

English language course offer for Erasmus+ mobility program BSc/BA and MSc/MA courses

History of Science

BMEGT419709-ER

This course introduces students to the history of economic thought. It does not present the major theoretical traditions as milestones of a single scholarly endeavor, but as an ambiguous cumulation of socially embedded theoreticians and theories. The course does not develop an abstract (internalist) disciplinary history, but offers a glimpse into multiple down-to-earth (externalist) histories. The ideas, engagements, desires, hopes and fears of great thinkers offer a thick social layer which might provide a better understanding of their theories. Being more concerned about how these theoreticians perceived their own theories than how others interpreted them later helps to avoid anachronistic accounts. By emphasizing the historical context and the interpretative flexibility of economic ideas, this course aims to develop social and cultural sensitivity in how one handles economic and social theories. (2 credits)

Environmental Economics (Theory and Practice of Environmental Economics)

BMEGT42MN05

Created for Masters' students but also recommended for Bachelors', the subject aims to present the most important principles of environmental economics, environmental policy and sustainability as well as to show some practical applications. The topics included are: systems and relations of economy, the society and the environment, a historical overview of environmental economics, the concept of sustainable development, its levels and different interpretations. Environmental policy from an economic perspective is also discussed: its definition and types, economic and regulatory instruments in environmental protection, their advantages and limitations. Theoretical approaches include the theory of externalities, internalisation of externalities, Pigovian taxation and its limitations, Coase's theorem and its criticisms, environmental economics in a macroeconomic context, alternative, "green" macro-indicators (NEW, ISEW, GPI), monetary environmental valuation, the concept of total economic value and environmental valuation methods (cost-based methods, hedonic pricing, travel cost method, contingent valuation, benefit transfer). (5 credits / 4 credits)

Sustainable Environmental and Natural Resource Economics

BMEGT42MN03

Created for Masters' students but also recommended for Bachelors', the course unit aims to achieve two main goals. Firstly, to teach students the economic theory governing the efficient allocation of environmental and natural resources, based on their scarcity and renewability. Secondly, to offer an insight into the practical use-related questions of the various types of environmental and natural resources, with an overview of best practices currently available in the various areas of our lives. (6 credits)

Regional Economics

BMEGT42MN01 (MSC/MA) BMEGT42N002 (BSC/BA)

Created for Masters' students but also recommended for Bachelors', the aim of this subject is to introduce basic, actual regional economics and spatial planning theory as well

as the EU and Hungarian practice. The topics of the subject include the roots of spatial planning in economic theory, including the theories of Thünen, Weber and Lösch, the theory of central places, growth poles and growth centres and territorial division of labour (Ricardo, Ohlin). Further topics include the types and history of regions in Western, Central and Eastern Europe, regionalisation, decentralisation and regionalism, rural development, the effect of agricultural policy on rural development and rural development, urban development, historical overview, differences between Western and Eastern Europe. The main characteristics of infrastructure development are also introduced, as well as the types of borders, the significance of borders in regional development and cross-border regional co-operations. Finally, contemporary developments and novel approaches in regional science are also discussed. (3 credits / 2 credits)

EU Environmental and Regional Policy

BMEGT42MN06

Created for Masters' students but also recommended for Bachelors', this course unit aims to introduce the evolution of environmental and regional policies, their strategic elements and changing tools, and their contemporary practices and key policy areas in the European Union. The course will introduce the basics of regional policy; its goals and interrelations with environmental policy, and the practical implications on Europe. It will highlight the development stages of regional policy in Europe, focusing on the key milestones and reform efforts in an expanding European Union. During the latter part of the semester, the course will introduce students to the fundamental concepts of environmental policy: its origins, nature and key stages of development. It will also focus on the EU's Environmental Action Plans, and the Sustainable Development Strategies. (6 credits)

Climate Change – Advanced Level

BMEGT42V100

Created for Masters' students but also recommended for Bachelors', this course unit aims to provide knowledge about environmental, social and economic issues regarding climate change through the basics of physical evidences, international policies, impacts and consequences. This course will give an overview of the scientific background of climate change, climate modelling, climate scenarios etc. This subject deals with the main impacts and consequences of climate change. Climate policy and climate economics, carbon footprint methodologies. To conclude, students will learn about impacts, solutions and adaptation opportunities in different sectors (e.g. energy management, water management, transport sector, agriculture, tourism etc.). (3 credits)

