



Budapest University of Technology and Economics

BULLETIN
2018-2019



FACULTY OF ECONOMIC AND SOCIAL SCIENCES

General Information

The Faculty of Economic and Social Sciences (GTK) of the Budapest University of Technology and Economics (BME) is one of the prime institutions of higher education in Hungary specialised in the fields of business, economics and social sciences.

As the youngest faculty of BME, it provides a dynamic and accommodating environment to all of its students and academic staff in the middle of Budapest, the historic capital of Hungary.

Programs offered by the Faculty provide solid theoretical foundations, along with up-to-date practical skills to their students at the bachelor, master and doctorate levels. The Faculty offers the largest MBA program in the country, as well as a high-ranking Ph.D. program in management science.

Apart from its full programs, the Faculty is very active in providing courses to students of the engineering and natural science faculties of the University. While the bulk of educational activities is in Hungarian, several dozen courses are offered in English to exchange students arriving from all around the globe. Hungarian students are also involved in international mobility and often spend a semester at one of the approximately 80 international partner institutions of GTK within the framework of the ERASMUS+ and other programs.

Adult education and training, as well as specialised life-long training programs tailored to the requirements of various enterprises, companies and other clients also play a significant role in the life of the Faculty.

The Faculty hosts the Centre of Modern Languages, which provides language courses, exams and a translator and interpreter training program to students and staff of the University, and is also active in research activities.

The Faculty also offers a wide range of curricular and extra-curricular forms of physical education within the framework of the Centre of Physical Education.

GTK plays an extensive role in the scientific scene, both domestic and international, by conducting research projects within the field of expertise of the 12 departments and centres operating at the Faculty. Research and high quality publication has a high priority in order to facilitate up-to-date teaching and practical training activities. The Faculty publishes 'Periodica Polytechnica – Social and Management Sciences', a peer-reviewed international scientific journal founded in 1993 and publishing both research and application oriented papers in the area of management and social sciences.

The following pages introduce the course offer of the Faculty for the academic year 2018/19. All courses draw a number of international students from all around the world with a multitude of backgrounds – a diversity conducive to efficient and fun learning.





Departments

Department of Ergonomics and Psychology
 Department of Philosophy and History of Science
 Department of Economics
 Department of Environmental Economics
 Department of Management and Business Economics
 Department of Technical Education
 Department of Finance
 Department of Sociology and Communication
 Department of Business Law
 Centre of Modern Languages
 Centre of Physical Education
 Institute of Continuing Engineering Education



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Dean of the Faculty: Prof. Dr. Tamás Koltai

Vice-Deans of the Faculty:

Dr. Mónika Bodor (finance)

Dr. Emma Lógó (education)

Dr. György Molnár (quality management)

Dr. Gyula Zilahy (scientific and international affairs)

Programmes offered by the Faculty (in Hungarian)

BSc/BA Programs

Full-time degree courses and programs:

- BSc in Engineering Management
- BA in Business and Management
- BA in Applied Economics
- BA in Communication and Media Studies
- BA in International Business
- BA in Vocational Technical Training

Full-time Bachelor programs

- Business Administration and Management
- International Business Economics
- Communication and Media Science
- Engineering Management

Part-time Bachelor program

- Vocational Technical Instruction

MSc/MA Programs

Full-time Master programs:

- Management and Leadership
- Regional and Environmental Economic Studies
- Psychology
- Communication and Media Science
- Engineering Management

Part-time Master programs

- Marketing
- Master of Business Administration (MBA)
- Teacher of Economics
- Teacher of Engineering

Postgraduate programs

Postgraduate programs:

- Environmental Management Specialist
- School Management
- Master of Business Administration (MBA)
(in Hungarian and also in French)
- Management
- Work and Organizational Psychology
- Translator and Interpreter

Accredited doctorate (Ph.D.) school

- Business and Management

The language of education is Hungarian, but most of the departments offer courses in English as well, with which the faculty is represented in the programs of all engineering faculties.



English language course offer for Erasmus+ mobility program

Management and Business Economics

BMEGT20A001 (BSc/BA)

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

Quality Management

BMEGT20M002 (MSc/MA)

Spring semester only!

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. (2 credits)

Management

BMEGT20MW02 (MSc/MA)

Autumn semester only!

