



Programme Handbook [Validated in 2018]

Faculty of Business and Economics, University of Pécs

BSc Tourism and Catering programme

2018/19 academic year

Programme Leader and Institutional Link Tutor:

János Csapó, Dr. habil

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Introduction

Your Programme Handbook

The purpose of this Handbook is to introduce you to your programme of study and to direct you to other general information about studying at Faculty of Business and Economics University of Pécs. The material in this document is as accurate as possible at the date of production; however, you will be informed of any major changes in a timely manner.

Your comments on any improvements to this handbook are welcome. Please put them in writing (an email will suffice) with the name of the Programme Handbook to **János Csapó, Dr.** (csapo.janos@ktk.pte.hu).

Information in Alternative Formats

This handbook can be found online at: <http://www.ktk.pte.hu/info/baba>.

If you have a disability which makes navigating the website difficult and you would like to receive information in an alternative format, please contact **Livia K. Tóth** (livia@ktk.pte.hu).

We can supply sections from this publication as:

- a Word document with enlarged type — sent by email
- printed copy with enlarged type

Other formats may be possible. We will do our best to respond promptly. To help us, please be as specific as you can about the information you require and include details of your disability.

The University Regulations

This handbook must be read in conjunction with the University of Pécs, Faculty of Business and Economics Regulations at:

https://pte.hu/sites/pte.hu/files/files/Adminisztracio/Szabalyzatok_utasitasok/PTE_SZMSZ/5mell-tvsz20180101.pdf

Welcome to BSc Tourism and Catering programme!

Introduction to Faculty of Business and Economics (UPFBE)

During the time of founding the first universities in Central Europe, King Louis established the first Hungarian university in Pécs in 1367. Its persistence, however, remains uncertain. According to historical research, there must have been a separate College of Law and a College of Theology in Pécs by the end of the 15th century, replacing the university. In 1785 Emperor Joseph II moved the Royal Academy from Győr to Pécs, which was, however, relocated again in 1802.

In 1833 bishop Ignác Szepessy, in co-operation with the town council, established the Academy of Pécs, which worked with faculties of law and arts. On 15th June 1921 the Hungarian Parliament passed a bill in which the Elisabeth University, previously operating in Pozsony, was transferred to Pécs. From 1923 the institution included faculties of law, medicine, humanities and theological studies at the university. The Faculty of Humanities was brought to Kolozsvár in 1941. In 1951 the Faculty of Medicine became independent, so the University of Pécs had a single Faculty of Law.

In 1975, the Faculty of Economics was organised which, since 1970, had worked as a transferred branch of Karl Marx University of Economics in Pécs.

The Teacher Training College of Pécs became integrated as a Faculty to the university in 1982.

The first step towards the present university with ten faculties was set up in 1991 when the Faculty of Teacher Training, after undergoing major structural changes, split into the Faculty of Humanities and the Faculty of Sciences. The Pollack Mihály Technical College was integrated into the university and the Faculty of Performing and Fine Arts was established in 1995.

The university has been running International Programs in English for non-Hungarian students since 1987. These programmes work with a professional team of academics who are able to offer courses under a wide scope of Central and Eastern European Studies.

Our BA and MSc programs bring together a diverse student body: full-time students from a variety of countries and a large number of exchange students add variety to the programs. The BA and MSc degrees which graduates receive open the door to global careers.

Small class sizes and the opportunities for personal consultation with the professors ensure that your personal advancement will be given close, individualized attention. An emphasis is put on how to apply theory in practice.

Thanks to the wide range of elective courses the program can be shaped to the needs and interest of every class. The regular group- and individual presentations enhance the communication skills of our students and help them to develop into a confident and competent cosmopolitan business professional.

How you can feed back to us/How to submit a complaint/request

If you have a suggestion or a complaint about any aspect, please raise it with the person concerned in the first instance. If you are not satisfied with the outcome you can progress the matter through informal and formal procedures step by step up the management structure of University of Pécs, Faculty of Business and Economics:

1. Programme Administrator
2. Year Coordinators
3. Programme Leader
4. Dean

You can submit your complaint/request in written format – sending an email or filing the relevant request form – or by person during office hours. The outcome of your complaint/request will be communicated within two weeks in the format the complaint/request was submitted. Request forms to be found in printed format at the Study Department or on the following link: <http://ktk.pte.hu/hallgatok/szabalyzatok-letoltesek>.

You can request the following things by submitting the relevant form:

- Individual/special timetable and exam schedule
- Credit accreditation
- Late enrolment
- Late course registration
- Any other issue

Student website

For news of events, scholarships and other student activities students should visit: <http://ktk.pte.hu/en> or <https://pte.hu/english> and Hungarian students can also visit: <http://ktk.pte.hu>.

Fees

Regular fee (tuition fee):

350,000 HUF/semester for EU-residents

2750 €/semester for Non-EU residents

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Extra fees (to be paid in special cases)

Type	When	Amount	Where/How	Note
Tuition fee late payment	To be paid in case you pay your tuition fee after the given deadline.	6% of the particular item	Central Registrar's Office creates the payment in Neptun and warns you in a letter when/how much you have to pay.	
Course Repetition - Exam Course Fee	To be paid in case you failed a module previously and you register to it for the second, third or more times.	3000 Ft	Central Registrar's Office creates the payment in Neptun and warns you in a letter when/how much you have to pay.	
Retake Fee	To be paid in case you are repeating an exam for the third or more times.	2500 Ft	The payment has to be created by you in Neptun by transcribing and item. <u>Note: without transcription you will not be able to register for the particular exam.</u>	After the payment you can register to the particular exam.
Exam Absence Fee	To be paid in case you miss an exam for which you signed up for without submitting a medical certificate.	2000 Ft	Central Registrar's Office creates the payment in Neptun and warns you in a letter when/how much you have to pay.	
Late enrolment Fee	To be paid in case you miss setting your status as active in Neptun till the given deadline. It has to be requested on form D.	1000 Ft (request fee) + 2000 Ft (late enrolment fee) + further 600 Ft/day after the 9th day of the particular semester	The payment has to be created by you in Neptun by transcribing and item.	After the payment the Study Department can modify your status.
Late course registration Fee	To be paid in case you miss registering to your courses till the given deadline. It has to be requested on form A.	1000 Ft (request fee) + 4900 Ft (late course registration fee)/subject	The payment has to be created by you in Neptun by transcribing and item.	After the payment the Study Department can register you to the chosen

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				subjects.
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How to transcribe item guidance can be found at <https://h.neptun.pte.hu/hallgato/login.aspx>.

