

BUDAPEST SUMMER PROGRAMME

From the 20th June, 2016 to the 15th July, 2016

An intensive 4 week programme designed for graduate students. Students have to choose one of two options:

OPTION 1	OPTION 2
1/ Humanistic Management and Leadership 2/ Economic and Business Opportunities between Europe and Asia	1/ International Marketing and Logistics 2/ Self Development (personal and role development)

Students can earn in total 12 ECTS credits, (45 hours/6 ECTS for each course). Company visits are associated with the specific courses.

OPTION 1

Humanistic Management and Leadership

Contact hours: 45

ECTS: 6

Overall description:

Managing organizations effectively and leading people successfully on the long run, thus keeping members of organizations committed and contributing on a high level, is among the most complex challenges of business ventures. It requires the consideration of a multitude of influences and stakeholders and must be built on a solid ethical basis and a deep understanding of management opportunities and responsibilities.

Humanistic management and leadership may not be satisfied with the often vague and empty slogan of „people being the most important assets”. People are much more than merely assets of a company and as managers and leaders we need to constantly ask ourselves the questions of how working and contributing to the goals of our company will help developing characters of organizational members and contribute to their personal well-being.

This course builds on the ethical position that work organizations can greatly contribute but also greatly constrain character development and well-being of their members and business leaders need to learn to take this opportunity and responsibility.

Evaluation:

Midterm Exam (written): 20% (1.5 hours)

Final Exam (written): 50% (1.5 hours)

Continuous assessment (Group project assignment) 30%

Economic and Business Opportunities between Europe and Asia

Contact hours: 45

ECTS: 6

Overall description:

The course provides an introduction to Asia's people, history, cultures, economic and political developments in forming the current business environment. In order to expand students' knowledge on Asia lectures concentrate on the current economic and political status of Japan, South Korea, Taiwan, the ASEAN region and China as well. The course attempts to examine the economic opportunities between the EU and Asian countries in the global economic system. The course covers contemporary affairs and provides a basis for thinking about the future of the two regions. The empirical aspect of the semester is bolstered by lectures held by invited business professionals. Their personal experience in management and business in Europe and Asia provides substantial in depth information. Company visits are also integral part of the course in order to enhance the empirical side of the lectures. The course hopes to inspire an interest in students about the region of Asia.

Evaluation:

Student presentation: 30%

Final exam: 70%

International Marketing and Logistics

Contact Hours: 45

ECTS: 6

Overall Description:

An ever growing number of profit and non-profit orientated organizations see the need to re-evaluate, modify or change their domestic marketing activity and there is only a few organizations (if any) that can disregard the influence of foreign markets, foreign organizations and foreign partners today. It is of the utmost importance therefore for most of the organizations with any contact to foreign markets or partners to prepare an international marketing plan, to implement the international marketing activities designed in the plan and to control how efficiently the activities were performed.

During the course the most important concepts, approaches and strategies of international marketing will be demonstrated and the international marketing activities will be explained in details. The students of the course will learn how to prepare and present an international marketing plan.

The course consists of theoretical classes, seminars, in-class discussions and company visits.

Evaluation:

International Marketing Plan (plan and presentation): 50%

Final Exam: 50%

Continuous active participation during the lectures and company visits is a must.

Self Development (personal and role development)

Contact Hours: 45

ECTS: 6

Overall Description:

Before anyone takes on a leadership role, they should ask themselves: “Why do I want to lead?” This question is easy to ask, but the real answer asks for increased personal awareness and openness for experimentation with new skills and identities, while facing the increased uncertainty of the transition. The basic aim of the course is to create a safe transitional space, to raise the participants’ learning and adaptability skills, to facilitate their integrity and to model them how to engage in change and development process, and inspire others too. Along the course they become aware of their personal leadership styles, sources of power, patterns of communications. During the course the participants experience their own identity development cycle, become aware of personal transition blocking behaviors and beliefs, and possible ways of changing them.

Evaluation:

Continuous Assessment 80%

Final exam 20%