The course introduces the field of the life in workplaces. It covers a wide range of theories and applications dealing with such topics as motivation, team dynamics, leadership, organizational culture, and different HRM activities, like recruitment and selection, performance appraisal and training. The goal of this course is to help students develop a conceptual understanding of theories in organizational life (Organizational Behaviour) and to provide a special set of skills for managing human resources (Human Resource Management), not only for those who are in managerial positions but for future engineers and other professionals. (5 credits)

Marketing

BMEGT20A048 (MSc/MA)

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)

Micro- and Macroeconomics

BMEGT30A001 (BSc/BA)

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 (BSc/BA)

Spring semester only!

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)

Accounting

BMEGT35A002 (BSc/BA)

Autumn semester only!

Students of the course receive managerial and other practice-oriented knowledge concerning the financial and profitability status of companies, learn about the methodology, procedure and settlement of financial transactions. The purpose is to provide students with a confidential knowledge in the field, to guide them in the language of business, to present a financial concept and to supply them with skills necessary for international communication based on accounting cognition. (2 credits)

Finance

BMEGT35A001 (BSc/BA)

Spring semester only!

Introduction: financial decisions. An overview of the financial management system. The role of financial markets. The structure of financial markets. Money and capital markets.



Accounting and cash flow conception. The financial statement and analysis. Time value of money. Present value, future value, annuity, perpetuity. Determining discount rates. Risk concepts. Understanding and measuring risk. Risk and the required rate of return. Valuation and financial management. Market values, risk and return relationship. Concepts in valuation. Types of securities. Stock valuation. Dividend discount model. Bond valuation. Government securities. Understanding managed funds. Investment into real assets. Investment analysis, determination of stock price. Securities and the stock exchange. Fundamental and technical analysis. Information system for investment analysis. (2 credits)

Investments

BMEGT35M004

Autumn semester only!

The main topic of this course is fixed income valuation, with a special emphasis on US mortgage backed securities. First, we briefly review the fundamentals of modern portfolio theory, starting from Markowitz's original model to the foundations of modern multi-factor models. We analyze the Capital Asset Pricing Model, define risk, introduce risk measures and talk about the risk free rate and risk premium. Later, we turn our attention to fixed income instruments. We classify the instruments, and review the most frequent cash-flow structures, then discuss valuation. We define duration and convexity, and the basics of building an index replicating bond portfolio. We go into more details in US agency (prime) mortgage backed pass-through and structured securities. Using MS Excel to model prepayment behaviour, we simulate future interest rates, generate cash-flows of complex structured products and finally use Monte Carlo simulation to calculate modelled price. We define and calculate option adjusted spreads. The second part of the course is quite technical. While not a prerequisite, some background in probability theory, Monte Carlo simulation, interest rate models, and general mathematics is considered an advantage. (2 credits)

Research Methodology

BMEGT41A002-ER01 (BSc/BA)

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)

Art of Negotiations and Basics of Presentation Techniques

BMEGT41A010-ER (BSc/BA and MSc/MA)

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)

Logic and Argumentation

BMEGT418959-ER (BSc/BA and MSc/MA)

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 (BSc/BA and MSc/MA)

Spring semester only!

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)

Philosophy and Art

BMEGT411099-EN (BSc/BA and MSc/MA)

Autumn semester only!

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)

Philosophy

BMEGT41A310-EN (BSc/BA and MSc/MA)

Autumn semester only!

The course offers an introduction to the most important topics, problems and methods of philosophy. We will examine some perennial philosophical problems from the main areas of philosophy, including epistemology, ethics, political philosophy and the philosophy of mind. An emphasis will be on everyday examples and the relevance of philosophical thinking in science and technology. (2 credits)



Philosophy

BMEGT41A311-EN (BSc/BA and MSc/MA)

Autumn semester only!

The course offers an introduction to the most important topics, problems and methods of philosophy. We will examine some perennial philosophical problems from the main areas of philosophy, including epistemology, ethics, political philosophy and the philosophy of mind. An emphasis will be on everyday examples and the relevance of philosophical thinking in science and technology. (2 credits)

Environmental Economics (Theory and Practice of Environmental Economics)

BMEGT42MN05 (MSc/MA, one-cycle programmes)

BMEGT42N000 (BSc/BA)

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, levels and different interpretations of sustainable development. 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, the Coase theorem, 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). Environmental Policy in Hungary. Introduction to environmental economics. Nature conservation and natural parks. Energy policy: providing a safe and sustainable development strategy. European and Hungarian Sustainable Development Strategy. Sustainable consumption. Corporate Social Responsibility.

