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| **Title and Code** of the subject:  **Economic sciences III. MTB7026A** | **ECTS Credit Points: 3** |
| **Type** of the subject: **compulsory** / optional | |
| **Ratio of theory and practice: 100 % / 0%** (credit%) | |
| **Type and number of classes per semester**: 28 hour(s) lecture and 0 hour(s) practice per **semester**  Number of teaching hours / week : 4+0 (lecture and practice) | |
| **Type of exam**: **exam** / practical course mark | |
| **Subject in the curriculum:** semester | |
| Preliminary requirements:- Successful fulfilment of Economic Sciences II. | |

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| **Summary of content - theory**:  **Economic knowledge is an integral part of our everyday lives. The course, based on theoretical background, presents the practice of logistic, professional consultancy and marketing. Students will know the most important planning tools and gain insight in their application, as well.** |
| Course objectives:  **Schedule:**   1. Logistic: Introduction. The structure of value creating processes. Production processes. Service processes. The role of the operations manager. The evolution of operations management. Supply chain management. Globalisation. Productivity and competitiveness. 2. Quality and quality management. The TQM and quality management systems. Quality tools. The focus of quality management: the customer. Quality improvement. Lean six sigma. ISO 9000. 3. Product design. The product design process, idea generation, feasibility study, form design, functional design, reliability, maintainability, usability, and production design. Design for environment, and design for robustness. 4. Service design. The service economy. The service design process. Tools for service design. Waiting line analysis for service improvement. Operating characteristics of the queueing system, traditional cost relationships in waiting line analysis. Psychology of waiting, queuing models. 5. Process design and technology. Outsourcing, process selection wit break even analysis. Process analysis, using process flowcharts, process development. Technology decisions: financial justification and technology primer. 6. Marketing: Orientation, course overview, Introduction Defining Marketing and the Marketing Process Company and Marketing Strategy, Understanding the Marketplace and Consumer Value, Managing Marketing Information to Gain Customer Insights 7. Consumer Markets and Buyer Behavior, Business Markets and Business Buyer Behavior, Designing a Customer Value-Driven Strategy and Mix, Segmentation, targeting, positioning, Products, Services, and Brands: Building Customer Value, New-Product Development and Product Life-Cycle Strategies, Pricing: Understanding and Capturing Customer Value, Pricing Strategies: Additional Considerations, 8. Marketing Channels: Delivering Customer Value, Marketing communication: Delivering Customer Value, 9. Professional consultancy: Orientation, course overview Basment of Consulting 10. Basment of Agricultural Consulting 11. Support system of Decision Making 12. Process of Agricultural Consulting 13. Operation of Agricultural Consulting Organisation and Systems |
| **Summary of content - practice**: |
| not relevant |
| **Literature, handbooks in English** |
| 1. Russell, R. S. - Taylor, B. W. : Operations Management, 8th Edition, Wiley & Suns, INC., ISBN10 1118808908 ISBN13 9781118808900, 2014 2. ppt materials of the lectures |
| **Competencies gained** *(acc. to the Regulation on training and outcome requirements)* |
| 1. **Knowledge:**  * Should understand the importance of process management, quality, product design, service design and process design, basic marketing and consulting processes.  1. **Skills:**  * Should be able to control and improve production and service processes, marketing strategies, agricultural consulting  1. **Attitude:**  * Should be open-minded to know and apply the newest methods of management, marketing and agricultural consulting  1. **Autonomy and responsibility:**  * Should feel responsible to participate in controlling and in the improvement of production and service processes, marketing and agricultural consulting. |

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| **Responsible lecturer: Prof. Dr. Károly Pető, Dr. Miklós Pakurár, Dr. Mihály Soós** |
| **Other lecturer(s): Dr. Péter Horváth** |

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| **Terms of course completion:** |
| 1. Completing assignments / exercises |
| **Form of examination:** |
| Colloquium |
| **Requirement(s) to get signature:** |
| Passing a problem solving test. |

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| **Exam questions:** |
| 1. What activities are involved in the operations function? How does operations interact with other functional areas? 2. Briefly describe how operations have evolved from the Industrial Revolution to the Internet Revolution. 3. What is competitiveness? How is it measured? How has the Internet affected competitiveness? 4. How does the consumer's perspective of quality differ from the producer's? 5. Briefly describe the dimensions of quality, for which a consumer looks in a product. 6. Define the two major categories of quality cost and how they relate to each other. 7. What is the difference between internal and external failure costs? 8. Describe the primary contribution to quality management of each of the following people: W. E. Deming, Joseph Juran, Phillip Crosby, Armand Feigenbaum, and Kaoru Ishikawa. 9. Why has ISO 9000 become so important to U.S. firms that do business overseas? 10. Describe the strategic significance of design. How can organizations gain a competitive edge with product or service design? 11. What kinds of analyses are conducted in a feasibility study for new products? 12. How are reliability and maintainability related? Give an example for a product or service you have experienced. 13. Explain how simplification and standardization can improve designs. 14. Discuss the concept of concurrent design. What are the advantages of this approach? 15. What does design for manufacture entail? 16. Describe the objectives of failure mode and effect analysis, fault tree analysis, and value analysis. 17. How can design teams improve the quality of design? Relate your experiences in working in teams. What were the advantages and disadvantages? 18. Discuss the concept of robust design. Give an example of a robust product or service. 19. How would you define a service? 20. List eight characteristics of services and explain what impact each characteristic has on the design process? 21. List the elements that define a queuing system. 22. How can the results of queuing analysis be used by a decision maker for making decisions? 23. Discuss briefly the relationship between waiting line analysis and quality improvement. 24. Discuss the types of decisions that are involved in creating a process strategy. 25. List and explain six factors that affect the decision to outsource. 26. Describe the four basic types of production processes. What are the advantages and disadvantages of each? When should each be used? 27. What are the major cost factors considered in process selection? How is breakeven analysis used for process selection? 28. What does process planning entail? How would process planning differ for batch and continuous processes? 29. Describe the factors often overlooked in the financial justification of new technology. 30. Define Marketing and Marketing Process, Company and Marketing Strategy, 31. Describe Marketplace and Consumer Value, 32. Describe Managing Marketing Information to Gain Customer Insights 33. Consumer Markets and Buyer Behavior, 34. Business Markets and Business Buyer Behavior, 35. Designing a Customer Value-Driven Strategy and Mix, Segmentation, Targeting, Positioning, Products, Services, and Brands: Building Customer Value, New-Product Development and Product Life-Cycle Strategies, Pricing: Understanding and Capturing Customer Value, Pricing Strategies: Additional Considerations, 36. Marketing Channels: Delivering Customer Value, Marketing communication: Delivering Customer Value, 37. Orientation, course overview Basment of Consulting 38. Basment of Agricultural Consulting 39. Support system of Decision Making 40. Process of Agricultural Consulting 41. Operation of Agricultural Consulting Organisation and Systems |