Environmental Management of Energy

BMEGT42N003

The aim of the subject is to introduce and expand the scope of sustainable energy and resource management both on a domestic, EU and global scale, primarily from the corporate and policy aspects. The course will give an overview of the energetic status and trends in the EU and the world. It will give an introduction to Energetic Life Cycle Analysis. Business model of energetics and energy enterprises. EU energy policy, environmental and sustainability strategies. Energy strategies and energy-saving programmes. A Sustainability analysis of the environmental effects of the different kinds of



sources of energy. Energetic interrelations in climate protection. Pollutions from energetic sources in Hungary and the EU. State institutions of energy and environmental protection policy. Summary and future perspectives. (3 credits)

Sectoral Sustainability Studies

BMEGT42MN11 (MSC/MA) BMEGT42N004 (BSC/BA)

Created for Masters' students but also recommended for Bachelors', the course unit aims to give an overview of the sectoral aspects and particularities of the transition to sustainable development. Students will be given an insight into the current trends and practices in the various sectors of the economy. Students are introduced to the concept of sustainable development and the basics of environmental evaluations. They are then introduced to the horizontal strategies and policies of sustainable development. To conclude, students will learn about the sustainability strategies in various economic sectors. (4 credits / 5 credits)

Environmental Management Systems

BMEGT42A003

Tailored for Bachelors' but also recommended for Masters' students, the course covers the topics relevant to the protection of environmental compartments, environmental pressures and pollution in a global context. The course introduces the concepts, indicators and tools of environmental protection, and the environmental management systems (EMS) at enterprises and other organizations. EMS topics include the assessment of environmental aspects and impacts, environmental audits, reporting, environmental performance evaluation, life cycle assessment. (3 credits)

Environmental Evaluation and Risk Management

BMEGT42A022

Tailored for Bachelors' but also recommended for Masters' students, the course covers the various questions that arise from the necessity to economically value our environment. Key topics to be covered: Monetary valuation of natural capital and the concept of sustainable development (weak and strong sustainability). The necessity to value natural resources: the problem of public goods and free goods, discounting (social discount rate) and externalities. The areas of application and methodological basics of environmental valuation. The concept and elements of Total Economic Value. A detailed overview of the methods of environmental valuation: cost-based methods, productivity approach, revealed preference methods (hedonic pricing and travel cost method), stated preference or hypothetical methods and benefit transfer. An introduction to risk management: definition and approaches of risk, corporate risk management techniques, corporate social responsibility. Cost-benefit and cost-effectiveness analysis, case studies. (3 credits)

Philosophy of Art

BMEGT43A186

The course will introduce students into some major issues and problems in aesthetics and the philosophy of art. We will study a number of philosophical questions about the nature, the production, the interpretation and the appreciation of works of art. After studying the basic philosophical categories concerning art and artworks we will concentrate on specific aspects of the creation and appreciation of paintings, drawings, photographs, moving images, digital images, fictions, music etc. For instance, we will consider questions and arguments about "realism" with respect to

pictorial works of art, about literature and fictional works, and about the understanding and appreciation of music. Although most of the course will be devoted to the analytic philosophy of art, we will also examine issues concerning design practices and products. (5 credits)

Recorded Music

BMEGT43A066

Technology for recording, processing, storing and distributing information does not only influence access to cultural products (price, circulation, distribution channels). It also fundamentally impacts upon the formation on cultural canons and, on an individual level, the reception, interpretation and social use of cultural products. However, it would be wrong to assume a one-sided determinism, as neither the direction of technological development nor the speed of the spreading of new technology are independent from the cultural needs of a given society, or its economic and political conditions. The history of sound recording, encompassing more than one hundred years, illustrates this dynamics well. The theoretical perspective of the course draws on Cultural Studies, Media Theory, the Sociology of cultural production and consumption, as well as Popular Music Studies. Besides the technological history of sound recording, we will also look at the history and logic of the music industry, primary areas of sound archiving and collecting, and further cultural use relating to recorded music. We pay particular attention to avant-garde/experimental music that makes use of recorded music; digital pop music and DJ culture; as well as copyright debates relating to sampling and remixing. (2 credits)

