



**NEUMANN JÁNOS EGYETEM**

GAZDASÁGTUDOMÁNYI  
KAR



**JOHN VON NEUMANN UNIVERSITY**  
**KECSKEMÉT, HUNGARY**  
**FACULTY OF ECONOMICS AND BUSINESS**

**COURSE CATALOGUE FOR**  
**INTERNATIONAL STUDENTS**

**ACADEMIC YEAR: 2022/2023**

<b>Course unit</b>	<b>Semester</b>	<b>ECTS</b>	<b>Department</b>	<b>Tutor</b>
Strategic marketing planning and marketing controlling	all year	3	Marketing and Business Communication	Dr. Norbert Katona, PhD
Geopolitics of Central and Eastern Europe in the 21st Century	all year	3	Geostrategy	Dr. Agnes Bernek, PhD
Selling the City: Urban Marketing and Branding - National and Local Corporate Identity	all year	3	Geostrategy	Dr. Istvan Piskóti, PhD and others
Geography of Big Data: Economic Geography of the Global Networks and Environmental Sustainability	all year	3	Hungarian National Bank Centre	Dr. Balazs Forman, PhD and others
Financial Econometrics	all year	3	Hungarian National Bank Centre	Chen Chaoyi
International economic and financial institutions and their role in the changing world	all year	3	Hungarian National Bank Centre	Prof. Dr. Gyorgy Szapary
Modern Chinese Economy	all year	3	Center for Eurasia Studies	Levente Horvath
Terrorism – economy and financing	all year	3	International Economic Studies	Dr. Attila Kasznar, PhD
Financing opportunities and exit strategies for start-ups	all year	3	Finance and Accounting	Arpad Szocs
Business English Course	all year	2	Language Centre	Tamás Csontos
Advanced Business English Course	all year	2	Language Centre	Attila Mócza

# COURSE DESCRIPTIONS

## *Strategic marketing planning and marketing controlling*

The aim of the course is to provide a kind of overview / summary of marketing knowledge. It encompasses marketing from planning to controlling with a strategic and a holistic approach. It provides a summary that also helps those who are in business and those who work in non-business organizations, or those who are right now carrying out marketing activities, or those who are now just planning their careers.

### **Main topics of the course:**

- Marketing in strategy - strategy in marketing
- The central role of marketing in the digital economy
- Marketing strategy - marketing decisions - marketing activity
- The process of marketing planning, the basics of planning a comprehensive marketing strategy
- Environmental and competition analysis, holistically
- Other P-s next to 4P model
- Stakeholders, mapping of stakeholders
- Marketing value creation for market-oriented and non-profit organizations
- Sustainability and ethics issues in strategic marketing
- The central role of marketing in the circular economy
- Application of segmentation methods - summary of customer value analysis
- Address the specificities of consumer and organizational markets
- Customer relationship management (CRM) systems
- Competitive positioning
- Branding, Brand management, Value of Brands
- How to use the marketing information system, holistically
- Marketing knowledge management system (MIS)
- Marketing metrics: measuring performance
- Return on investment (ROI) and return on marketing investment (ROMI)
- Marketing structure, marketing organization planning

## *Geopolitics of Central and Eastern Europe in the 21st Century*

This course seeks to answer how we can reposition the geopolitical situation of the Central and Eastern European (CEE) countries in the 21st century. CEE region defined by the socialist past has transformed, within geopolitical thought we must abandon the paradigms of the Cold War period. The key question of the 21st century is whether a new gateway zone of the present forming Eurasia can be developed along a north-south Baltic-Adriatic axis.

Literature: Agnes Bernek (2021) *Geopolitics of Central and Eastern Europe in the 21<sup>st</sup> Century. From the Buffer Zone to the Gateway Zone*. Peter Lang, Berlin. ISBN 978-3-631-81915-9. 239.p.

## ***Selling the City: Urban Marketing and Branding -- National and Local Corporate Identity***

The students get acquainted with the basic ideas of place marketing i.e. accommodating capital flow to countries, regions and cities. They learn how to make distinction between city marketing, tourism marketing and local development. They will know the calculations behind country equity and country brands. They will be able to analyze country and city brands, and their economic significance. They will acquire knowledge to be able to construct city marketing strategies.

## ***Geography of Big Data: Economic Geography of the Global Networks and Environmental Sustainability***

The students get acquainted with the basic ideas of the driving forces of the economy and geography of the new world order, dominated by networks and data flows. They learn how to foresight and forecast future situations in the rapidly changing global economy. They will know the calculations behind sustainable green environment and wealth economy. They will be able to analyze countries, regions from the viewpoint of their economic potentials. They will acquire knowledge to be able to identify the driving forces and future potentials in global economy.

## ***Financial Econometrics***

The aim of this course is to provide econometric tools for students on financial modelling and forecasting.

The topics covered are:

Introduction to mean-variance portfolio selection.

Stationary ARMA modeling and forecasting.

Constructing of out-of-sample forecasts.

Testing the accuracy of out-of-sample forecasts.

Models Diagnostics and selection for ARMA models.

Autoregressive conditional heteroskedasticity (ARCH) and generalized ARCH (GARCH) models.

Models Diagnostics and selection for GARCH-type models.

Dynamic mean-variance portfolio selection.

## ***International economic and financial institutions and their role in the changing world***

The aim of the course is to familiarize the students with the operations and role of the international economic and financial institutions and provide them with a better understanding of the currently debated economic issues within the EU and the larger world. By taking the course, students will learn about the developments that lead to the birth of euro and its crisis, and the challenges ahead facing the eurozone. Students will also learn about the functioning of the IMF and its role in managing crises, as well as about the challenges and the criticism it has been facing. The role of the BIS and OECD will also be discussed. As part of the course, we will discuss the nature, the management, and the consequences of the last two crises, the Grate

Financial Crisis of 2008-2009 and the Covid-19 crisis. We will discuss a few areas of indispensable reforms the need for which the Covid brought to the fore. Some currently debated issues will be discussed such as Brexit, migration, secular stagnation, centrifuge forces within the EU and the outlook for improving the economic integration in the EU. Finally, the course will share some thoughts on the shifts in geopolitical trends which are about to shape the new world order.

### ***Modern Chinese Economy***

Brief description: The aim of the course is to provide an overview of the development of the Chinese economy after 1948. However, special emphasis is given to economic development after 1990. After a brief historical introduction, students will get an insight into the different aspects of the Chinese economy: the urban-rural divide in the Chinese economy. The main questions to be answered are: What are the distinctive features of the Chinese financial system, how did the internationalization of the Chinese economy occur, what are the factors of long-term economic growth in China: population, labor market, development of living standards? Trade relations and investments between China and other Central Asian and European countries will also be analyzed in the course.

### ***Financing opportunities and exit strategies for start-ups***

During the development of a start-up, we can identify a number of life cycles to which different financing instruments are linked. The course reviews the following funding instruments:

- 3F and Business Angels;
- Crowdfunding platforms;
- Venture Capital and Private Equity financing;
- Exit strategies and options;

### ***Terrorism – economy and financing***

One of the biggest challenges of the 21st century is terrorism. In the area of counter-terrorism, the fight against terror financing is a priority. Terror financing involves complex legal and economic challenges. However, some terrorist organisations also have complex economic businesses. Terror financing is not only a counter-terrorism issue, but also an economic issue.

### ***Business English and Advanced Business English***

Language courses held in English, with a targeted business language approach. The courses introduce the written and spoken business English terms