

KREDITIGAZOLÁS

Hallgató neve: **Simon Soma Péter** Neptunkódja: **JH2NT2** Oktatási azonosító száma: **72386716291**

Anyja neve: **Fazekas Ágnes Szül. név: Simon Soma Péter**

Szül.hely: **Budapest, Magyarország** Szül. idő: **1994.01.06**

Képzést folytató intézmény neve (azonosítója): **Széchenyi István Egyetem (FI38696)**

Hallgató képzése: **Executive MBA szakközgazdász** Törzskönyvi száma: **GTIL_TEZ-03/2021**

Képzés szintje: **szakirányú továbbképzés** Képzés nyelve: **angol** Képzés munkarendje: **Levelező**

Tárgykód	Tárgynév	Követelmény	Óraszám	Kr	Eredmény	Félév	Elismerés	Dátum
LGS_FK082_1	Financial Accounting	Folyamatos számonkérés	F: 15/0/0	5	Jó 4	2020/21/2	-	2021.05.19
LGS_FK086_1	Human Resource Development	Folyamatos számonkérés	F: 45/0/0	15	Jeles 5	2020/21/2	-	2021.05.14
LGS_FK081_1	Legal Environment of Business	Folyamatos számonkérés	F: 15/0/0	5	Jeles 5	2020/21/2	Intézményen belüli akkreditáció	2021.02.19
LGS_FK078_1	Managerial Economics	Folyamatos számonkérés	F: 15/0/0	5	Jeles 5	2020/21/2	Intézményen belüli akkreditáció	2021.02.19
LGS_FK083_1	Marketing Management	Folyamatos számonkérés	F: 30/0/0	10	Jeles 5	2020/21/2	-	2021.05.25
LGS_FK084_1	Operations and Supply Chain Management	Folyamatos számonkérés	F: 45/0/0	15	Jó 4	2020/21/2	-	2021.05.17
LGS_FK080_1	Organizational Behaviour	Folyamatos számonkérés	F: 45/0/0	15	Jeles 5	2020/21/2	Intézményen belüli akkreditáció	2021.02.19
LGS_FK079_1	Statistical Methods for Management	Folyamatos számonkérés	F: 15/0/0	5	Jeles 5	2020/21/2	Intézményen belüli akkreditáció	2021.02.19

Ha a tanórák száma mező / jeleket tartalmaz, vagyis e/gy/l alakban van megadva, akkor ezek a számok az előadások / gyakorlatok / laborok számát jelentik.

Megszerzett kreditek összesen: **75**

Elismeréssel elfogadott / Mesterképzésen pótolandó kreditek összesen: **30**

Tárgykód / Tárgynév	Tematika / Tárgy leírása
LGS_FK082_1 Financial Accounting Tárgyfelelős: dr. Lukács Eszter Szervezeti egység: Felnőttképzési Központ	<u>Oktatás célja:</u> 1. OKTATÁS CÉLJA/COURSE OBJECTIVES KNOWLEDGE AND COMPREHENSION: To demonstrate how external financial reports are constructed, analyzed, and used by analysts to forecast cash flows and value the stocks of publicly listed companies. ANALYSIS & APPLICATION: Obtaining Financial Statements from the U.S. Securities and Exchange's (SEC) EDGAR Data Base. ANALYSIS & APPLICATION: Constructing Financial Statements, emphasizing the statement of cash flows. ANALYSIS & APPLICATION: Analyzing the EDGAR-based financial statements of pharmaceutical companies. ANALYSIS & APPLICATION: Forecasting EDGAR-based financial statements and using EDGAR based financial statements to value company stocks. <u>Tantárgy tartalma:</u> This course uses a combination of recorded lectures by the professor, on-line research, on-line discussions, reading and solving textbook problems, and (at the end of the course) analyzing, forecasting, and valuing the financial statements of actual companies on a "real-time" basis. Every year financial markets grow more global in nature. Companies traditionally headquartered and identified with a particular nation are increasingly becoming "multinational." The most important driver of this trend is the globalization of revenue. More companies are selling goods and services beyond their traditional markets. As a result, companies' values are increasingly based on their abilities to sell their goods and services to an array of regions and nations. Also, more companies are listing shares on "overseas stock exchanges." Given these trends, this course breaks the boundaries of traditional financial accounting courses. Rather than simply constructing financial statements, this course