Sociology of Culture

BMEGT431143

The course introduces basic theories of the Sociology of Culture relating to identity, subcultures, cultural differences and ethnicity, as well as presenting and discussing their practical relevance. Throughout the semester, we will critically examine the concepts of high, mass and subculture, as well as those of nation, tradition, and community. The aim of this critical inquiry is not the relativisation of the mentioned concepts, but the introduction of those processes of social construction that lead to the emergence, consolidation and at times (re)negotiation of these categories and the related values and emotions. Through such inquiry, we are aiming towards a more nuanced understanding of the social-cultural conflicts of today's globalised society by the end of the semester. Beyond presenting relevant theories and literature, the goal is to discuss the practical relevance and applicability of the observations through examples taken from across the globe. (2 credits)

Fashion and the Psychology of Advertising

BMEGT52V100

The course aims to look behind the scenes of the colorful and glamorous world of fashion and advertising. What we see at first glance is a huge industry where millions of professionals are pushing the machinery to play upon our instincts. We shall study the methods, review the role of public relations, sales promotion, the role of the brands, and the templates and stereotypes used in the different media. The vast amount of knowledge piled up by behavioral sciences will help us answer the question why our basic instincts to imitate can be used and abused. Why is it that we are ready to spend billions on shampoo, new clothes, junk food, gadgets etc., hoping to buy identity. We will



also reveal that the very nature of the social animal - the group - plays an even more decisive role in our preferences and purchases – introducing a variety of approaches from the basic theories of fashion (trickle down, cascade, herd behavior) to network theories. (2 credits)

Hungarian Culture (in English)

BMEGT65B361

Ungarische Kultur (in German)

BMEGT61ANKT

Cultura húngara (para estudiantes internacionales) (in Spanish)

BMEGT62ASCH

This interdisciplinary course covers a variety of interconnected fields to present a comprehensive survey of Hungarian culture and history. The course is thematically organised and focuses on Hungarian culture as it is expressed through the arts (fine arts, literature, and music). Special emphasis is given to the history of Hungarian thought from early to recent times. The concepts of Hungarian poets, writers, composers, and scientists are considered in their historical and social context. (2 credits)

English and other language subjects offered for Erasmus students

.... (language) for Engineers

ENGLISH (BMEGT63A051)

GERMAN (BMEGT61A061)

The course is designed to meet the language needs of students in academic and professional fields. Special emphasis is on understanding complex technical texts, as well as producing clear paragraphs and essays on certain technical topics. (2 credits)

Communication Skills – (language)

ENGLISH (BMEGT63A061)

GERMAN (BMEGT61A061)

FRENCH (BMEGT62AF61)

SPANISH (BMEGT62AS61)

The Communication Skills course is designed to meet the language needs of students in academic and professional fields. Special emphasis is on the language of meetings and discussions, oral presentation and summary writing. (2 credits)

Manager Communication – (language)

ENGLISH (BMEGT63A081)

GERMAN (BMEGT61A081)

FRENCH (BMEGT62AF81)

SPANISH (BMEGT62AS81)

This course is designed to prepare students to be successful in exchange programmes and in the business environment. Special emphasis is on job-related activities and topics like public relations, job descriptions, CV-writing, job interviews, managing conflicts and changes. (2 credits)

Crosscultural Communication –

..... (language)

ENGLISH (BMEGT63A091)

GERMAN (BMEGT61A091)

FRENCH (BMEGT62AF91)

ITALIAN (BMEGT62AI91)

SPANISH (BMEGT62AS91)

This course is designed at an awareness of cultural differences, develop their intercultural competencies. Special emphasis is on verbal and non-verbal communication, language diversity, and socio-cultural factors. (2 credits)

Deutsch im Unternehmen B2

BMEGT61MNPD

The course is aimed at students who are the active language users of the intermediate (B2) level and have the intention of working for a German company as a trainee or as an employee. The main topics to cover throughout the course are the followings: modern working styles, multicultural differences at work, business communication, handling conflicts, introducing a new product, trade fairs, company profiles (Windhager, Bosch, Ritter Sport, etc.) (2 credits)

Academic English (B2+)

BMEGT63MAPD

The course focusses on developing students' academic writing skills, namely, they will be provided with the opportunity to practise writing paragraphs, essays and summaries. They will also be introduced to the basics of writing research papers. By the end of the course students will be able to write and evaluate well-argued and well-organised texts. Apart from writing some of the tricks of academic listening, speaking and reading will also be discussed. Students are expected to have a good knowledge of English at around B2+ level to complete the course. (2 credits)

Communication through TED talks

BMEGT63MATD

The aim of the course is to develop students' listening and speaking skills with the help of a selection of TED talks based upon students' specific needs. The course develops fields related to occupation and education. (2 credits)

Sport activities

The Budapest University of Technology and Economics offers a wide range of sporting activities that you can choose from, both indoors and outdoors.