Welcome from your Programme Leader

Welcome to the Bachelor of Science Tourism and Catering Programme. I hope that you find this introduction useful as a guide to the Bachelors Programme. This document serves to guide you through your first steps at the Faculty and the Programme.

It is important to note that further information on the Programme, your rights and duties etc. can be found in the official Programme Handbook. This document is available at the following website: **<http://web.ktk.ptk.hu/info/baba/>** in electronic version, and also hard copy can be found in the Study Department.

Since tourism is one of the greatest players of international commerce, represents 7% of the world's exports in goods and services or contributes 10% to the global GDP or to global employment, it is definitely worth study and later on being occupied in this dynamically growing branch wherever you come from or wherever you would like to work later. If you see the business opportunities this industry offers you are the one we need.

With the acquired economic, business, social sciences, applied methodology and tourism and catering specialised knowledge you will be able to manage the tasks and challenges and the related workflows in a wide range of activities related to tourism and catering. You will be able to reveal and analyse the factors influencing the tourism demand, create an attractive and experience based supply and organise and fulfil the related services activities.

I will be your Programme Leader and will in the course of time meet and greet you. My primary role is to support and advise you in your academic progress through the programme. My colleagues and I look forward to working with you and helping you to achieve your learning and career aspirations.

I wish you every success for an exciting programme of study.



Dr. habil János Csapó, PhD

Associate Professor, Programme Leader

Academic Calendar

The first cohort of students will start in the 2019/2020 academic year, the detailed calendar of which will be published later.

Part One: Programme Details**Your Programme Team****Faculty's Leadership and Management**

Field of responsibility	Name	Extension	Location	E-mail
Dean	Dr. Zoltán Schepp	23155	B235	schepp@ktk.pte.hu
Vice-Dean	Dr. Krisztián Szűcs	21313	B244	szucsk@ktk.pte.hu
Vice-Dean	Dr. András Takács	23277	B246	takacsandras@ktk.pte.hu
Programme Leader	Dr. János Csapó	23276	B229	csapo.janos@ktk.pte.hu
Programme Administrator	Livia K. Tóth	23135	B135	livia@ktk.pte.hu

Teaching staff

Module Title	Lecturer(s) in Charge	Extension	Location	E-mail
Tourism Geography	Csapó János	23276	B229	csapo.janos@ktk.pte.hu
System of Tourism	Raffay Zoltán	23276	B229	raffayz@ktk.pte.hu
Foundations of Digital Marketing	Gyarmatiné Bányai Edit	63373	B226	edit@ktk.pte.hu
Fast and Slow Tourism Products	Csapó János	23276	B229	csapo.janos@ktk.pte.hu
Marketing Calculations	Rácz-Putzer Petra	23129	B226	putzerp@ktk.pte.hu
Tourism Enterprises	Rácz-Putzer Petra	23129	B226	putzerp@ktk.pte.hu
Case Studies in Tourism Marketing	Raffay Zoltán	23276	B229	raffayz@ktk.pte.hu
Tour Operation and Event Organisation	Lányi Beatrix	23182	B226	lanyi@ktk.pte.hu
Hospitality and Cultural Behavior	Pavluska Valéria	23200	B226	pavluska@ktk.pte.hu
Lodging and Hotel Management	Raffay Zoltán	23276	B229	raffayz@ktk.pte.hu
Quantitative Methods	Gy. Bugár	23289	B115	bugar@ktk.pte.hu
Business Economics	K. Kovács	23186	B120	kovacs.karmen@ktk.pte.hu
Introduction to Social Sciences	A. Márta	23190	B223	anette@ktk.pte.hu
Microeconomics	K. Erdős	63134	B403	erdosk@ktk.pte.hu

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Environmental Economics	K. Erdős	63134	B403	erdosk@ktk.pte.hu
International Economics	T. Sebestyén	63150	B403	sebestyent@ktk.pte.hu
Macroeconomics	T. Sebestyén	63150	B403	sebestyent@ktk.pte.hu
Information Systems	F. Kruzslicz	23113	B120	kriuzslicz@ktk.pte.hu
EU/Business Law	E. Barakonyi	23114	B223	barakonyie@ktk.pte.hu
Introduction to Accounting	A. Takács	23277	B246	takacsandras@ktk.pte.hu
Probability and Statistics	D. Kehl	63144	B112	kehld@ktk.pte.hu
Interdisciplinary Innovation Capacity Building	K. Goleshorki	23131	B120	kia@ktk.pte.hu
Healthcare Management	Kia Goleorkhi	23131	B120	kia@ktk.pte.hu
Banking and Finance	É. Pintér	23126	B217	pintereva@ktk.pte.hu
Business Statistics	M. Tiszberger	23146	B112	tiszbergerm@ktk.pte.hu
International Business Communication	Márta Anette	63190	B223	anette@ktk.pte.hu
Visualization with Spread sheet	F. Kruzslicz	23113	B120	kruzslicz@ktk.pte.hu
Regional Economics	A. Varga	23149	B405	vargaa@ktk.pte.hu
Place Marketing	Csapó János	23276	B229	csapo.janos@ktk.pte.hu
Health Tourism	Csapó János	23276	B229	csapo.janos@ktk.pte.hu
Corporate Finance	M. Kuti	23124	B210	kutim@ktk.pte.hu
Project Module I, II.	K. Kovács	23186	B120	kovacs.karmen@ktk.pte.hu
Foundation Marketing	K. Szűcs	23115	B244	szucsk@ktk.pte.hu
Competence Development	Cs. Titkos	23367	B222	titkos@ktk.pte.hu

Note: Professors' office hours are subject to change and therefore always to be checked at the Secretariat.

Your Programme

As it is widely known, in the past decades tourism became one of the largest and fastest-growing economic sectors in the world. As the UNWTO (World Tourism Organization) highlights in the latest reports, this branch of industry turned into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development in both developed and developing countries. Newer and newer areas and markets appear both concerning inbound and outbound tourism and competition and diversification also became key issues in the global tourism processes.