emphasizes how financial markets use financial information to forecast earnings, and thus affect stock prices. We will also consider how analysts build the models used to predict earnings and assign constantly changing "target prices" to stocks. To reflect the trend toward globalization, these models will incorporate geographic segment data that is an integral part of modern financial reporting.

After completion of this class, students should:

- be able to access and analyze financial statements from the U.S. SEC's EDGAR database.
- Understand how financial statements are constructed (emphasizing the statement of cash flows).
- Understand how to build a pro-forma set of financial statements.
- be able to construct a basic discounted cash flow valuation from proforma financial statements.

The class will be taught in an asynchronous manner, but with considerable course support from the professor. Especially during the first half of the course, I will have two office hours per week (these times will be arranged from discussion with the class). These will include open review sessions of fundamental topics. When requested, I will be more than happy to setup up review sessions with individuals or small groups. Whenever you have a question about any matter, please email me, I am usually quick to respond (considering differences in time zones). The course will include textbook readings, online Homework from the publisher's website, and use of YouTube videos. In this context, the general, weekly class activities will include:

- **MBC Homework:** As we work through the course, you will be required to complete homework on the My Business course (MBC) system, the textbook publisher's website. For one or two topics, specially-tailored assignments will replace the MBC exercises.

- **Class assignments:** For some topics (not all), there will be assignments that will be distributed and turned in through the Brightspace system. These will be based on the videos for each week (i.e. they are reinforcement exercises)

- **Discussion:** On occasion, I will place a short discussion question on Brightspace. Your regular participation may earn you some EC (Extra Credit).

- **Mid Term Exam:** After the first part of the course, a mid-term test will be given. The test will be on the fundamentals of accounting. I will give more details on this exam as we work through the fundamentals. It will be a 1 week "take home" exam (around the 5th/6th week of the course)

- **Final Exam:** An exam on the final parts of the course and a comprehensive business valuation.

Számonkérés és értékelés rendszere:

The course will be divided into two parts. Part A will cover the important fundamentals of constructing and analyzing financial statements. Part B will cover special areas of financial reporting. A midterm on the fundamentals with a timed section and a "take home" part with about 1 week to complete will be applied in week 7. Your grade will be calculated on the following basis:

MBC Homework	40%
Class Exercises (Brightspace)	20%
Mid Term Exam	20%
Final Exam	20%
Discussion Questions	5% EC
	105%

The final exam will include the material covered since the second exam as well as a comprehensive company analysis and valuation. Class exercises may include traditional quizzes and projects on Brightspace based on prerecorded lectures.

Irodalom:

The course will require use of the following texts/technology platforms.

- **Text:** Financial Accounting for MBAs, 8th edition by Easton, Wild, Harley, Mcanally from Cambridge Business Publishers (CBP). We will be using the CBP online system, "My Business Course" (MBC). I will be sending a "student handout" from Cambridge Business Publishers which describes how to purchase the text and obtain access to the MBC system.