Autumn semester only**Corporate Finance****BMEGT35M411**

The subject is designed to give the students a broad overview of financial goals and assets of corporations (PLCs), to get them acquainted with project evaluation techniques and methods for supporting decision making. The subject deals with the examination of financing opportunities and decision methods for corporations, investors' considerations, yield and risk relation. Developing this course syllabus, we have aimed to cover the V module (Corporate finance) of the international CFA (Chartered Financial Analyst) exam. Teaching focuses on enabling students to adapt their theoretical knowledge in practice. (2 credits)

Accounting, Control, Taxation**BMEGT35M014**

Teaching the subject will get the students acquainted with the goals and tasks of accounting, controlling and tax. As a result, they learn accounting tools and methods and gain basic knowledge in analysing income and financial state of the company.

Objectives: To get students acquainted with the accounting framework, general accounting principles and accounting regulation; to make students understand what the main accounting elements: assets, liabilities, income, expense; to familiarize them with the annual accounts, the balance sheet and the income statement; to help students develop the capability to perform the basic accounting functions: the recognition, valuation, measurement and recording of the most common business transactions and the preparation of accounting statements. (2 credits)

Investments**BMEGT35M004**

The course's main goal is to familiarize the students with the operating mechanisms of equity markets, stock exchanges, the main market institutions, indices, the basics of equity analysis and the main portfolio-management strategies. During the semester the main emphasis will be on the fundamental analysis of equities. The course covers mainly the content of the modul VI. of the CFA (Chartered Financial Analyst) exam. Another goal of the course is to introduce the students to the world of FINTECH. (2 credits)

Philosophy and Art**BMEGT41I099-EN**

The course offers an introduction to the most important topics, problems and methods of the philosophical discourses that focus on art, architecture and urban design. We will examine the theoretical issues of essence, function, space, place, aesthetic value, beauty and relations between power and architecture, how social life changes in built environment, and what are the cognitive and psychological effects of living in built environment. (2 credits)

Ethics for Engineers**BMEGT41M004-A0**

The purpose of this course is to help students recognise and analyse ethical problems, risks and conflicts (recognition and understanding), make the right decision in morally delicate situations (decision) and become committed to the performance of the right action (action). The objective of this course is to make students able to act in a morally re-

flective and correct way and to prepare them to understand, evaluate and handle ethical problems apparent on the field of engineering. Main theoretical objectives: acquiring new factual knowledge, new perspectives for evaluation and new behavioural skills. Main practical objectives: becoming able to analyse and solve complex decision problems with particular attention to their ethical dimension. (2 credits)

International communication**BMEGT43A232**

Our globalized world today is characterized by a growing number of contacts resulting in communication between people with different linguistic and cultural backgrounds. Working in global teams in international organizations or in multinational corporations, dealing with partners in various fields ranging from business through politics to education and tourism across cultures raises challenges and demands special intercultural knowledge, attitudes and skills. To increase efficiency in international communication, our course will introduce students to the basics of culture, intercultural communication and management, business ethics, corporate and organizational culture, diplomacy, cultural and sport diplomacy, regional and city branding. (5 credits)

Spring semester only**Logic and Argumentation****BMEGT418959-ER**

The undergraduate course offers a basic introduction to the everyday issues and scientific use of arguments with an introduction to formal and informal methods of analysing argumentations. It examines case studies taken from realistic scenarios and surveys a variety of topics from standard logic, argumentation and critical thinking. The course discusses issues from the point of view of argumentation and formal analysis in various fields as well as from the point of view of rhetoric and critical thinking. The topics covered give an introduction to core concepts and connect recent contributions that explore contemporary approaches to analysing everyday discourses and theoretical works. Apart from familiarizing the student with the established theories and key concepts in logic and argumentation theory, the course also provides practical training that enables students to analyse complex arguments with the help of various tools. (2 credits)

Technology and Society**BMEGT41V101-ER01**

The aim of the course is to provide a sophisticated conceptual framework and perspective for understanding technology's most important sociological and philosophical problems. The course's main focus is on technology's development and its risks and possibilities. The relationship between science and technology is also discussed. Presentation of the specifics of technological knowledge, expertise, and tacit knowledge allows students to better understand their own professional body of knowledge that they are in the process of acquiring.