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When you finish your studies you will be an Economist in Tourism and Catering.

With the acquired economic, business, social sciences, applied methodology and tourism and catering specialised knowledge you will be able to manage the tasks and challenges and the related workflows in a wide range of activities related to tourism and catering. You will be able to reveal and analyse the factors influencing the tourism demand, create an attractive and experience based supply and organise and fulfil the related services activities.

At the end of our programme you will have the knowledge and skills of:

- You will understand the basic processes of the system of tourism and you will be able to be part of its professional operation;
- You will have the knowledge of the peculiar characteristics of tourism and catering businesses and their management;
- You will have practical and theoretical knowledge on the development of the different tourism products and the development and management of destinations

Professions and jobs

- tourism (destination, product) manager (both in private and public spheres – companies, local governments, state governing bodies)
- tourism planner, researcher, regional development expert
- hotel or restaurant manager
- hotel receptionist
- travel agent, travel organiser
- conference and event organiser
- tourism sales manager
- tourism marketing manager

Personal Development Planning (PDP)

Personal Development Planning will provide you with an opportunity to assess the value of the skills and knowledge you are developing and identify your future learning and development needs. It is intended for both undergraduate and postgraduate students. It offers a structured way to reflect on what you are good at and what you need to develop further. You will learn to review your own skill levels and what you have learned from different situations and environments, including your studies, part time work, voluntary work and other activities. You will record your reflections and use them to help you think about and plan your future development.

This is an important part of your personal development and reflects the working environment where employers encourage new graduates to assess their own continuous professional development (CPD) using a portfolio. You can also use your record of PDP as a valuable aid for marketing your skills to employers in recruitment and selection processes.

Students can seek support in PDP at the Careers Office (Talent Point) and at the Study Department.

Career Advice

Students on the Bachelor of Arts Honors Business Administration Programme are entitled to participate at the career fairs of the University of Pécs and also at fairs where other University of Pécs students are participating.

Career related guidance and coaching can be obtained at the Counseling Office of the Faculty of Business and Economics during their office hours. The Study Department may be able to provide information, but at present only occasionally. The Faculty organizes several conferences each year where students can meet important business actors. Several former students obtained employment this way. However, the responsibility of securing employment lies entirely with the students.

Internship

Students with the intention of earning the degree from the University of Pécs, Faculty of Business and Economics must take part in a semester (12 weeks without interruption) long placement. Placements are organized by the Faculty. This implies that the time length of the education for these students is 7 semesters. Detailed regulation is to be found here: <http://ktk.pte.hu/en/students/teaching-system>.

Attendance requirements

1. Students are required to attend all scheduled classes and prescribed activities for the programme on which they are enrolled.

2. Maximum rate of absence in case of every module is 25%. Student with higher rate of absence will not be allowed to take part on the final examination.
3. Students must make themselves available at all times to attend for viva voce examinations at times when, given the structure of the course they are taking, they may reasonably be expected to be available
4. Students must notify their academic tutor or other tutor in advance if they cannot attend any compulsory class, lecture etc. The academic tutor has the discretion to decide how the student should compensate for work not done in the classroom if it is needed.
5. They must inform the tutor of any illness which is affecting their attendance and supply a medical certificate if they are absent for more than one week.
6. Students must notify the Study Department in writing if they are withdrawing from a course.
7. Any period of absence over 28 days for whatever reason shall be reported to the Programme leader.
8. All withdrawals, including those where students have failed to reply to letters under paragraph 5 above should be notified immediately to the Dean of the Faculty on the appropriate form. Refund of fees, where applicable, will be at the discretion of the Dean as specified in the Financial Regulations of the Faculty of Business and Economics of the University of Pécs.
9. Where a student withdraws before the end of a given semester the last day of attendance should be noted as the last date of recorded attendance, if known. Otherwise it should be given as the date on the letter from the Programme Leader requesting an explanation of absence (see paragraph 5 above). Where a student withdraws at the end of a given semester the date should be noted as the last day of that semester.

Students, who fail to register for the programme after four weeks of starting the programme, without any good cause, will be considered to have passive student status in the particular semester or non-enrolled if they were freshmen. In this case only determined amount of the fees is possible to be refunded.

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Programme Structure Diagram

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7
A1 Quantitative Methods	A1 Probability and Statistics	A1 Business Statistics	A1 Foundation Marketing	A1 Corporate Finance	B Case Studies in Tourism Marketing	D Project Module II. Professional field practice
A1 Microeconomic s	A1 Macroeconomi cs	A1 Organisational Behaviour	A1 International Economics	B Fast and Slow Tourism Products	B Tour Operation and Event Organisation	
A1 Information Systems	A1 Introduction to Accounting	A1 Banking and Finance	B System of Tourism	B Tourism Enterprises	B Hospitality and Cultural Behavior	
A2 Introduction to Social Sciences	A2 EU/Business Law	B Tourism Geography	B Foundations of Digital Marketing	B Marketing Calculations	B Lodging and Hotel Management	
C	C	C	C		Project Module I.	
31 credits	31 credits	31 credits	31 credits	28 credits	31 credits	credits

A1: Core Methodology Modules (Economics and Business)

A2: Core Methodology Modules (Social Sciences)

B: Core Tourism and Catering Modules

C: Elective Modules (detailed below)

D: Project Module II and professional field practice

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A1: Core Methodology Modules (Economics and Business)

NEPTUN code	Module title	Tutor	Semester	Hours	Lecture / Seminar	Credit
Methodology						
B17TVK01E	Quantitative Methods	Bugár Gyöngyi	1	2+2	L	7
B17TVK02E	Information Systems	Kruzslicz Ferenc	1	2+2	L	7
B17TVK03E	Probability and Statistics	Kehl Dániel	2	2+2	L	7
B17TVK04E	Business Statistics	Tiszberger Mónika	3	2+2	L	7
Economics						
B17TVK05E	Microeconomics	Erdős Katalin	1	2+2	L	7
B17TVK06E	Macroeconomics	Sebestyén Tamás	2	2+2	L	7
B17TVK07E	Banking and Finance	Pintér Éva	3	4+0	L	7
B17TVK08E	International Economics	Sebestyén Tamás	4	2+2	L	7
B17TVK09E	Business Economics	Kovács Kármén	5	2+2	L	7
Business						
B17TVK10E	Introduction to Accounting	Takács András	2	2+2	L	7
B17TVK11E	Foundation Marketing	Szűcs Krisztián	4	2+2	L	7
B17TVK12E	Corporate Finance	Kuti Mónika	5	2+2	L	7
Credits which should be accomplished altogether:						84