This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (5 credits / 4 credits)

Sustainable Environmental and Natural Resource Economics

BMEGT42MN03 (MSc/MA, BSc/BA)

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. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (6 credits)

Regional Economics

BMEGT42MN01 (MSc/MA) BMEGT42N000 (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). The structural funds of the EU are introduced in detail. 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 in Hungary, 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, the financial instruments of regional development, advantages and disadvantages of various instruments, Hungarian practice, distribution of resources among regions, institutional background and the system, management and financing of Hungarian municipalities are presented. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (3 credits / 2 credits)

EU Environmental and Regional Policy

BMEGT42MN06 (MSc/MA, BSc/BA)

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. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (6 credits)

Environmental Management of Energy

BMEGT42N003 (BSc/BA, also open for MSc/MA)

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. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (2 credits)



Sectoral Sustainability Studies

BMEGT42MN11 (MSc/MA, one-cycle programmes)

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. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (4 credits / 5 credits)

Environmental Management Systems

BMEGT42A003 (BSc/BA, MSc/MA)

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. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (3 credits)

Environmental Evaluation and Risk Management

BMEGT42A022 (BSc/BA, MSc/MA)

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. This course is part of the Green Certificate programme. Visit www.kornygazd.bme.hu for further information. (3 credits)

Sociology

BMEGT43A002 (BSc/BA)

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, anomie, 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)

Philosophy of Art

BMEGT43A186 (BSc/BA and MSc/MA)

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 art, we will also examine issues concerning design practices and products. (5 credits)

Interdisciplinary Research in Communication Studies

BMEGT43M100 (BSc/BA and MSc/MA)

Autumn semester only!

The history of research in communication studies has been closely intertwined with questions concerning research methodologies. This is due to the historical fact that methods for studying communicative phenomena as communicative phenomena have been developed over the course of rethinking and reformulating traditional disciplinary frameworks according to new perspectives, new conceptual systems and new scientific methodologies. The aim of this course is to provide students with an overview of these developments and to introduce them to current research methodologies in communication studies. Theoretical issues will be examined in an interdisciplinary framework, allowing students to study the findings and methods of related disciplinary fields (e.g., sociology, anthropology, philosophical analysis, cultural studies, cognitive, evolutionary and environmental psychology). Small groups of students will conduct specific research projects of their choice during the semester. Topics for discussions will be formulated in conjunction with these research projects. (5 credits)

Introduction to Cultural Studies

BMEGT43M410 (MSc/MA)

Autumn semester only!

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)

EU Politics

BMEGT43MN20 (BSc/BA and MSc/MA)

Spring semester only!

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)

Comparative country studies

BMEGT43A141 (BSc/BA)

Autumn semester only!

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)

Recorded Music

BMEGT43A066 (BSc/BA and MSc/MA)

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 (BSc/BA and MSc/MA)

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)

Sociology for Architects

BMEGT43A044 (BSc/BA)

Spring semester only!

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)



Pedagogy-Digital Pedagogy

BMEGT51A001 (BSc/BA)

Pedagogical terms. The structure of teaching and learning processes. Self-regulated learning and learning motivation. New possibilities for teaching and learning in the information technology age. The educational application of networks in vocational education and training. Efficient methods of learning. The possibilities of study management. Concepts of learning from ancient times to our days. Prevailing trends in pedagogy. Alternative possibilities. New developments in educational technology, modern media as a technological support of effective presentation. The tendencies of formal and non-formal education. The relationship of public education, vocational education and training, and the world of work. (2 credits)

History of Education and Technologies of Communication

BMEGT51A017 (BSc/BA)

Pre-history: the language of gestures; cave paintings; the culture of primary orality. The Greek origins of Western education: alphabetic literacy and the philosophy of Plato. Medieval culture: the decline and rebirth of literacy; religious orders; universities in the Middle Ages. A social history of timekeeping: from natural time to the mechanical clock. Image and word: woodcuts, etchings, photography. Pictorial meaning and word-meaning. The printing press; early-modern school systems; the new concept of childhood; modern science and modern libraries. Telegraphy, telephony, radio broadcasting: the beginnings of secondary orality. Comics: a new integration of image and word. John Dewey's philosophy of education and communication. The epistemology and pedagogy of film; new iconic culture. The end of the Gutenberg Galaxy: from Hajnal to McLuhan. The internet. Secondary literacy: e-mail and web-based communication. Education and learning in the Information Society: networked knowledge, e-learning. The Mobile Information Society. M-learning. New meanings of space and time. (2 credits)

