

# Kaposvári Egyetem Gazdaságtudományi Kar

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Kaposvár, Guba Sándor u. 40.

## ***COURSE DISCRIPTION AND REQUIREMENTS***

***Course name:*** Local economic and enterprise development

***Course code:*** 3MNRKG2-EA-LOCALECOANDENTDEV

***Level of education:*** master

***Study programme:*** Regional and Environmental Economics

***Form of programme:*** Full time

***Lessons per week:*** 2/0

***Type of evaluation:*** oral test

***Course Leader:*** Dr. Cecília Mezei, associate professor

***Lecturer:*** Horváthné Kovács Bernadett, Weisz Margit, Mezei Cecília

***Department of Course:*** Regional Studies and Statistics

***Head of Department:*** Dr. Zoltán Gál, associate professor

***Period of validity:*** 2015/2016, II. semester

### ***Objectives of the course:***

The objective of course to introduce the methodological background and international best practices at the are of the local economic and enterprise development. An additional aim to introduce the research and analysis methods of the planning, partnership-making, implementation and evaluation of the local development projects and complex programmes.

The programme will provide the local knowledge of enterprise and rural development strategy, planning and organization in order to select the appropriate business form and optimal local development concept. The partnership-making and the involvement of the local actors (innovators, enterprises) are key elements of the

successful LED. The course deals with the innovation theory and the Innovation Decision Mapping (IDM) specific themes too.

***Requirements and the way of evaluation:***

During the course the students have to read and work up the background literature and making the detailed tasks which they can use for the practical phase of the course for the concrete project implementation. For the successful pass of the exam the lecturers will evaluate the student's project work and the appropriate use of the literature too (50%), and the student's have to make oral final exam (50%).

***Course specification::***

NO.	THEMS
1.	Theory of Local Economic and Enterprise Development (LEED)
2.	International practice of LEED
3.	Innovation theories and practices
4.	The best practice of Somogydöröcske and surrounding villages
5.	During the excursion to Somogydöröcske: - defining, analysing and research of innovation capacity of the area
6.	- in depth analysis technics and methods
7.	- in depth analysis in practice (project work)
8.	
9.	- analysis of interviews, focus groups results
10.	- making development concept of the area
11.	- making partnership concept for the aera
13.	- looking for resources for the concept (resource balance, optimisation plan)
14.	Results, recommendations came from the practice

***Compulsary and suggested literature:***

- *Handouts: presentation slides, guidelines and other disseminated materials*

Kaposvár, 2016. január 20.

  
Oktató aláírása

  
Tanszékvezető aláírása