	· Webex or Zoom for office hours, possible special lectures, class interaction, and communications. · URI Brightspace Learning Management System for email type communication, uploading of some assignments, and other class management matters. You will need to access the URI Brightspace Learning Management System prior to starting the course (or as we start the course) · Professor Hazera's Lectures on Youtube. For most of the class modules, I will be placing my own (recorded) lectures on Youtube prior to the week in which the material is covered. The lectures, many of which will be supported by Excel Spreadsheets (sent to you), will explain the important points of most of the class modules. For many of the lectures, you will be required to complete the worksheet from the lecture, or a related worksheet.
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LGS_FK084_1 Operations and Supply Chain Management Tárgyfelelős: dr. Lukács Eszter Szervezeti egység: Felnőttképzési Központ	<u>Oktatás célja:</u> OKTATÁS CÉLJA/COURSE OBJECTIVES ? Comprehend the basic characteristics of Operations and Supply Chain Management strategies from a global* perspective and their relationship with overall business strategies in conjunction with prevalent economic theories and contemporary sustainability considerations ? Comprehend the Supply Chain Ambidexterity (SCX) model, in conjunction with Hales Framework (HF), Global Supply Chain Forum (GSCF) Framework and Sustainable Innovation Capability Framework (SICF) ? Comprehend improvement/innovation concepts such as Quality Management/Six Sigma, Lean, JIT from risk management perspective and their application in Operations Management and Supply Chain processes ? Apply GSCF Framework concepts (CRM, CSM, DM, OF MFM, SRM, PDC, RM) and related techniques to structured problems in order to derive and interpret meaningful supply chain management solutions ? Understand the basic functions of Operations and Supply Chain Management Concepts/Techniques and how they integrate ? Understand and apply the following “essential” course objectives; Gaining a basic understanding of the subject (e.g., factual knowledge, methods, principles, generalizations, theories), ? Learning to apply course material (to improve thinking, problem solving, and decisions), Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course ? Understand and apply the following “important” course objectives; acquiring skills in working with others as a member of a team, Developing ethical reasoning and/or ethical decision making, Learning to apply knowledge and skills to benefit others or serve the public good * Global per Google dictionary: (i) relating to the whole world; worldwide, (ii) relating to or embracing the whole of something, or of a group of things. <u>Tantárgy tartalma:</u> The strategic supply chain management of organizations including but not limited to manufacturing and service operations. Structured around Supply Chain Ambidexterity (SCX), Hales Framework (HF), Global Supply Chain Forum (GSCF) Framework and Sustainable Innovation Capability Framework (SICF) concepts. <u>Számonkérés és értékelés rendszere:</u> Due by first day of class prior to start of the semester: Written Reflection on what Supply Chain Management is and why it exists (Individual) Other assignments will be similar to following but are subject to change prior to the start of the course: Written Case Analysis 1 (Individual) 10 points Written Case Analysis 1 (Team) 10 points Written Case Analysis 2 (Team) 10 points Written Case Analysis 3 (Team) 20 points Written Case Analysis 4 (Team) 20 points Written Case Analysis 2 (Individual) 20 points Effective Class Participation/Homework 10 points Total Potential Class Points 100 points <u>Irodalom:</u> Textbook: (1) Digital Version - Supply Chain Management, 3rd Edition, Edited by Douglas M. Lambert (2) Digital Version - THE GOAL, 3rd Ed, by Eli Goldratt & J. Cox Articles: Palsson_and_Sandberg_2020, Lambert 2019, Walker et al. 2020, Nilsson and Gammelgaard 2012, Schniederjans et al. 2019, Dweck 2006 – Mindset, Naylor et al 1999, Adler et al. 2009, Birkinshaw and Gupta 2013, Yalcin et al. (2018), Yun et al. (2019), Zhang et al. (2020), Book Reviews, Lee 2002, Lee 20024, Christopher and Lee 2004, Lee et al. 1997, Lee and Whang 2000 Other resources: WSJ, Eli Review
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LGS_FK083_1
Marketing Management

Tárgyfelelős:
dr. Lukács Eszter

Szervezeti egység:
Felnőttképzési Központ

Oktatás célja:

The objectives of this course are to:

- Learn the most important decisions in marketing
- Understand the information required before these decisions can be made
- Assess the contexts that frame these decisions, including segmentation, targeting, positioning, and branding
- Conduct research that will provide data critical for informing these decisions.
- Calculate financial metrics important in marketing
- Develop creative communications that inspire emotional responses
- Discuss the future of marketing

Tantárgy tartalma:

Course content will include the following major topics:

- Marketing strategy
 - o Marketing environment analysis (5Cs)
 - o Aspiration decisions (segmentation, targeting, and positioning)
 - o Action plan (4Ps)
- Brand strategy
- Marketing intelligence
- Pricing and financial concepts for marketing
- Digital marketing

Számonkérés és értékelés rendszere:

- Exam 1 25%
- Exam 2 25%
- Final Exam 50%

Irodalom:

Articles and cases from Harvard Business Press (HBP).

