



Syllabus

Term: 2025/26/2 **Subject name:** Introduction to Management **Subject code:** B19GMB01E

Unit (Unit code) Department of Leadership and Organizational Sciences (VSZI)

Lecturer responsible for the course: Dr. SIPOS Norbert

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

The aim of the module, on the one hand, is to provide students with a holistic view and basic tools to acquire a solid knowledge in the principles of management (planning, organizing, leading and controlling). On the other hand, it is essential that the students achieve a deep understanding of the fundamentals which are required for other specific modules. As the module ensures the interconnectivity between different subjects, international is in the focus, including ESR aspects which are supported by corporate examples.

Upon the successful completion of this course, students should be able to:

1. understand the theoretical and conceptual background knowledge (structure, control, diversity, ethical issues, planning, decision-making) of managing a business in local and global context (PILO1)
2. compare and contrast major management evolution-related schools (PILO2)
3. interpret and analyse complex management issues from multiple perspectives through case studies (PILO4)
4. operate effectively within a (multicultural) team environment demonstrating teambuilding and intercultural communication skills by taking part in group work exercises (PILO5)
5. communicate effectively in oral and written formats in the physical and virtual space using communication and information technology for business applications and is able to prepare and present reports (PILO6)
6. exercise initiative and take personal responsibility for one's own work in terms of timeliness, professional behaviour, and personal motivation (PILO7)

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

Contents:

1. Clarification of the course expectations. Managers and Management Ch. 1
2. The Management Environment Ch. 4
3. Important Managerial Issues Ch. 3
4. Understanding Individual Behaviour Ch. 10
5. Managing Work Groups and Work Teams Ch. 9
6. Planning and Goal Setting Ch. 6
7. Midterm examination. Manager as Decision Maker Ch. 2



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8. Structuring and Designing Organisations Ch. 7
9. Managing Human Resources and Diversity Ch. 8
10. Managing Change and Innovation Ch. 5
11. Motivating and Rewarding Employees, Managing Organisational and Interpersonal Communication Ch. 11, Ch. 13
12. Controlling Work and Organisational Processes Ch. 14
13. Final examination.

System of examining and valuation:

During lectures, several exercises will demonstrate the practical applicability of themes. Students will be provided with material added to the textbook to increase their knowledge of specific themes (see CILO 1, 2, 3).

Formative assessment elements: Oral feedback on in-class activities, discussion of the solution of practical exercises solved during the classes (CILO 3-6).

| | | | |
|------------------------------|-----|-------------------------|-----|
| Individual Assessment | 60% | Group Assessment | 40% |
|------------------------------|-----|-------------------------|-----|

Summative assessment elements:

| Name of the element | Weight | Type | Details | Retake opportunity | Req.* | Related CILOs |
|--|--------|--------------------------------------|--|--------------------|-------|---------------|
| In-class group work (group assessment) | 40% | group oral and or written coursework | The students have to participate in randomly created groups to solve exercises related to the given day's topic for a maximum of 4 points. The 10 best results will be considered, minimum 50% should be achieved. | yes | yes | 1, 2, 4, 5, 6 |



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System of examing and valuation:

| | | | | | | |
|---|-----|-------------------------------|--|----|----|-----------|
| Multichoize quiz (individual assessment) | 10% | individual written coursework | There will be an online, multichoize quiz (10%) connected to previously acquired knowledge. If 60% of answers are correct, one point can be earned, a maximum of 10 points for the semester | no | no | 1, 2, 6 |
| Midterm exam (individual assessment) | 20% | individual written exam | It consists of 40 minutes of exam taken in the classroom, including true-false questions (20 pcs for 10 points-10%), and small essays (4 pcs for 20 points converted to 10%) in the topics discussed until that point. | no | no | 1,2, 5, 6 |
| Final term exam (individual assessment) | 30% | individual written exam | It consists of 75 minutes of exam, including 4 small essay questions for 20 points, and 3 big essay questions for 30 points. (converted to 30% altogether) | no | no | 1,2, 5, 6 |

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

The midterm examination can be taken in the following lesson in case of absence, and the final term examination can be taken in the first week of the examination period in case of absence.

Those with Individual/special timetable or failing to meet 50% of the In-class group work or the required class attendance, a written Supplementary Task of 18 pages should be submitted and defended in an oral conversation. For the former ones, the deadline is the midnight before the last class; for the latter ones, the midnight after one week of the last class. The oral conversation will be organised afterwards.

No use of AI generator is accepted in delivering answers for the written assignments.

Bibliography:

Essential



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Bibliography:

- Robbins, S. P., Coulter, M. & De Cenzo, D. (2021): Fundamentals of Management, Pearson, 11th edition, ISBN: 9780135640999

Bibliography:

(FBE) Balogh, G., Sipos, N. & Rideg, A. (2021): An empirical study of the internal factors influencing the application of compensation incentives in SMEs. *COMPETITIVENESS REVIEW*, 31(3), pp.542–570.

(FBE) Balogh, G. & Sipos, N. (2020): Is it worth for bachelor graduates to diversify study programme for master level? *INTERNATIONAL JOURNAL OF EDUCATIONAL MANAGEMENT*, 34(9), pp.1387–1401.

Robbins, S. P. & Coulter, M. (2012): Management. Prentice Hall, 11th edition, ISBN 978-0-13-216384-2

Robbins, S. P., De Cenzo, D. & Coulter, M. (2017): Fundamentals of Management: Management Myths Debunked!, Prentice Hall, 10th edition, ISBN 9781292146942

(FBE) Sipos, N., Bányai, E., & Venczel-Szakó, T. (2024): An international empirical study on the relationship between decision-making information complexity and resource-based view in small and medium-sized enterprises. *SYSTEMS RESEARCH AND BEHAVIORAL SCIENCE*, 41(3), 453–470. <http://doi.org/10.1002/sres.2988>