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| Course: | in Hungarian: | Vállalati gazdaságtan | | | | | | Code: | IK-PHDH-003_EN | |
| | In English: | Enterprise Economics | | | | | | | | |
| 2016/2017 /2nd semester | | | | | | | | | | |
| Responsible unit: | | University of Debrecen, Faculty of Economics, and Business, Institute of Applied Economics, Department of Business Management | | | | | | | | |
| Perquisites: | | None | | | | | | Codes: | | |
| Type | | Weakly contact hours | | | | | | Requirements | Credits | Language of course |
| | | Lectures | | Class work | | Lab work | | | | |
| full time | X | weakly | 2 | weakly | 0 | weakly | 0 | oral/ written exam | 5 | English |
| part time | | semester | | semester | | semester | | | | |
| responsible instructor | | name: | | András Nábrádi | | | | status: | full professor | |
| Purpose of this course: | | | | | | | | | | |
| Students will become familiar with the general management tasks such as planning, organization, human resources management, incentive, control. The course is also responsible to provide students with the concept, grouping them basic economic knowledge, management of the value creation for businesses. Students have to be taught the main elements of stock and flow process, value creation procedure, life cycle theory, elements of business planning. | | | | | | | | | | |
| Learning achievements, competencies: | | | | | | | | | | |
| <i>Knowledge:</i> | | | | | | | | | | |
| The student acquires basic knowledge by which way they become familiar with company's operating methodology. The course lectures are focused around three main areas: 1. The Company and its operations, design, interpretation 2. Stock and flow processes, management processes 3. Value Creation. Through the course the student learns the most important tasks of the management, decision-making competencies. | | | | | | | | | | |
| <i>Ability:</i> | | | | | | | | | | |
| Be aware of the basic management functions, to run a business conditions, relationship between stock and flow processes. Understand the relationship between the value of production processes and management. Be able to use the knowledge to expand the business and management issues in circles. It can be applied in practice, for example: acquired knowledge of the industry developments, upon learning of the subject. | | | | | | | | | | |
| <i>Attitude:</i> | | | | | | | | | | |
| The course helps the student to be able to possess adequate knowledge management science after graduation, construed and evaluated according to the management tasks and enable it to enrich knowledge of economics. The student has an economics funds, which will help to carry out their professional duties effectively. | | | | | | | | | | |
| <i>Autonomy and responsibility:</i> | | | | | | | | | | |
| The course helps the students to be innovative, inclusive and also work effective, and form an opinion reasonably and responsibly on matters related to professional future construction. | | | | | | | | | | |
| Content of the course | | | | | | | | | | |
| Students should get a comprehensive picture of companies and how they work. Be aware of the basic goals, mission, stakeholders and organizational forms of the business. They know the global system of public finances and corporate relations. Key areas of the company's environment, such as the market, analysis of economic competitors, self-sufficiency, valuation of corporate assets, interpretation of stock and flow processes, should be familiar at the skill level. At the level of competence, be able to manage the company's system of activities (strategic thinking, marketing, innovation, human resources, information, logistics, production and services, finance), know the conceptual frameworks belonging to each area. Be at the doctoral student level to adapt the relationships between the subject areas, to deepen the processing of certain subject areas in order to develop their lecturing skills. Definition of enterprises, different grouping systems, stock and flow activities within company, value calculations, cost calculations, income calculations. Effectiveness, efficiency. Management of fixed assets, management of assets. Main elements of production and services. Corporate planning methods. Strategic planning methods. | | | | | | | | | | |
| Study activities, methods | | | | | | | | | | |
| Case study processing: Lectures performed and presented in individual and group work based on the processing of real-life examples. Presentation, min. 50% participation in classes. | | | | | | | | | | |

Grading system

- ORAL EXAM: Existence of case study processing, participation and performance in lectures (40%), oral exam (60%). Grading is from 1-5.

Textbook, Others

1. Fred R. David. Strategic management, Concept and cases. (2015) Prentice Hall, Pearson Education, ISBN 13: 978-0-13-612098-82. The pdf presentations of the lectures can be downloaded from the university's e-learning system.

Recommended:

1. <http://www.entrepreneur.com/businessplan/index.html>
2. <http://balancedscorecard.org/Resources/Strategic-Planning-Basics>
- 3-Andy Schmitz (2013): Principles of Managerial Economics, <http://lardbucket.org>

| Weekly breakdown of topics | |
|----------------------------|--|
| 1st week | The business and its macro-environment. Income distribution system, macroeconomic indicators, flow processes, international comparison |
| 2nd week | Business enterprise, purpose, task, company conceptual framework, corporate mission. Stakeholders of corporate operation, organizational forms of enterprises. Principle of break even calculation, methods for several products.. |
| 3rd week | Corporate assets, their valuation methods, their comparison |
| 4th week | Porter's five-forces competitive analysis model in different sectors of the economy. Peculiarities of production and service. |
| 5th week | External stakeholders of the company, elements of STEP analysis, how you can use it in practice. Tasks of management, possibilities of quality management analysis |
| 6th week | What is efficiency / effectiveness, how can we measure efficiency calculations in production / service companies and organizations. |
| 7th week | Sales promotion is the role of marketing in the operation of companies. |
| 8th week | Content of innovation, elements of innovation strategy. |
| 9th week | Asset management: current assets, key issues of their management, possibilities of analysis. |
| 10th week | Enterprise Cost Estimates (Value Chain Analyzes, Activity Based Cost, Cost of Good Sold) |
| 11th week | Strategic approach: Methods of external environment analysis (STEP, 5 Forces, EFE matrix) |
| 12th week | Corporate competition strategy, analysis of competitors; Use a CPM matrix in design. |
| 13th week | Management of fixed assets. Corporate financing, investment strategy (NPV, IRR, PI, DPP) and their interpretation. |
| 14th week | RVB analysis, key internal factors, value chain theory, application of IFEM (evaluation matrix) in corporate analysis. |