These topics are supported with case studies. Cases from the history of natural science illuminate the general questions of underdetermination. Medical case studies illustrate the theoretical and ethical problems of experiment design. Technological case studies provide information about technological evolution, the process of technological closure, and the problems of risk assessment. (2 credits)



Ergonomics

BMEGT52A001

Concept of Ergonomics: Man-machine systems, levels of compatibility, characteristics of the human and the technical subsystems, significance and quality of user interface. Workplace design: Basic ergonomic principles and design guidelines for different working environments: workshops in mechanical industry, traditional and open room offices as well as other working places with VDUs, control rooms in the process industry, client service workplaces (governmental organizations, banks and ICT companies). Human factors of safety. Human-computer interaction: Analytical (cognitive walkthrough, guideline review and heuristic) and empirical methods of assessing usability of software and other smart products. Website quality, web-mining. Industrial case studies with the INTERFACE research and assessment workstation. (2 credits)

Epistemology

BMEGT41M410

Epistemology, especially naturalized epistemology and the neuroscience of epistemology witnessed exceptional measures of development in the last decade. This lecture introduces students to the basic issues of epistemology in order to make them understand the deeper levels of debates on the field. Accordingly the teaching material covers the problem of justification, especially the different sources of knowledge and their cognitive grounds. Further topics, such as the problem of extended minds, the knowledge of mixed systems such as computer-human cooperation, group knowledge and the knowledge attribution to agents in dynamic game-theoretical models are discussed in order to provide an insight to the most recent topics in epistemology. The course teaches students to write a paper in English eligible for later publication and also provides an introduction to the main questions of recent epistemological disputes relevant to the traditional problems of philosophy of mind, cognition and science. (2 credits)

Municipal Management

BMEGT42MN19

Created for Masters' students but also available to Bachelors', this course unit aims to introduce students to how municipalities are managed in modern welfare states. The course introduces the traditions and innovative efforts of governments, and the predominant models of organising states. The course unit introduces the legal framework of territorial and local governance, outlines the budgetary procedures of local administrative units, and discusses the expenditures and revenues of these. To conclude, the course will also focus on the novel approaches in municipal management, and the duties and challenges of territorial governments in light of climate change and sustainable development. (4 credits)

EU Politics

BMEGT43MN20

The aim of the course is to introduce students to the theoretical background and development of European politics and the EU, then a more detailed examination of particular EU policies. In the first part of the course, we clarify the most important theoretical terms, like politics, nation state, democracy, power, international economic order, globalization and regionalization, international governmental and non-governmental organizations, etc., necessary for the understanding of the complex system of international political and economic order developed after WWII, in which the

EU is embedded. Then we deal in detail with the historical background, foundation, development of the integration process and institutional set-up of the EU with a special attention to the recent changes, problems and challenges. In the last section students will be given the opportunity to examine the most essential EU policy areas, like finance and budget, agriculture & food, regional and local development, international economic relations, environment and energy, social policy & employment, culture and education. (3 credits)

Social and Visual Communication

BMEGT43MS07

The course aims to discuss and analyze social phenomena by means of exploring their manifestation in the visual sphere. By providing methods with the help of which students learn to understand communicative processes of arts, social campaigns, product design, advertisement, etc. the goal is dual: first, to show how certain social issues are presented in the public visual sphere and second, to deepen students' theoretical – sociological and philosophical – knowledge on the given topic.