A2: Core Methodology Modules (Social Sciences)

NEPTUN code	Module title	Tutor	Semester	Hours	Lecture / Seminar	Credit
B17TVA01E	Introduction to Social Sciences	Márta Anette	1	2+2	L	7
B17TVA02E	EU/Business Law	Barakonyi Eszter	2	2+2	L	7

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Credits which should be accomplished altogether:				14
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B: Core Tourism and Catering Modules

NEPTUN code	Module title	Tutor	Semester	Hours	Lecture / Seminar	Credit
B17TVB01E	Tourism Geography	Csapó János	3	2+2	k	7
B17TVB02E	System of Tourism	Raffay Zoltán	4	2+2	k	7
B17TVB03E	Foundations of Digital Marketing	Gyarmatiné Bányai Edit	4	2+2	k	7
B17TVB04E	Fast and Slow Tourism Products	Csapó János	5	2+2	k	7
B17TVB05E	Marketing Calculations	Rácz-Putzer Petra	5	2+2	k	7
B17TVB06E	Tourism Enterprises	Rácz-Putzer Petra	5	2+2	k	7
B17TVB07E	Case Studies in Tourism Marketing	Raffay Zoltán	6	2+2	k	7
B17TVB08E	Tour Operation and Event Organisation	Lányi Beatrix	6	2+2	k	7
B17TVB09E	Hospitality and Cultural Behavior	Pavluska Valéria	6	2+2	k	7
B17TVB10E	Lodging and Hotel Management	Raffay Zoltán	6	2+2	k	7
Altogether:						70

C: Elective Modules (detailed below)*

NEPTUN code	Module title	Tutor	Semester	Hours	Lecture / Seminar	Credit
B17TVC01E	Healthcare Management	Kia Golesorkhi	1	2+0	k	3
B17TVC02E	Visualisations with Spreadsheet	Kruzslicz Ferenc	1	2+0	k	3
B17TVC03E	International Business Communication	Márta Anette	2	2+0	k	3

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B17TVC04E	Competence Development	Titkos Csaba	2	2+0	k	3
B17TVC05E	Ideation	Bedő Zsolt	3	0+2	gy	3
B17TVC06E	Environmental Economics	Erdős Katalin	3	2+0	k	3
B17TVC07E	Regional Economics	Varga Attila	4	2+0	k	3
B17TVC08E	Interdisciplinary Innovation Capacity Building	Kia Golesorkhi	4	0+2	gy	3
B17TVC09E	Place Marketing	Csapó János	4	2+0	k	3
B17TVC10E	Health Tourism	Csapó János	4	2+0	k	3
Credits which should be accomplished altogether:						12

* Out of the 2 modules provided in each semester you should accomplish 1, altogether compulsively collecting 12 credits altogether.

D: Project Module II and professional field practice

NEPTUN code	Module title	Tutor	Semester	Hours	Lecture /Seminar	Credit
B17TVD01E	Project Module I.	Kovács Kármén	5	30	S	3
B17TVD02E	Project Module II	Kovács Kármén	6	70	S	7
B17TVD03E	Professional field practice		7	400	S	20
Altogether:						30

Your timetable

You are allocated to timetabled lectures, labs, seminars, and workshops based upon your module registrations. Your timetable is available on the following website:

<http://ktk.pte.hu/hallgatok/orarendek>

If your timetable is incomplete or if you have any queries about your timetable; then please contact the Student Affairs Officer.

Any changes to your timetable will be notified to you by email.

Your Modules

You can find the course syllabus— detailed course description - of every module in **Appendix 3**.

Please note that though the name and the learning outcomes of the modules can never change during your studies; all the other content can be subject to change in every semester. For this reason the included syllabi are for general information only. The actual syllabi are made available on Neptun MeetStreet at the beginning of every semester.

Your Programme Feedback

How you can feed back to us

If you have a suggestion or a complaint about any aspect, please raise it with the person concerned in the first instance. If you are not satisfied with the outcome you can progress the matter through informal and formal procedures step by step up the management structure of University of Pécs, Faculty of Business and Economics:

5. Student Affairs Officer
6. Program Leader
7. Program Director
8. Dean

Boards of Study

This is a forum where student representatives and staff meet to discuss the MSc AM Program. This includes any issues but also talking about future developments and things that are going well. The Board also looks at student survey results.

The membership of a Board of Study includes:

- Student representatives (for more information about being a student rep see below)
- Program leader
- Program director and other academic staff involved in the delivery of the Program and/or modules
- Support services representatives

The **student representatives** are elected by the end of week 2 to ensure that the interests of students on the Program are represented. They are also responsible for feeding back the outcomes of any meetings or events they attend.

Student representatives will be selected, either by election or self-nomination, by the end of the second week each year. If you are elected as a student representative your role will be to gather the views and opinions of the students you represent, to present these at the meetings you attend and to feed back the results and information to other students following the meeting.

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Being a student representative can be immensely rewarding. Much of the experience you obtain through being a representative can be linked to personal development and employability. The graduate market is very competitive and prospective employers are looking for people who stand out and can demonstrate, with real examples, skills listed in CVs. As a rep you get to put skills into action, such as communication, leadership, teamwork, problem solving and time management.

As well as attending Boards of Study meetings student representatives are often asked to give their feedback on other issues relevant to students through focus groups or other committee meetings which are organised on a more ad-hoc basis.

Minutes are recorded of the discussion and decisions of each Board meeting and these are circulated to members with outcomes via email. The minutes are included with the Program Quality Monitoring Report which is considered by the Faculty of Business and Economics of the University of Pécs. The points raised at the meeting are carefully recorded so action can be taken upon them, and they are available at the Student Affairs Officer.

