

## JOHN VON NEUMANN UNIVERSITY

KECSKEMÉT, HUNGARY

### FACULTY OF ECONOMICS AND BUSINESS

COURSE CATALOGUE FOR INTERNATIONAL STUDENTS

ACADEMIC YEAR: 2025/2026 Fall-Spring semesters

### COURSE DESCRIPTIONS

## Autumn Semester Courses

### **Economics mathematics I.**

The course covers the main areas of business calculus, such series and functions, limits, differentiation and integration. The course is practically oriented, the content is focused in applications. The students familiarize themselves with the corresponding knowledge in applied calculus, such as economic modeling, compound interest and continuous compounding, elasticity, Gini-coefficient, etc.

### **Economics I.**

The aim of this course is to help students to understand global, regional and national economic policy processes by introducing the economic and economic statistics categories necessary to understand these processes. The course will discuss economic concepts in their historical context. Particular attention will be paid to the cultural and psychological contexts that explain the behaviour of economic agents.

### **Basics of Management I.**

The purpose of the course is for the participants to gain knowledge about organizational functioning in the basic units of the economy. Systematically familiarize yourself with the organizational characteristics of human work and the behavior of managers and subordinates, the characteristics of the groups in the work environment, as well as the rules for forming the organization as a whole. When explaining the individual parts, we examine applicable management methods and examine their effects.

### **Business economics**

Main topics of the course: The aim of the course-unit is to provide an overview of how profit-making and customer oriented organizations operate to employ their scarce resources for business success. In addition to providing basic lexical and conceptual knowledge, it is also intended to help students develop some fundamental analytical skills. Further aim is to provide a base for latter studies both at Mayor by understanding every-day operations of companies.

### **Business information technology**

The lecture Business Informatics has two major parts: i) After the short hitting up about basics of Artificial Intelligence the first part of the semester deals with basics of informatics: definition

and measurement of the information amount, definition of informatics (IT) and business informatics; Roles and functions of an operation system on a computer; Review of basic functions of text processing, presentation preparation and table handling. Finally, two topics, database, management, usage and IT networks close the first part. ii) The second part of the semester deals with IT management: IT project management, IT business specification preparation; Management of an IT department on ITIL basis; Finally, functions and roles of ERP systems and their Total Cost of Ownership will close the semester.

### **General and economic law**

Among the general foundations of business law, the subject particularly concerns the following issues: the relationship between economy and law, legal foundations, the legal norm, legislation, legal sources, jurisprudence-law application and the public law-private law system. Concerning business regulations, the subject deals with legal foundations of property, contracts, general contractual background of the operation of business enterprises, contractual liability structures, secondary obligations that ensure the main obligation, defective performance, warranty cases, company forms, company establishment, operation and sole proprietorship.

### **Finance**

The aim of the course is to enhance students' economic knowledge of the structure, operation and management of the monetary system. The course will provide students with the theoretical knowledge necessary to acquire the most important concepts and skills related to the role of money, the foundations of monetary theory, financial instruments and the financial intermediation system.

### **Business Communication I.**

The course aims to develop a professional business communication approach and provide the theoretical foundations (communication theory, persuasion psychology, argumentation theory, etc.) necessary to understand everyday business communication situations. It focuses on identifying various communication contexts, improving relevant techniques and skills, addressing communication and social psychology challenges, and connecting these competencies to subject-specific knowledge, particularly in marketing, organizational management, and corporate culture.

### **Social Behavior**

The course introduces students to the key questions, perspectives, topics, and methods of sociology and social psychology, emphasizing their applicability in corporate activities. It helps students better understand the social and communal aspects of human behavior. By completing the course, students will gain familiarity with fundamental concepts and characteristics of social behavior, as well as the approaches and research methods of sociology and social psychology.

The acquired knowledge and mindset can be applied in economics-related fields, particularly in marketing, management, and human resources, both in academic studies and corporate practices.

