that build on the basic knowledge of economics and provide a deeper insight into a particular subfield. These include external and welfare theory on the relationship between the market and the state, or the economic theory of democratic institutions, or industrial policy issues, in particular technological regulation.

Accounting I.

Main topics of the course: The goal of the course is to provide a general overview on the accounting system. The importance of the accounting in the company's management. Accounting regulations on national and international level. Principles and methods of accounting. The content of financial statements: Balance sheet, Income statement, Owner's Equity statement, Cash-flow statement. Valuation methods. Economic transactions and their registration on the ledger accounts. After the course the student will be able to interpret the basic accounting concepts and the categories, the results impact of the company's business processes.

Marketing I.

Main topics of the course: Students will pick up the basic notions and trends of marketing via company real-life examples. This subject works with the customer - value driven marketing and customer engagement approach. Students will learn about the marketing environment, consumer markets and buyer behavior, and the elements of the marketing mix.

Basics of Management II.

Main topics of the course: The aim of the subject to provides insight into the operational processes of organizations, the organizational characteristics of human work, management functions and roles and management skills. Furthermore it establishes the various special management areas.