Students receive information on actions arising from Boards of Study via the Student Representatives.

Meeting Dates

Generally 6th week of each semester

Student Surveys

Module feedback forms are distributed to you throughout the academic year. The aim of this feedback process is to elicit your views on the quality of all the modules you have taken, and your experience of being a student on your Program of study.

Module forms examine each module in some detail. Program questionnaires invite comment on your Program in general - these may be given only occasionally.

You can expect to receive a report on issues that have been identified, and the actions taken upon them are available at the Student Affairs Officer. The report would also describe the measures taken to resolve any problems. All reports will be an item for discussion during Boards of Study and will, where necessary, be reported upon during the annual monitoring process. The whole feedback process will also be reviewed on a regular basis, to ensure that it is effective in helping to provide a good quality experience for students.

Module Feedback Form can be seen in **Appendix 2**.

Results of the survey are available by the start of the new academic year and each Program is expected to produce a brief report or action plan to resolve any problems that have been identified. This action plan will also be discussed during the Board of Studies meeting with student representatives.

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How we consider your feedback

The feedback you give through your student reps, through surveys and at Boards of Study meetings plays an important part in reviewing the MSc AM Program during and at the end of the academic year. We are continuously monitoring program quality and in this process student feedback is an important input, that Program management takes very seriously. ALL student opinions will be carefully considered and acted upon.

Employability

Employability is the level of compliance to labor market needs of the graduating students that includes knowledge and skills. These sets of knowledge and skills enable students to enhance their labor market value.

The curriculum structure is designed to enable students to develop these necessary sets of knowledge and skills.

The BSc Tourism and Catering Program is committed to supporting you in enhancing your employability and helping you to develop professionalism in your field of choice as employers constantly tell us that they are looking for polished graduates who not only have a good degree but who also have the right skills, attributes and values to support their knowledge.

The Confederation of British Industry (CBI) defines employability as '**a set of attributes, skills and knowledge that all labor market participants should possess to ensure they have the capability of being effective in the workplace, to the benefit of themselves, their employer and the wider economy**'.

Part Two - Resources and Support Available

Resources

Location of your classes/Study Department/Student Services

Your classes are taking place in the classrooms of the Faculty of Business and Economics (Pécs, Rákóczi Street 80). Classrooms are to be found on the ground and third floors.

All of your businesses in connection to your studies are dealt with the Study Department which is on the first floor – room 135 - together with the International Relations Office and the Careers Office (please find the detailed information about the services below).

Library

The Library of the Faculty of Business and Economics was delocalized with the Central Library of UP into the well-equipped South-Transdanubian Regional Library and Knowledge Centre in the summer of 2010. In the Knowledge Centre there are 380 computers for readers and the possibility of both the group work and the individual research is provided. In the whole building WiFi is available. By opening the Knowledge Centre the weekly opening hours of the Library have increased from 60 hours to 84 hours.

The Library of the Faculty of Business and Economics is located on the third floor of the Knowledge Centre where there are about 100,000 documents. English language books, textbooks, academic journals and periodicals in all the fields of business and economics can be found there. In the last few years the collection of the Library of the Faculty of Business and Economics increased by about 5,000 items per year. Students are supported by English language assistance. As the Libraries of the Knowledge Centre integrated their services, the Knowledge Centre operates as a large library and circa 1 million items are available for the readers.

Subscribed databases are available for the students and researchers via the university network, some of them contain business and economic e-journals and e-books such as Business Source Premier (EBSCOhost), JSTOR, Regional Business News (EBSCOhost), ScienceDirect, Scopus, and Springer Link.

Furthermore, the Library of UP has taken up digitalization of the physical collection so that the documents would be better available and researchable for the readers.

Since 1996, the Library has become the Depository Library of the World Bank, thus providing excellent data and document sources for interested researchers and students.

Joining the Library

Joining to the library is bound to registration at its reception with a student status certificate or student card. The Library Card entitles all students to use any of the library services.

Reservations and Interlibrary Loans

Books on loan from any of the libraries may be reserved by another borrower and recalled. Books and journals not in stock may be borrowed from elsewhere.

The Collection of Documents of the European Union

There is a special collection of the documents of the European Union, established with the help of the PHARE programme. This is presently under the supervision of the Faculty of Law. The collection is located in the Knowledge Centre, and open for all students of UP. This mainly English language collection comprises journals, periodicals, statistics and annuals issued by the EU and provide up-to-date information for researchers. The collection is supported by CD-ROM and Internet search systems.

IT facilities

The Faculty has two computer rooms with 97 computers for teaching purposes and further 8 computers for student usage which are available from 8 am till 8 pm from Monday to Friday. The campus has full WiFi coverage. Printing and scanning is available at the Student Help Desk operated by the Student Government.

E-mail

Students will be approached frequently via email. For this reason they are required to make sure that their email address provided in **Neptun** (electronic academic registry system – see below) is always up to date because they will be informed through the system.

Your contact and personal details

You should ensure that we are kept up to date of your contact details to guarantee that all important communication reaches you. In case you wish to modify any of your personal details or availability please contact the Programme Administrator.

Academic Registry System (Neptun) and Intranet (Neptun MeetStreet)

At the beginning of each semester it is your responsibility to set your status in Neptun as active and to sign up for your courses in the course registration period. Furthermore, in the exam period you have to sign up for each examination date otherwise you will not be allowed to participate in the examination. Neptun is available from the Faculty's website: <http://neptun.pte.hu>.

MeetStreet is the unified intranet of the University of Pécs. It functions as the main source of the learning material available for students. MeetStreet can be reached through Neptun from the Faculty's website and it is advisable to be visited on a regular basis in order to learn all important information.

At the beginning of your studies you will receive an intensive training program that will provide you with all the information on the options of the intranet. To log into the intranet you will have to use your Neptun code and password that was provided to you at the beginning of your studies. If you have any difficulties using the intranet please contact the Programme Administrator.

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Student Support

Students can easily reach different kind of supports either on campus or at the different departments of the UP. Please see the chart below.

