

Title of the course: Enterprise Economics	NEPTUN-code: GSEVG2QBNE	Weekly teaching hours: $l+cw+lb$ 2+2+0	Credit: 4 Exam type: e
Course leader: Péter Szikora Dr.	Position: senior lecturer	Required preliminary knowledge: -	
Curriculum:			
<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. 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>			
Professional competencies:			
<p>Able to perform public administrative and authority tasks related to environment protection after getting acquainted with the duty assigned to them. Able to take part in environment expertise, advisory, and decision preparation work. Undertaking and authentically representing the social role of environment protection, its basic relationship with the world. Open to professional cooperation with specialists related to their profession but involved in other areas. Efforts to improve knowledge by on-going self-education and continuously update their knowledge of the world. Responsible proclamation and representation of the value system of the engineering profession; openness to professionally well-founded critical remarks. Taking responsibility towards society for their decisions made in the scope of environment protection. Cooperation with qualified experts from other special areas (primarily economic and legal) in the course of completing professional tasks.</p>			
Literature:			
<ol style="list-style-type: none"> 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 			