Topics: communication, social communication, presentation, media and media literacy, images and photography, the role of visual materials in the socialization process, brands and advertisements, social advertisements and projects using visual elements, campaigns (media, Web 2.0), science communication. (2 credits)

Psychology

BMEGT52A002

Human cognition: Sensation: sensory systems, vision, hearing, the chemical senses, somatic senses and the vestibular system. Perception: organising the perceptual world, theories and illusions. Attention, focussed and divided attention. Memory: three stages of memory: sensory, short-term and long-term. Some phenomena of memory: mnemonics, peg word system, interferences. Thinking: human information processing system. Decision making and problem solving. Mental abilities, intelligence and creativity, cognitive styles. Learning, classical and instrumental theory of conditioning. Cognitive processes in learning: insight, latent learning and cognitive maps. Social learning. Motivation: Basic concepts of motivation. Work and motivation: achievement, satisfaction and procrastination. Emotion, emotional intelligence (Goleman). Stress and coping system, some stress-coping programmes. Type A behaviour. Personality: Studying personality (tests), psychodynamic (Freud, Jung), behavioural, and phenomenological (Rogers, Maslow) approaches. The individual in the social world: Some basic sources of social influence, social perception, first impressions, group stereotypes and prejudice, attribution theory. Attitudes and persuasion. Group influences and interpersonal behaviour. Communication: assertiveness, social skills in communication. (2 credits)

Art of Negotiations and Basics of Presentation Techniques

BMEGT41A010-ER

The presentation techniques part of the course is designed to give the students some insights into useful presentation techniques that can be used throughout their academic and non-academic career. In the art of negotiations segment of the curriculum we help students to become self-aware and successful negotiators. The basic theoretical foundations of the art of negotiations are also covered (BATNA, competitive arousal etc.). (2 credits)



English language course offer for Erasmus+ mobility program

BSc/BA courses

Management and Business Economics

BMEGT20A001

The course introduces the essentials of management as they apply within the contemporary work environment and gives a conceptual understanding of the role of management in the decision making process. Particular attention is paid to management theories: principles of management, marketing management, quality management, production and project management. For problem formulation, both the managerial interpretation and the mathematical techniques are applied. (4 credits)

Micro- and Macroeconomics

BMEGT30A001

Selected topics and analytical techniques in micro- and macroeconomics tailored for engineering students. Introduction to microeconomics. Some basic economic concepts and analytical tools. Scarcity: source of eternal struggle or the foundation of all economic systems? How does "choice" determine everyday life, and what role does it play in the operation of businesses? Opportunity cost, sunk cost, normal profit. How does the product market work? Consumer choice: what are the options on the demand side, what are the goals of the consumer and how they are achieved? The forms and aims of businesses. Basics of accounting and finance. Cost and profit analysis. Competition and market systems. Introduction to macroeconomics. How does government policy interact with the decisions, profitability and life cycle of businesses? The main issues of macroeconomic study: gross domestic product, changes in the price level, unemployment ratio. Governmental policies: tools and effects. Fiscal policy: direct intervention to the life of households and firms. Monetary policy: changes in regulations, workings and major indicators of the financial market and their effect on households and firms. Economic growth and productivity. Issues of international trade: exchange rate and exchange rate policy. (4 credits)

Industrial Organization

BMEGT30N002

Learning outcomes: After completing the course, students will understand the intuition behind different market models and should be able to apply those models in analyzing firm behavior and its social impact. In addition, they will be capable of assessing the benefits and potential shortcomings of the anti-trust policy measures in the US and in Europe. Content: Industrial Organization covers topics that range from production and pricing decisions of the firms in imperfectly competitive markets through collusive behavior, mergers, entry decisions and entry deterrence down to the role of advertising and incentives in economic activities. The course draws heavily on non-cooperative game theory to analyze the strategic behavior and interaction of firms. (6 credits)

Sociology

BMEGT43A002

This course will give students an introduction into sociology by discussing a subject that concerns all of us: the global financial crisis and the ensuing Great Recession (or Slump) whose dire consequences continue to affect the world economy to this day. The objective is to equip students with the tools required to make sense of this crisis in its

complexity. A further consideration, specific to engineering and economics students is that a sociological study of the Great Recession provides valuable insights into the social determinants of innovations, most prominently technological and financial. Learning about these issues will also help them develop a basic understanding of late capitalism. They will find that the major subjects in sociology like power, cultural values, violence, symbolic goods, anomy, collective action, etc. touch upon things that profoundly impact our lives without us being aware of their implications. The craft of sociology is to depart from conventional notions by asking hard questions about these things using the methods of rational inquiry. (2 credits)