Field of responsibility	Name	Extension	Location	E-mail
Academic Support, Study Counselling, Transfer of Study	Lívia K. Tóth	23135	B135	livia@ktk.pte.hu
International Relations Coordinator, Exchange Programmes, International Student Support	Lilla Kolos	23160	B131	kolos@ktk.pte.hu
Head of Technical Support	Tibor Fehér	23154	B135	white@ktk.pte.hu
Web master, Online Support	József Varga	23344	B135	jozsi@ktk.pte.hu
Technical Support	Gábor Lovas	23364	B135	lovi@ktk.pte.hu
Neptun Support	Tamás Gáspár	23334	B135	gaso@ktk.pte.hu
Financial, Health Insurance, Student Card, Travel Discount Support	Central Registrar's Office, Customer Service	22545	Building Z, Dohány Street 1-3, basement	infokti@ktk.pte.hu
Stipendium Hungaricum Scholarship Student Support	Áron Bánáti	18525	Rector's Office, Vasvári Pál Street 4	banati.aron@pte.hu
Internship Coordinator, Employability Service, Coaching	Ildikó Hargitai	23366	B129	hargitai@ktk.pte.hu
Head of Secretariat	Andrea Parag	23281	B410	paraga@ktk.pte.hu
Library Support	Barnabás Füzes	61071	Centre of Knowledge, Universitas Street 2, 3 rd floor	fuzes.barnabas@lib.pte.hu
Students' Government Representative	Petra Petrinovics	NA	B038	petrinovicspetra@gmail.com

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Disability Support	Csaba Magdali	24018	Faculty of Science and Humanities, building A, office 130	magdali.csaba@pte.hu
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Student Government

The Student Government has the main purpose of making the students' life easier and more colourful at the University. It operates with five members, whose main tasks are the advocacy of students in different committees, cooperation with the Study Department, information transfer, keeping in touch with the Student Organizations, and organizing programmes.

It is important that our students can rely on the Government if they have any affairs regarding their studies, or the university processes.

Our traditional events – besides offering joyful moments – are attempting to create a special atmosphere that makes students become a great community.

The activity of the Government are opened to public, anyone who is interested, has some motivation to help them occasionally, or has any questions, should feel free to contact them by person or by email: <http://ktk.pte.hu/hot>.

Role of the Link Tutor

The link tutor at University of Pécs for this programme is the Programme Leader. The tutor is responsible for ensuring the programme is delivered according to the arrangements agreed when it was approved. The tutor attends the Board of Study meetings where he listens to the views of students on the programme; however you can contact either if you have a query or suggestion.

Part Three - University Policies You Should Know

Programme Regulations

The regulations of the BSc tourism and catering programme can be read in Annex 7 of Codes of Regulation and Examination of UP which is to be found here:

http://international.pte.hu/sites/international.pte.hu/files/files/codes/code_of_studies_20150201.pdf

Learning, Teaching and Assessment

The learning, teaching and assessment approaches used throughout your programme will encourage you to be actively involved in your learning and to co-operate with other students. We aim to give prompt feedback on your learning as well as opportunities to reflect upon and learn from that feedback.

Learning and teaching methods

You will be actively involved in a range of learning, teaching and assessment approaches as part of your Bachelor of Arts Business Administration study programme. Such active learning approaches aim to put you at the centre of your learning so you are involved and engaged in all aspects of your learning and its assessment. Your programme will require your active participation in learning activities and engagement with your fellow students both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your programme will be facilitated using a variety of media and online tools (podcasts, wikis, etc) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. Not confined by time and space you will be able to take part in online discussions and learning activities from wherever you are studying. Your tutors will provide any support you may need whilst learning online.

By engaging with e-learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to: working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

Assessment methods

Assessment is an integral part of learning and you may hear it referred to as formative or summative.

Formative assessment is developmental in nature and is designed to give feedback to students on their performance and how it can be improved therefore you will not receive a grade for formative assessment. Formative assessment is an important part of the learning process and has been shown to contribute to enhancement of learning and rising of standards. **Summative assessment** is designed to measure the extent to which you have achieved the intended learning outcomes of a module and therefore the appropriate grade to be awarded. The summative component of an assessment task is designed to measure achievement of a learning outcome. Summative assessment should assess achievement of all learning outcomes in a secure, fair and accurate manner.

Assessment may also involve **self, peer or group approaches**. For example, you may be asked to self-assess your own work indicating where you feel you have clearly demonstrated your understanding and also identifying areas where you can see you have room to improve. Assessment may also be a peer process where students, individually or as groups, offer feedback on one another's work. **Group assessment** may also be part of your programme. This part of the assessment requires you to demonstrate your ability to work as part of a group and possibly receive a group mark.

Please see the module narratives in this handbook for more detail about on the assessment for each module, Appendix 3.

Submission and receipt of coursework

Submission of coursework should be done upon the request of the module leader: either in print or in electronic format or in some cases in both formats. If a student is explicitly asked to hand in coursework electronically then s/he has to do so. An electronic receipt however is at the discretion of the module instructor, and may not be available.

Exams

Final examinations are held only in the exam periods – December/January, and May/June. The dates of the exams are determined by the Study Department which announces them one month before date of the first exam. The dates of the **Midterm** examinations are determined by the module leaders and can be read in the module unit narratives. Exams belonging to **Exam Courses** can be done during the teaching period also but only once and the exam has to be the subject of the student and the professor. The only exemption is the centrally organized **pre-exam** period during the fall break which is available for finalist students to make up their missing credits.

Deferral of assessment

Deferral of assessment can be requested only because of medical reasons (illness, accident). You have to prove with an official medical certificate if you were unable to participate an examination otherwise there will not be possibility for replacement. In the final examination period exams can be taken only in the appointed times. There is no possibility to organize final exams individually and outside the schedule.

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Extenuating Circumstances

With extenuating circumstances (payment deferral, credit transfer, sport activity, work placement, absence...etc.) you have to contact the Programme Administrator first and ask about your duties.

Assessment results

The minimum **pass mark** for all assignments is grade 2 (pass). A pass grade can be achieved if a student achieves 51% from the 100% of the marks obtainable in all courses. If a module has more assessment components, or consists of two parts, the students have to pass all those components or parts which have higher weight than 20% out of the 100% in order to pass the whole module. If the student fails in any component, at the resit only a pass mark (2) can be achieved from the component the student failed. The other components will be evaluated according to the chart below.

