

## Óbudai Egyetem Keleti Faculty of Business and Management

<b>GSVNC1KTNC</b>		New challenges of the XXI. Century							
<b>Department:</b>	Szervezési és Vezetési Intézet (1081 Budapest, Népszínház u. 8.)				<b>ECTS:</b>	4			
<b>Training:</b>	Full-time		<b>Language:</b>	English		<b>Semester:</b>	2018/19/1		
<b>Courses:</b>									
<b>Responsible professor for course:</b>	Dr. Keszthelyi András			<b>Professor:</b>	Dr. Gyarmati Gábor				
<b>Number of classes (week/semester)</b>	One week	<b>Lecture</b>	0	<b>Practice:</b>	0	<b>Laboratory:</b>	0	<b>Consulation:</b>	2
<b>Obtaining grade:</b>	Mid-term grade								
<b>Goal of the subject:</b>	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.								
<b>Consulation</b>	<b>Topics</b>								
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								
<b>Assessment:</b>	Working activity in the classroom and the final test.								
<b>Required literature:</b>	Will be provided by the guest lecturers.								
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	<a href="http://kgk.uni-obuda.hu/english/international-week">http://kgk.uni-obuda.hu/english/international-week</a>								
<b>Quality assurance method:</b>	TÜV CERT EN ISO 9001:2000								