Pedagogy-Digital Pedagogy

BMEGT51A001

The aim of the course is to introduce students to the theoretical background and development of pedagogical terms and the structure of teaching and learning processes. During the training period we will present the topics of self-regulated learning and learning motivation, new possibilities for teaching and learning in the information technology age. During this semester we will analyse how the efficient methods of learning, the possibilities of study management and study the concepts of learning from ancient times to our days. Beyond presenting relevant theories of learning we shall turn to new developments in educational technology, modern media as a technological support of effective presentation. Finally, the course introduces basic theories and the tendencies of formal and non-formal education. The aims and objectives of the course are to support understanding directions of digital technologies in current and future learning environments, and presenting how a learning environment can be personalized by means of using ICT. (2 credits)

History of Education and Technologies of Communication

BMEGT51A017

This course introduces students to communication technologies and their influence on learning from a historical, theoretical and practical perspective. As the forms of and technologies of communication are constantly changing, their impact on society, on education, on our perception of time and space is too. The lecture will emphasize the theoretical models that are essential to new communication technology as well as the practical applications and implications of new communication technology on education. Starting from the pre-history and non-verbal communication, a number of new communication technology areas such as computer-mediated communication, Web 2.0, mobile society and gamification will be explored. (2 credits)

(Lifelong) Learning and Working Life

BMEGT51A020

Emphasizing the development of independent problem-identifying and problem-solving skills by analysing the global labour market challenges. In the framework of optional exercises and self-controlled learning processes and by acquiring the steps of program planning concentrating on the field of technology, training orientation possibilities are granted to participants in their fields of interest. During the training period we will present the practical applica-



bility and large scale practice orientation through theoretical knowledge, wide-range technological examples, case-studies and the analysis of changes. The participants of the course will gain the necessary knowledge and competences for understanding the importance of sustaining the lifelong competitive knowledge by making individual job and scope of activities analysis based on their own learning competences and methods. They will understand the problems of learning skills as life skills, a new type of human capital, networking, teamwork and working methods in the context of lifelong learning. What does not only surviving but being successful in the dynamically changing professional and global environment today mean? What does it mean: "to be locally engaged while visible globally", What does the New Deal of Lifelong Learning means for the new generation. What are the key messages and trends after the World Economic Forum 2017? (2 credits)

Business Law

BMEGT55A001

The aim of the course: Characteristics of the Anglo-Saxon and continental systems of business law. The development of the system of the Hungarian business law. Basic legal institutions of the state to manage the economics. Organisations and enterprises as the subjects of law: conceptual questions. International models of company law. The development of the Hungarian company law. General rules of the Hungarian Company Act. Internal organisation of companies. The law of company registration, the registration proceedings and the company registry. Companies with a partnership profile. Companies limited by shares. Concept and types of securities. Competition law. EU directives and regulations on companies and competition: their execution in the Hungarian law. (2 credits)

Research Methodology

BMEGT41A002-ER01

The undergraduate course offers a basic introduction to long-standing issues concerning scientific knowledge and methodology. It examines case studies taken from realistic scenarios and surveys a variety of topics from the standard philosophy of science. The course discusses issues from the point of view of empirical research in various fields as well as from the point of view of epistemology and philosophy. The topics covered give an introduction to core concepts and connect recent contributions that explore contemporary approaches (e.g. recent advances in the philosophy of measurement and modelling). Apart from familiarizing the student with the established theories and key concepts in philosophy of science and methodology, the course also examines the mechanisms that underlie scientific creativity and discusses the ethical responsibilities of scientists and engineers. (2 credits)

Autumn semester only

Comparative country studies

BMEGT43A141 (BSC/BA)

The main focus of the course is culture, what kind of effect it has on civilizations, societies and economies of past and present. There will be three major topics, such as "food & traditions; water, energy & scarcity of resources; people, environment & cities", which represent the most challenging areas of development in the 21st century. Under these umbrella topics, we attempt to explore and compare the culture and life of many continents and regions of the world. (5 credits)

Spring semester only

Sociology for Architects

BMEGT43A044 (BSC/BA)

Important note: for Architects and Civil Engineers only

The course will be presented for foreign students of the Faculty of Architecture. The aim of the course is to analyse the social context of urban development and the social implications of spatial problems. We will treat the main problems of urban sociology: e.g. architecture of cities, traffic, congestion, experience of urban life, the behaviour of inhabitants, housing, planning of cities, etc.