Assignments will be marked using the UP five point marking scale shown below - 5 being the best and 1 being the worst.

GRADE	DESCRIPTION	PERCENTAGE
5	Excellent	88-100
4	Good	75-87
3	Fair	61-74
2	Pass	51-60
1	Fail	0-50

Re-assessment

In most cases, a student is required to pass all elements of assessment in order to pass the overall module (e.g. mid-term exam, project, presentation, final exam), though this only applies to elements that carry a **weighting** of 20% or more of the overall grade. If a student fails a module in a particular semester, s/he will be allowed one attempt to **retake** the element(s) of assessment failed. The maximum grade awarded for the re-assessed element after the retake will be a pass grade.

Should the student fail to pass the module after the resit/resubmission, the student will be allowed to participate in an **Exam Course** for this particular module for which they have to register to in one of the following semesters. Taking an Exam Course the student must complete a single exam that will represent 100% of the grade of the module. The maximum grade that can be awarded for an Exam Course is 2.

Number of exams

A student will be allowed to participate in a **maximum of six** exam occasions for each particular module throughout the three years, provided that they do not default on passing the minimum number of modules at the end of semester 2nd, 4th and 6th (see below).

Class participation/Absence

Student who misses more than 25 percentages of the classes will not receive signature from the lecturer, which is a prerequisite of participation on the final exam. Should the student fail to receive signature, s/he will have to retake the whole course when available.

Credit Minimum Criterion

A student failing more than one-third of the total **credit requirements** at the end of the 2nd, 4th and 6th semester will be made to withdraw from the programme:

- By the end of the 2nd semester the student must realize at least 41 H credit points out of the maximum 62, otherwise the student will be made to withdraw from the Programme.
- By the end of the 4th semester the student must realize at least 82 H credit points out of the maximum 124, otherwise the student will be made to withdraw from the Programme.
- By the end of the 6th semester the student must realize at least 119 H credit points out of the maximum 180, otherwise the student will be made to withdraw from the Programme.

Marking, second marking and moderation

All assessment is sent to the External Examiner after the Faculty's Department has accepted it, with all the coursework set for the students. After each final exam there will be two markings, internal and external moderation by the External Examiner. The decision of the External Examiner on a specific mark is final till the Assessment Board's decision.

All modules are overseen by both the internal second marker and by the External Examiner, especially those modules in which the assessment grade is derived from a combination of coursework and examination. Special attention is played to all borderline and fail candidates.

Assignments

Students will generally be required to submit assignments in the modules that should be completed by the deadlines set. Individual progress will be monitored by means of these assignments and/or class participation. The precise terms of reference, including deadlines and word limits, for an assignment must be observed otherwise marks may be deducted. The pattern of assignments and assessment will be given at the start of the module.

In addition to the assignments for each module there will be an examination to be undertaken at the end of the programme. Participants will be examined by means of written or oral examination in the specified form according to the module specification. If there is a possibility of a failure or a distinction at the end of the programme, participants may also be required to have a viva voce examination.

Please ensure that you are familiar with these requirements. In particular, please note that if your performance is likely to be adversely affected by personal circumstances, the facts must be drawn to

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the attention of the Programme Leader in writing, with supporting evidence, **two weeks before** the due dates.

Assignments are designed to test the participant's individual ability. While co-operation and discussion with others may be useful and desirable, participants are reminded that copying and collusion are breaches of examination regulations.

All material from other sources must be acknowledged.

Return of coursework

Coursework will not normally be returned to the students it has to be filed for two years according to law. If a student explicitly needs a piece of coursework for any reason s/he has to produce it in more copies than one. The Study Department has no right to give coursework back.

Assessment Feedback

Feedback on your assessment (both formative and summative) provides the opportunity for you reflect on your work and to use this feedback as the basis for learning and improvement.

Feedback can take many forms, and may be informal, for example it may be offered and discussed in classroom sessions either collectively or individually. It may also be more formal and delivered, for example, in written or oral form from peers or academic staff. Understanding your feedback is very important and to achieve this you are encouraged to discuss feedback with your peers and academic staff.

Receiving feedback on your work is an essential and important part of your learning and therefore all programmes provide regular opportunities for formative assessment, the purpose of which is to get just detailed feedback (rather than marks) on your performance so that you can get a regular update on how you are developing and to prepare you for any summative assessment (summative assessment counts towards your final grade).

Feedback on summative assessment will be offered in a variety of forms and all work will be marked and moderated in line with <http://ktk.pte.hu/hallgatok/szabalyzatok-dokumentumok>.

You will normally be provided with feedback within 3 working days of the published submission date.

Progressing on your programme

Your credits

All modules in the Programme (except Project Module 1-2 and Business English 1-2 which carry 0 credit but compulsory criterion) carry equal weight and are rated as 7.5/3.5 ECTS (7/3 Hungarian credit points) credit point on the accumulative credit scheme. Upon successful completion of the

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Programme student will earn maximum 180 ECTS (210 Hungarian credit points including 30 credit points for placement).

Your progression

After your exams your results will be recorded in Neptun. It is important to know that these results have to be considered and confirmed by the Assessment Board in order to be recognized valid by MDX. The Assessment Board consists of the following members: professors, External Examiners, Programme Leader and if you have successfully completed your assessment you will be able to progress to the next year or graduate. Once the Assessment Board has met you will be able to view your results and progression status in the official board scripts at the Study Department.

The Assessment Board can determine the following progression categories:

1. Pass Proceed – the student completed all the courses that are prescribed in the sample curriculum for the particular year
2. Exam Course – the student has some incomplete course(s)
3. Excluded – the student could not complete the minimum credit criterion therefore they have to be dismissed
4. Withdrawn/Passive – the student suspended their studies by their own will
5. Pending – the decision on the progression cannot take place yet because of missing grades (study abroad)

Project Module/Thesis

The overall objective of the Thesis is to reinforce the student's learning by requiring that experience be brought to bear upon a real-life business problem. The range of problems that may be addressed is extensive. The Project Module (see Project Module syllabus) is designed to give an insight into the problems businesses face and to provide students with the necessary tools to resolve these problems. Project Module I-II. are independent modules in which students work towards their thesis. The mark of the Project Module is calculated in the following way: the mathematical average of three marks: one given by the Project Leader/Supervisor for work done during the semester, and the two marks given for the Thesis.