### **Economic History**

The course aims to provide students in economics with a comprehensive overview of the key periods in international and Hungarian economic history and policy. It examines the factors shaping economic and social processes, the main dynamics of economic development, the functioning of modern economic systems, and the challenges of the past and present.

Through its theoretical foundation, the course prepares students to understand and analyze the main trends in economic policy and socio-economic development, as well as the modernization of key economic sectors. Students will develop the ability to interpret and analyze historical economic periods, global economic processes, and the development of national industries within the global economy.

### **English Course (Business English/English presentation/Professional foreign language)**

The language courses are held in English, with a targeted business language approach. The courses introduce the written and spoken business English terms. The course improves business English vocabulary and the abilities to communicate in a multinational corporate environment.

## Spring Semester Courses

### **Economic mathematics II.**

The aim of the course is to familiarize students with the basic concepts and methods of higher mathematics, as well as to provide fundamental knowledge for further study of mathematical methods that support economic decision-making. Linear systems and economic applications: matrices (multiplication, inverse, rank, determinant), input-output matrices. Linear programming basics (graphical solutions, simplex method), network flow, transportation tasks. Multivariable functions (partial derivatives, Hessian matrix, optimization). Nonlinear optimization methods and economic applications.

### **Economics II.**

The goal is to provide fundamental macroeconomic knowledge and develop the ability to analyze macro-level problems. Introduction to macroeconomics: its significance, tasks, and areas of study. Measuring economic performance (GDP from expenditure and income approaches, savings, and wealth). Main macroeconomic actors and sectors. Components of aggregate demand (consumption, investment), goods market equilibrium (IS curve), and open economy balance.

Labor market (demand, supply, aggregate supply). Money (definition, role, modern systems), money market equilibrium (LM curve). IS-LM/AS-AD model. Economic fluctuations (Keynesian and classical views), rigid prices and wages in the Keynesian model. Inflation, unemployment (Phillips curve), and policy issues.

Long-term growth, cycles in growth, and the Solow-Swan model.

### **Basics of Management II.**

The course aims to provide knowledge about organizational operations within economic units, focusing on human work characteristics, leadership and employee behavior, group dynamics, and organizational design principles. Key topics include:

- Organizational and management basics, global operations;
- Management functions, roles, skills, and trends;
- Motivation theories and organizational structures in multicultural environments;
- Team management, leadership styles, dilemmas, and conflict resolution;
- Application of management methods and their impacts.

### **Basics of Accounting**

The course aims to familiarize students with the components of financial statements and the role of accounting. Topics include the structure of the balance sheet, basic economic transactions, and the classification of assets and liabilities within the balance sheet. Students will learn to compile accurate balance sheets and understand how economic events are reflected in them.

## **Marketing basics**

The course aims to provide students with a deep understanding of market operations and corporate activities within markets. It introduces marketing concepts, theories, and practices from a corporate perspective while offering insights into the latest developments in marketing science. Practical tasks help students apply theoretical knowledge and develop skills for addressing corporate problems and decision-making situations effectively.

## **Statistics I.**

The course aims to equip students with essential skills for their profession, including:

- Understanding and interpreting statistical data and indicators,
- Principles of data collection and analysis,
- Tools and applications of descriptive statistics,
- Basics of probability theory.

The course provides a foundation for **Statistics II.** and the application of methods in specialized subjects.

## **Professional Foreign Language I.**

The course aims to expand students' knowledge of business English and professional vocabulary, as well as to develop their English language skills, with a particular focus on improving oral communication abilities.

## **Business communication II.**

The course aims to introduce students to the presentation, argumentation, and negotiation aspects of business communication. It provides tools for personal development and equips students with basic proficiency in applying these techniques effectively.

