

<b>Name of subject:</b> Enterprise Economics (blended)	<b>NEPTUN-code:</b> GSEVG2QBNE	<b>Number of hours:</b> <i>lec+gs+lab</i> 2+2+0	<b>Credit:</b> 4 <b>Requirements:</b> examination
<b>Course coordinator:</b> Péter Szikora PhD	<b>Title:</b> assistant lecturer	<b>Prerequisite:</b> -	
<b>Subject content:</b>			
<p>The aim of the course is for students to acquire knowledge which will enable them to deal with economic and financial problems from a corporate point of view. Students are introduced to the concepts of enterprise, objectives, business environment, business forms, value creation, production processes, organizational forms, strategy creation and corporate marketing. Students also gain an insight into the development of enterprises, different development strategies, problems of growing, optimal operational size and various other essential aspects of managing a corporation.</p> <p>The aim of the course is to further develop the students' basic business and economic knowledge and thinking, keeping the practical requirements in mind, with appropriate theoretical knowledge acquisition. Students are introduced into company asset management, labor management issues, cost management, cost accounting methodology, analysis of the economics of investments and the basics of corporate finance. Students also gain an insight into basic marketing concepts and methods.</p>			
<b>Bibliography:</b>			
1. Kadocsa, Gy. (2007): Entrepreneurial Management. Amicus Press, Budapest – München			
2. Spinelli, S., Adams, R. (2011): New venture creation: Entrepreneurship for the 21st Century. McGraw-Hill Education			