

Kaposvar University Faculty of Economic Science
Kaposvár, Guba Sándor u. 40.

COURSE DESCRIPTION AND REQUIREMENTS

Course name: Corporate economics

Code:

Study programme: Regional and Environmental Economics

BA / MA

Form of programme: FULL TIME

Lessons per week: 2 lectures + 1 seminars

Type of evaluation: seminar mark

Course leader: Dr. Csaba Borbély

Teacher: Dr. Csaba Borbély and Dr. Katalin Tóth

Department of course: Agribusiness and management

Head of department: Dr. Csaba Borbély, associate professor

2014/2015 spring semester

Objectives of the course

The main goal of the course is to introduce students to some of the important areas of business operations, such as responsible corporate behavior, the competitive strategies (Porter's five-factor model), market analysis methods (PESTEL analysis), new methods of cost management.

Requirements

Attendance on lessons is obligatory. Missing from more than 1/3 of lessons automatically leads to failing the course.

Course thematic:

		THEMES
1.	1+1 (2+2)	Factors determining the market competition, Porter's industry analysis.
2.	1+1 (2+2)	Competitive strategy..
3.	1+1 (2+2)	Forms of Corporate Responsibility, opportunities in Hungary
4.	1+1 (2+2)	Lean thinking.
5.	1+1 (2+2)	Deeper analysis of each performance indicator.
6.	1+1 (2+2)	TQM and ISO. The origin and meaning of TQM. Quality systems and procedures. The use of development programs. Quality awards.

Az értékelés formája

Szóbeli kollokvium.

Literature

- handouts

Kaposvár, 2015. január 18.

Dr. Csaba Borbély
associate prof.

Dr. Csaba Borbély
head of dept, ass. prof.