## **Business law**

The course specializes in addressing general issues of business law and the legal regulation of economic contracts, emphasizing market-oriented legal thinking. It covers topics such as the relationship between economics and law, legal norms, legislation, public and private law systems, property rights, contract law basics, state theory (The essence and functions of the state, the European Union, and international legal systems), and regulations for business forms.

## **Management of value-chain processes**

The course introduces students to the fundamental concepts, operational structures, and management issues of value-creating processes in businesses, including production, services, logistics, and supply chains. It examines internal operations and inter-company collaborations, focusing on how these contribute to maintaining and enhancing corporate competitiveness.

## **Leadership and organizational skills**

The course aims to introduce students to basic organizational behavior concepts and their connection to structural issues. Building on Management Basics 1-2, it explores behavioral and leadership aspects of organizational operations. From a managerial perspective, it examines how behavioral phenomena and structural realities impact organizational performance and

how their development can lead to greater success. The course also lays the groundwork for master's-level studies.

### **Basics of project management**

The course aims to develop students' strategic thinking and management skills in project planning and implementation. It also prepares them for group work in practical settings, enabling them to apply the course knowledge while solving a project task and refining their work methods.

### **International relations, diplomacy**

Within the framework of the subject, the development and nature of international relations, as well as the specificities of the related field of study, are analyzed. In addition to a historical overview of international relations, security policy aspects and the exploration of the characteristics of terrorism play a significant role.

### **International political economics**

Within the course, students can become familiar with government policies that formulate goals related to foreign markets. The subject may hold exceptional importance for professionals involved in economic studies and international relations, as foreign economic policy plays a fundamental role in the life of every state in a globalized world. The interdependence that has developed in the global economy has made international economic knowledge more crucial than ever, particularly the understanding of individual states' efforts towards foreign trade.

### **Legal aspects of tourism and hospitality**

The course presents legal requirements in a specialized manner for the tourism and hospitality industry, focusing on general business law knowledge as well as special legal solutions regulating the sector. Regulations on travel contracts, timesharing, travel agencies, air travel, customs and culinary services are discussed during the semester.

### **Basics of Catering**

The vocational training in tourism and hospitality prepares professionals with foreign language skills and practical experience for roles in businesses and nonprofits. Graduates can establish and manage small enterprises or assist senior executives. The tourism specialization covers subfields of tourism, while the hospitality specialization focuses on the operation of establishments like restaurants and catering units.

### **System and environment of tourism**

The course lays the foundation for students' general knowledge of tourism. It explores the history, development, key concepts, environment, structure, and mechanisms of tourism, along with measurement methods. Students learn about types and forms of tourism, market participants, and their relationships. The course examines the tourism system, analyzing demand and supply components as well as the intermediary sector in detail.

### **Touristic products**

The course focuses on tourism products within the supply system, emphasizing service packages, product elements, and current demand and supply trends. It explores lifestyle changes, leisure activities, and their integration into tourism product development, management, and marketing. Students learn to address personalized demand complexity and analyze market players' activities.

The course covers traditional and modern approaches to tourism product classification (e.g., sustainability, accessibility, slow tourism), while applying criteria like competitiveness, innovation, and creativity in practice.

### **Touristic destination management**

The course provides a comprehensive insight into the operation of tourist destinations, the role of TDM (tourism destination management) organizations and the integration of destination elements. Special attention is paid to destination marketing communication, sustainability, innovation, as well as the possibilities of developing digital technologies and guest satisfaction. Students will learn about crisis management and risk management tools, the role of community-based tourism, and the practical implementation of strategic planning and financing through successful domestic and international TDM examples.

### **Management and marketing of touristic enterprises**

The course provides a comprehensive overview of the operation, business models and competitive strategies of tourism enterprises, highlighting the importance of strategic planning, quality management and customer experience management. Students will learn about the specifics of the tourism market, consumer behavior analysis, digital marketing and experience-based marketing tools. Special emphasis is placed on innovation, crisis management and adaptability, through which participants can understand the challenges and opportunities of the changing market environment.