

Obuda University

Keleti Faculty of Business and Management

[GSVNCIKTNC] New challenges of the XXI. Century

Institute:	Vállalkozásfejlesztés és Infokommunikációs Intézet (1084 Budapest, Tavaszmező u. 17.)		Credit:	2	
Type of classes:	Nappali		Language:	ANGOL	
Level:	Kritérium tárgy;				
Responsible Teacher:	Dr. Keszthelyi András		Teacher(s):	Dr. Keszthelyi András;	
Consultations (total/week):	Heti	Lectures:	0	Practice lectures:	0
				Labs:	2
				Consultations:	0
Type of Exam:	félévközi jegy				
Aim of the subject:	<p>The purpose of the course is to provide international business education in a one-week block training, where the students can meet lecturers from various Erasmus partner universities. The actual content of the class can be tailored by the students themselves from a list offered by the guest lecturers. In order to receive the credit, altogether 28*45 min. of lectures have to be attended to. The final test on the basis of the selected and visited lectures is due on the last week of the semester. Students are provided opportunity for consultation with the guest lecturers outside of the lectures as well.</p>				
Week of semester	Topics of lectures/practices				
1.	Recent changes in business Entrepreneurship - intrapreneurship Innovation management				
2.	New trends on the market New trends in marketing New trends in HR				
3.	New trends in accounting New trends in finance				
4.	New trends in strategic planning New trends in management				
5.	Lifelong learning Networking				
Type of evaluation, repetition, calculation of grade, etc.	Working activity in the classroom and the final test.				
Compulsory literature:	Will be provided by the guest lecturers.				
Suggested literature:	Will be provided by the guest lecturers, if any.				

Other literature: <http://kgk.uni-obuda.hu/english/international-week>

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