



KEMENTERIAN
PENDIDIKAN DAN KEBUDAYAAN

Kampus
Merdeka
INDONESIA JAYA

SZTEH UNIVERSITY
OF SZEGED

International Economy and Business Administration

Courses offered for Indonesian semester mobility students on Bachelor level

Autumn semester

Name	Short description	ECTS
Basics of Tourism	This course aims to give a basic overview of the concepts, elements, structure, institutions and history of tourism. Topics: tourist typology, history of tourism, sociocultural impacts of tourism, environmental impacts of tourism, economic impacts of tourism, demand in tourism, destinations, attractions, hospitality sector, role of public sector, tour operating.	3
Living Abroad, Reflecting the Intercultural Experiences	The course plans to introduce their temporary place of residence for the foreign visiting students. In the framework of contemporary cultural and social theory it aims to open up the contemporary social and cultural changes of the town. On the lectures selected pieces of the cultural landscape of the town will be presented. This will be contextualised by some insights on the cultural and psychological effects of migration.	3
Business Writing: In-Company Correspondence	This course is designed to develop the writing skills the students need in business life, through improving their general writing skills and familiarizing them with different fields, styles, and conventions of business writing. The seminar focuses on in-company correspondence, including memorandums and reports, and also deals with correspondence related to employment. Throughout the course, emphasis is laid on both the formal and the language aspects of business correspondence, layout, style, vocabulary, correctness, conciseness, and courtesy. The course also provides practice and encouragement in evaluating one's own and other students' written work.	3
Business Communication	The aim of this course is to acquaint the students with the main themes of business as well as the various situations where people communicate in the world of business. The course is based on several authentic materials, and besides focusing on acquiring the special vocabulary, emphasis is laid primarily on oral activities. The overriding goal is to provide students with a solid communication base to make them be able to communicate effectively in several business contexts. By the end of this course students should know what strategies and techniques to employ in unique and different business situations. Students are required to actively and creatively participate in the course, and do individual as well as group assignments.	3
Business Ethics	The aim of the lecture is to enable students to know and use the basic notions and theories of business ethics. Students learn to recognize and analyse the moral dilemmas of business life (such as discrimination, fair wages, environmental pollution etc.). Based on theoretical knowledge, they understand the moral, social and economic environment, in which these questions arise. Moreover, students get to know ethical frameworks to use in analysis and ethical audit.	3
Public Relations - Ways of Institutional Communication	The aim of this course is to provide knowledge for students to understand basics about Public Relation's mechanism, functions, main fields and PR's role in institutional communications. Students learn about the theoretical basics, get acquainted with interesting case studies (positive/negative) and they complete practical tasks as well. By finishing this course students are going to be able to	3



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	plan and transact PR campaigns, coordinate media connections, organize an institution's additional PR activities.	
Introduction to Social Research	The aim of the course is twofold: 1. To provide an introduction to the basic requirements of scientific work in social science. 2. To support students participating at the English language BA education at the Faculty of Economics (and of course also to other students attending the course) to be able to write a proper thesis. This way the course's focus is to introduce and discuss the basic process of social science research, introducing and briefly describing its' elements and certain dilemmas, approaches and methods.	3
Project Management in the EU	The course aims to give an overall picture of project management in the European Union, give an insight into the project cycle management phenomenon. As the course is really based on tasks, students learn how to design and implement a project.	3
Financial Calculations with Excel	The aim of the course is to introduce Excel to students and show them how this program can be used to solve financial modelling problems.	3
Marketing Channels	Students present their understanding of distribution in marketing with working on a case study and conducting analysis and holding a presentation in the topics discussed throughout the semester. At the end of the semester a written exam should be passed.	3

Spring semester

Name	Short description	ECTS
Introduction to Environmental Economics	The course aims to provide participants a brief overview about some of the basic environmental economic and ecological economic body of knowledge. Since the course is an introductory one, it is vital to provide certain basic information through one-way communication. However, the aim is within this introductory framework to (1) provide information which is interesting for students and have an interactive course. In order to provide information being interesting to students the course is "thematically open". It means that although the basic body of knowledge is predetermined, there is room for students suggestions. In case students are interested in certain topics they should address it during the class so there is a chance that these might also be included in the study material. Also, students have the opportunity to work on their own case studies related to given course topics – in case they have such intentions they should address it with the professor.	3
Event Organization and Protocol	The aim of this course is to provide knowledge for students to understand basics about Event Management's mechanism, functions, main fields and its role in tourism. Students learn about the theoretical basics, get acquainted with interesting case studies (positive/negative) and they complete practical tasks as well. By finishing this course students are going to be able to plan and transact different kinds of events.	3



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The EU in the Global Economy	The course aims to give an overall picture of the current economic trends and introduce the main economic features of the European Union as a global actor, provide the students with overall, useful and enough knowledge on current economic trends to be able to evaluate the activities of the European Union, deepen knowledge on a selected topic, improve the organizing skills of the students.	3
Negotiation Skills	The aim of the course is to introduce to the students strategies and basic practice of negotiation. Get familiar with the common ways of bargaining and make the participating individuals capable of developing their own successful methodology to assess and convince partners. The introduction contains international elements such as cultural differences and negotiation protocols.	3
Public Speaking and Presentation Skills	The aim of the course is to give an overview of how to be confident, effective, and self-conscious during public speaking and to know how to create great presentations.	3
Extended Academic Writing	The course Extended Academic Writing, by focusing on a practical orientation, basically aims to improve the skills needed to produce extended pieces of writing in English, at the same time teaches students to write in a language that is both effective and appropriate for academic texts. It guides the participants step by step through the process of producing an extended piece of academic writing, also assisting them to develop both the writing and research skills required for such a task.	3
Psychology of Money	This course provides a comprehensive insight and a place for discussion about psychological and economic psychological research on money.	3
Environmental Policy	In the Environmental policy course, the students learn about environmental decision-making. In the first part of the semester, they get to know the short history and theoretical background of environmental thinking. We cover topics like the relationship between economic growth and environment, Pigouvian taxes and Coase theorem. In the second part of the course, we talk about practicalities of environmental policy like market for pollution rights, ecological tax reforms, payment for ecosystem services, green national budget. The output of the course is comprehensive knowledge about environmental policy tools and systemic thinking skills about environmental issues.	3
Market Research	The aim of the course is for students to familiarize themselves with the history and concept of market research, to develop their problem identification skills and to learn the process of developing a research plan. This course is a mixture of lecture and seminar, where the theoretical background is discussed together and then the knowledge is applied in the form of group work and practical exercises, which would help further understanding the theoretical aspects of the material.	3
Introduction to Consumer Behaviour	Introduction to Consumer Behavior course aims to give an actual, relevant and wideranged overview about how the consumer choice is made. The factors affecting the consumers' choice are detailed and discussed. Furthermore weekly activity (group work, reading, listening, voting) are required from the students providing an engaged atmosphere. The topics of the weekly tasks are based on the actual Euromonitor Consumer Trend Report.	3