Urban sociology examines the social aspects of urban life: planning improvement of life in cities, urban forms and structures, histories of urban growth, biological or ecological basis of urban behaviour, quality of the urban experience, etc.

We will analyse the anonymity, unpredictability and uncertainty of events, senses of possibility and danger induced by cities. Some of the main questions are: How is urban life affected by the features of local social structure? How do informal social bonds develop? How can the history of urbanisation be explained? What are the basic features of the spatial structure of cities?

During this semester we will analyse how the interacting mechanisms of capitalism and modernity constitute differential urban experiences.

We provide a brief history of urban sociology, mostly focusing on the results of the Chicago Schools, while also exploring other economic and sociological theories of urban development and declination.

It is important to study processes which produce inequalities within cities, e.g.: gentrification, suburbanisation, and household division.

We should like to focus directly on the city and modernity. We consider Georg Simmel and Louis Wirth classic works as dealing with a "generic" urban culture. The urban ways of life could be contrasted with the rural ways of life. We state (after Walter Benjamin) that no account of urban culture is adequate unless it takes seriously personal, unique experiences of urban life, in the context of broader cultural forces.

Finally, we analyse urban politics, changing political agendas, local economic policy, urban protest, urban planning, etc. (2 credits)



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MSc/MA courses

Marketing

BMEGT20A048

Learning outcomes: After completing the course, the students will be able to understand the role of marketing in an organization. Students will become familiar with marketing tasks, tools and strategies. Through practical work students will be able to elaborate certain marketing topics using the knowledge acquired during lectures.

Content: Introduction to marketing. Creating customer value. Analyzing the marketing environment. Company and marketing strategy. Marketing information and customer insights. Market segmentation and targeting. Positioning. Creating competitive advantage. Consumer markets and buyer behavior. Business markets and business buyer behavior. Products and services. New product development. Designing pricing strategies. Marketing channels. Integrated marketing communication. (5 credits)

Autumn semester only

Introduction to Cultural Studies

BMEGT43M410

Cultural research developed at the intersection of a number of different disciplines and theoretical traditions through history. The objective of the course is to introduce these theoretical, conceptual roots and some of the current approaches through the discussion of current cultural phenomena. Following the schedule of the class, first we will discuss the notion of culture and its place in the academic discourse. After the introduction we will look into some of the most prevalent and important contemporary cultural issues, interpreting them with the help of research articles and other readings. (3 credits)

Management

BMEGT20MW02

The course focuses on management theories and principles. It covers a wide range of theories and applications dealing with such topics as decision making theories and methods, motivation, leadership, organizational culture and organizational structures. The goal of this course is to help students develop a conceptual understanding of theories in management, organizational life and to provide a special set of skills for decision making competences. (5 credits)

Quantitative Methods

BMEGT20M011

The main objective of the course is to get students acquainted with the basic mathematical and statistical tools and methods widely applied in business practice. The focus is on the practical applications of them. The primary goal is to familiarize students with the essential tools and to enable them to apply them individually both in their studies and during their later work. The three main chapters of the course are probability theory, descriptive and inductive statistics. During the semester we deal with different probability distributions and with decision theory as well. At the end of the course the basics of decision theory are introduced and discussed. (5 credits)

Production and Operations Management

BMEGT20M013

The aim of the course is to introduce the basic characteristics of production and service processes, as well as the most important methods necessary for the planning and the efficient realization of tasks in production and service systems. Students learn the methods and issues of such important tasks as demand forecasting, capacity analysis, inventory control and aggregate production planning. Besides the theoretical background, the course provides case studies to emphasize the practical issues as well. The objective of the course is to show, that quantitative information related to production and operation systems can help to determine the optimal operation of the system, and the analysis of deviation from optimal operations may provide insight to operation improvements. (5 credits)

Spring semester only

Quality Management

BMEGT20MN03

The primary goal is to acquaint students with the current issues and methods of quality improvement. Students are given an overall picture of quality philosophies applied in both productive and non-productive industries, the basics of quality management related standards, total quality management and of the various soft and hard methods of quality management. (5 credits)

