|  |  |
| --- | --- |
| **Title** and code of the subject:**Management and communication MTMEL7007A** | **ECTS Credit Points: 3** |
| **Type** of the subject: **compulsory** / optional |
| **Ratio of theory and practice: 100/00%** (credit%) |
| **Type and number of classes per semester**: 28 hour(s) lecture and 0 hour(s) practice per **semester** Number of teaching hours / week : 2+0 (lecture and practice) – (4 lectures biweekly) |
| **Type of exam**: **exam** / practical course mark |
| **Subject in the curriculum:** semester 1 |
| Preliminary requirements:- |

|  |
| --- |
| **Summary of content - theory**:  |
| Course objectives:1. Meeting the discipline of management
2. Get familiar with and have an insight into the field of history of management
3. Get familiar with and have an insight into the field of decision making
4. Get familiar with and have an insight into the field of groups and teams
5. Get familiar with and have an insight into the field of management and global environment
6. Get familiar with and have an insight into the field of organizational forms
7. Get familiar with and have an insight into the field of corporate social responsibility
8. Get familiar with and have an insight into the field of nonverbal communication
9. Get familiar with and have an insight into the field of verbal communication
10. Get familiar with and have an insight into the field of elevator pith
11. Get familiar with and have an insight into the field of international communication
12. Get familiar with and have an insight into the field of executive summary
13. Get familiar with and have an insight into the field of active listening
14. Get familiar with and have an insight into the field of using social media
 |
| **Summary of content - practice**: |
| Skills to be learnt: 1. Acquiring basic concepts of management
2. Students will be aware of the fundamentals of history of management
3. Students will know more about decision theories, decision making techniques
4. Students now will learn basic concepts of groups and can improve team working ability
5. Students will be able to notice requirements and expectations of global environment
6. Students will learn main components and forms of the organization
7. Student will be able to identify the importance of corporate ethics and integrate CSR into organizational activity
8. Students will learn the basic knowledge of communication.
9. Students will understand the differences in intercultural communication.
10. Students will be able to make an effective elevator pitch.
11. Students will understand the rules of active listening.
12. Students will recognize the specialty of verbal communication.
13. Students will know more about the forms of nonverbal communication
14. Students will understand the importance of making a social media strategy.
 |
| **Literature, handbooks in English**  |
| 1. GRIFFIN, R. (2013): Management. 11.ed. Boston, Houghton Mifflin, Co.
2. DRUCKER, P. – MACIARIELO, J.A. (2008): Management. Revised edition. HarperCollins Publishers, New York.
3. LEHMAN, C.M. – DUFRENE, D.D. (2011): Business communication. Cengage Learning 16-th ed.54.p. ISBN 13: 978-0-324-78218-9
4. BOVEE, C. - THILL, J. V. (2008): Business communication today, 9th Ed. Pearson Education Inc, Prentice Hall,
5. SHWOM, B.G. - GUELDENZOPH SNYDER L. (2019): Business Communication: Polishing Your Professional Presence, 4th Edition, Pearson. ISBN-13: 9780134740782
6. ROBBINS, S. P. – JUDGE, T. A. (2013): Organizational Behavior, fifteenth edition Pearson Prentice Hall
7. BURNES, B. (2009): Managing Change Fifth Edition, Pearson Education Limited, Essex
8. Drucker, P. (2006): The effective executive. Harper Business.
9. Arbinger Institute (2002): Leadership and self deception, Berrett-Koehler Publishers
 |
| **Competencies gained** *(acc. to the Regulation on training and outcome requirements)* |
| 1. **Knowledge:**
* Graduated student should know, analyze, plan, manage the workflows of organizations, and be able to recognize, analyze and solve emerging problems. They can choose between and develop the most appropriate methods for solving the given managerial- organizational situations.
* Graduated student should know and apply communicational forms, know barriers and rules.
* Engineers know and apply professional written and oral communication in life.
1. **Skills:**
* Graduated engineers can analyse, plan, organise and manage the process of organization, and can solve problems.
* They are able to choose between the most efficient processes and methods for problem solving. They are able to use them consciously and make plans of a high standard.
* They are able to use references effectively and independently.
* They are able to write reports, analyses.
1. **Attitude:**
* Graduated engineers are able to effectively use managerial methods, forms, communicational processes
1. **Autonomy and responsibility:**
* They will be able to control processes, manage and organise the organization and communicate effectively.
 |

|  |
| --- |
| **Responsible lecturer: Dr. JUHÁSZ Csilla, associate professor** |
| **Other lecturer(s): Dr. SZABADOS György Norbert, associate professor** |

|  |
| --- |
| **Terms of course completion:** |
| 1. Completing assignments / exercises
2. Submitting essay
3. Giving presentation
 |
| **Form of examination:** |
| Oral exam, presentation in management field, written test in communication field.Based on the score of the test and presentation separately, the final grade is given according to the following:0-59 % fail (1) 60-69 % pass (2)70-79% satisfactory (3)80-89% good (4)90%- excellent (5)If the average of the sum of the two parts is below 60 %, the student can take a retake test of the whole semester material once. |
| **Requirement(s) to get signature:** |
| Attendance is required in seminars. Students have to write an essay and give a presentation in field of management.Participation at **practice** is compulsory. Students must attend the practice classes and may not miss more than three times during the semester. In case a student does so, the subject will not be signed and the student must repeat the course. Attendance at practice classes will be recorded by the practice leader. Being late is counted as an absence. In case of further absences, a medical certificate needs to be presented. Active participation is evaluated by the teacher. If a student’s behavior or conduct doesn’t meet the requirements of active participation, the teacher may evaluate his/her participation as an absence because of the lack of active participation in class. During the semester there are two tests, students have to sit for the tests. |
| **Exam questions:** |
| 1. Management-is it an art or a science, or something else?
2. Please, introduce the basic managerial tasks of Fayol!
3. Please, define the main decision making related theories!
4. Please, list some and introduce one group-related experiment!
5. Please, introduce the theory of BOP!
6. Please, introduce the main organizational components and organizational classification by Mintzberg!
7. Please, introduce the concept of CSR and its forms!
8. What are the basic elements of nonverbal communication?
9. Introduce the verbal communication processes and forms!
10. Introduce the elevator pitch forms!
11. Introduce the effective elevator pitch!
12. Introduce effective executive summary making rules!
13. How can you make a social media strategy?
14. Introduce the effective listening process!
15. Introduce the barriers of international communication!
 |