(Lifelong) Learning and Working Life

BMEGT51A020 (BSc/BA)

Emphasizing the development of independent problem-identifying and problem-solving skills by analyzing Hungarian and European 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 applicability 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? The development of modern, modular and competence-based methods and curriculum, elaboration of methods, curriculum and programs that allow individual and open learning ways. The thorough modernization of the system of trainers'

training to allow educators to learn the skills, competences, methodological and practical knowledge to enable the successful transmission of knowledge. (2 credits)

Ergonomics

BMEGT52A001 (BSc/BA and MSc/MA)

Spring semester only!

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)

Psychology

BMEGT52A002 (BSc/BA and MSc/MA)

Autumn semester only!

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)

Fashion and the Psychology of Advertising

BMEGT52V100 (BSc/BA and MSc/MA)

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)

Business Law

BMEGT55A001 (BSc/BA)

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)

Hungarian Culture

BMEGT658361 (BSc/BA and MSc/MA)

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)

Beginners' Hungarian Course

BMEGT658151 (BSc/BA and MSc/MA)

The course focuses on the basic elements of Hungarian grammar: the sound-system and spelling; some elements of morphology; most important syntactic structures. The students acquire a basic vocabulary and a number of idiomatic phrases of everyday Hungarian, and develop skills to enable them to communicate in simple routine tasks. (4 credits)

Intermediate Hungarian Course

BMEGT658152 (BSc/BA and MSc/MA)

Spring semester only!

The course is designed for students who have already studied Beginners' Hungarian (BMEGT658151) and acquired the basics of the language. The teaching material includes the more complex syntactic structures and the inflectional system, the use of tenses, and the most important elements of composing texts in Hungarian. Topics: Visiting friends and family; Family relations; Food and drink, shopping for food, cooking and baking; Restaurants – eating out; Free time activities: travelling around, getting to know famous Hungarian cities; Going to the cinema and theatre; Public transport in Budapest; Driving in Hungary. (4 credits)

English and other language subjects offered for Erasmus students

.... (language) for Engineers

English (BMEGT63A051),

German (BMEGT61A061),

French (BMEGT62AF51),

Italian (BMEGT62AI51),

Spanish (BMEGT62AS51),

Russian (BMEGT64A051)

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.

Communication Skills – (language)

English (BMEGT63A061),

German (BMEGT61A061),

French (BMEGT62AF61),

Italian (BMEGT62AI61),

Spanish (BMEGT62AS61),

Russian (BMEGT64A061)

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.

Manager Communication – (language) (

English (BMEGT63A081),

German (BMEGT61A081),

French (BMEGT62AF81),

Italian (BMEGT62AI81),

Spanish (BMEGT62AS81),

Russian (BMEGT64A081)

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.

Crosscultural Communication – (language)

English (BMEGT63A091),

German (BMEGT61A091),

French (BMEGT62AF91),

Italian (BMEGT62AI91),

Spanish (BMEGT62AS91),

Russian (BMEGT64A091)

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.



Specific Language Features in the European Union - in (foreign language)

English (BMEGT63MAEU),

German (BMEGT61MAEU),

French (BMEGT62MFEU),

Italian (BMEGT62MOEU),

Spanish (BMEGT62MSEU)

The course is designed at an awareness of the EU institutions and their functions. It also aims to enable students to take an active part in discussions about the European Union, its activities and current issues. Students will be prepared to explain their viewpoint clearly and effectively.

Language for Specific Purposes (LSP) – Engineering in (foreign language)

BMEGT6*M*S**

(*characters depend on the language of instruction and ** on the specific field of engineering)

This course is designed to prepare students to be successful in the academic and work environment. It enables students to take part in professional discussions fluently and effectively; to clearly express his/her point of view reasoning logically for or against. Special emphasis is on language functions and specific vocabulary of the students' specialization.

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.

Here you can find a list of activities offered by BME:

<https://www.esn.bme.hu/sport-and-other-activities-bme>