LGS_FK086_1 Human Resource Development Tárgyfelelős: dr. Lukács Eszter Szervezeti egység: Felnőttképzési Központ	<u>Oktatás célja:</u> 1. OKTATÁS CÉLJA/COURSE OBJECTIVES KNOWLEDGE & COMPREHENSION: Describe and discuss various staffing processes, methods, principles and concepts. ANALYSIS & APPLICATION: Effectively employ staffing tools and processes. ANALYSIS & APPLICATION: Rigorously analyze an organization's current staffing process using available evidence, identify opportunities for improvement and recommend best practice staffing methods to improve <u>Tantárgy tartalma:</u> The course is taught using a combination of recorded micro-lectures, on-line discussions, research using academic and popular media materials, and case analysis. Because the root purpose of staffing is decision making, any current or future decision maker must develop the ability to make decisions based on available data or evidence. Imagine if your next hire determined your own job security. How would you want to demonstrate that you based your hiring decision on an evidence-based process? You must demonstrate the effectiveness of your decision with respect to your organization's performance, however they measure performance. Because we all currently live and work in a global economy, the staffing function (your hire/not hire decisions) occurs amid a global talent war. We can no longer afford to recruit only locally or rely exclusively upon face-to-face selection practices. Moreover, the entire staffing process operates in the context of a complex and expanding legal framework, which means that your next 'bad' hire can also lead to costly legal ramifications. This course is designed to sharpen your knowledge, skills, and abilities related to staffing from strategic and operational viewpoints. We will challenge traditional assumptions about what attracts employees to your organization, why they stay, and why they leave. Often, turnover occurs because of what candidates experiences during recruitment. We will also consciously seek to tie these details back to the larger strategic purposes and organizational outcomes. After completion of this class, students should be able to: · Conduct a job analysis and write job descriptions and specifications · Choose appropriate methods of recruitment and selection · Develop and conduct a structured interview · Evaluate the validity, fairness, and organizational effectiveness of staffing programs. <u>Számonkérés és értékelés rendszere:</u> <table> <tr> <td>Process Analysis Project</td> <td>35%</td> </tr> <tr> <td>Chern's Case Assignments</td> <td>35%</td> </tr> <tr> <td>Online Discussions</td> <td>30%</td> </tr> <tr> <td>TOTAL</td> <td>100%</td> </tr> </table> PROCESS ANALYSIS PROJECT (35%) You will critically analyze a current recruiting and selection practices and recommend improvements including some "best practice" methods as discussed in class in the readings, and online. This will essentially follow the "semester long active learning project" in the textbook. A guide and rubric for the project and an opportunity for peer review will be provided. CHERN'S CASE ASSIGNMENTS (35%) We will use the Chern's Case Study from the Appendix A in the text. Except for chapters 1 and 2, you will complete the chapter assignments each week with an assigned partner. You are expected to discuss the case virtually with your partner and then complete and submit the assignment as a team each week. ONLINE DISCUSSIONS (30%) Complete ALL assigned readings; watch or listen to lectures/podcasts; activities. Prepare answers to assigned questions; post reflections as directed ON TIME; respond to peers if required. Complete exercises/activities as assigned. These will be due on Wednesdays and Sundays each week. <u>Irodalom:</u>	Process Analysis Project	35%	Chern's Case Assignments	35%	Online Discussions	30%	TOTAL	100%
Process Analysis Project	35%								
Chern's Case Assignments	35%								
Online Discussions	30%								
TOTAL	100%								

	Phillips, Jean (2020). Strategic Staffing, 4th ed. Chicago Business Press.
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Dátum: 2021.05.26



P.H.

K. J. S. K.