Topics for the Thesis can be freely selected by the students through Neptun during a given period. The Thesis will be evaluated by the supervisor and by an opponent – referees – suggested by the supervisor. Both referees' judgement has the same weight therefore if both of them give grade 1 (fail) for the Thesis then the student is not allowed to defend the work and has to rewrite the Thesis. If one of the referees gives a grade 1 (fail) and the other gives a grade 2 (pass) or better, then the thesis has to be seen by a third referee. If the third referee gives a grade 1 (fail) then it is the responsibility of the Programme Leader to decide whether to allow the student to defend the thesis, or if the student must rewrite it.

Thesis Evaluation Form can be seen in **Appendix 5**.

In case of the Hungarian degree the Final Examination – Thesis Defence consists of the oral defence of the Thesis. Moreover, students must prove their general knowledge and preparation in the topic(s) associated with the Thesis. The due date of the thesis is the end of the 6th semester. The oral defence will take place at the end of the 7th semester, after the compulsory placement.

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Final Examination – Thesis Defence (required only for the Hungarian diploma)

In order to acquire the Hungarian diploma the student is required to complete the final examination. The final examination consists of the preparation and arrangement of the thesis, viva voce and written examinations stipulated in the qualification requirements.

Defence procedure

Students get informed about the exact schedule of the defence two weeks before the defence. The schedule will be sent out through Neptun to those who registered themselves to the defence during the given period in Neptun. At the defence students will be asked two questions by the committee in connection with the topic of their theses. In addition to that students have to prepare a 10-minutes long presentation about their thesis. The defence is about 20 – 25 minutes long per student. If the thesis is confident then only the supervisor, the committee and the student can be present at the defence. After the defence both copies of their thesis is given back to the students. The result of the defence and the diploma is calculated according to the calculation scheme below:

Weighted grand average of all results + grand average of the thesis (2 grades from referees and the grade of the defence): 2 = qualification.

The announcement of the results will be right after the defence.

Your achievement/Certificates

After successfully completing the final examination, a Certificate (Degree) in Business Administration is issued by the UPFBE. The qualification of the Certificate (Degree) in Business Administration is determined as the weighted average mark of all credited courses, the thesis and the final examination. The qualification of the Certificate (Degree) is based on the average mark as follows:

5.00	Distinction
4.51-4.99	Excellent
4.00-4.50	Good
3.00-3.99	Fair
2.00-2.99	Satisfactory

The following results are taken into account in determining your MDX degree qualification:

Average of 5th and 6th semester + the 4 best grades from 3rd and 4th semester = grand average = qualification.

Full details of the information which will appear on your certificate can be seen in **Appendix 6**.

Academic Misconduct

Plagiarism is the presentation by a student, as his or her own work, of a body of material (written, visual or oral) which is wholly or partly the work of another. In fact, plagiarism extends to cover one's own work previously assessed or published which is also required to be properly referenced.

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Taking unfair advantage over other authors, students or oneself in this way is considered by the University of Pécs, Faculty of Business and Economics, to be a serious offence. The University of Pécs, Faculty of Business and Economics, will take serious action against any student who plagiarises whether through negligence, foolishness or deliberate intent. Make sure written material, ideas, theories, formulae, etc. are acknowledged through the use of quotation marks, references and bibliographies. Information on the correct way of acknowledging work from other sources is available from <http://libweb.anglia.ac.uk/referencing/harvard.htm>. Academic misconduct also covers cheating in examinations.

Plagiarism – in more details – is taking someone else's work or ideas and passing them off as your own. Remember plagiarism isn't just restricted to essays or reports it can also happen with visual work as well. It includes:

- copying – submission of someone else's entire work as your own. The original work could be from the internet, a classmate, or a student in a previous year.
- failing to indicate a direct quote (quotation marks should be used) in the text.
- paraphrasing or synthesising material from a book, journal article or internet site without acknowledging the source in the text.
- composing a paragraph by joining together sentences from a number of sources and not acknowledging them in the text.
- using your own previous work in another assignment without acknowledging it.

In case of plagiarism the student will have to face the Ethical Committee of the University and bear the consequences of their deed.

If you have any questions regarding plagiarism or academic misconduct then please contact the Programme Leader.

Appeals

Students are able to appeal against assessment board decisions and the outcome of academic misconduct cases. The University of Pécs Regulations for Appeals apply to Bachelor of Arts Business Administration and these are available on line at: <http://portal.ktk.pte.hu/index.php?p=contents&cid=457>

The terminology may not be familiar in all cases as it refers to University of Pécs staff and committees. If you are involved in any action under these regulations and do not understand the process involved, please contact the Programme Leader.

Health and Safety

Students are expected to behave according to general Faculty regulations and not endanger their own or anybody else's health and safety. Students are liable for any damage that is caused by them to anyone else on the premises.

Appendix 1: Programme Specifications

BSc Tourism and Catering

Programme Specification

1. Programme title	BSc Tourism and Catering
2. Teaching and awarding institution	University of Pécs
4. Details of accreditation by professional/statutory/regulatory body	University of Pécs
5. Final qualification	BSc
6. Year of validation	2018
Year of amendment	2018
7. Language of study	English
8. Mode of study	Full time

9. Criteria for admission to the programme

The Programme requires that students enrolling on the programme have capabilities in Mathematics and language capabilities in English. The programme requires the equivalent of 3 British or Scottish 'A' Levels at grade C or higher. The programme will consider students with qualifications from other professional or academic institutions of foreign countries upon written confirmation of the grades from those institutions.

The specific requirements are:

- Certificate of completion of secondary education.
- Certificate of school-leaving examination.
- Grades in Mathematics or any economics related module and English. The Hungarian equivalent is Matura.
- Applicant has to have any of the following language certificates:

Certificate of proficiency in English: TOEFL certificate no more than years old or an equivalent certificate of proficiency in English (for non-native speakers or those who did not obtain their secondary education in a school with English as the language of institution). For Hungarian students the C level State Language Examination certificate under two years old is accepted. For applicants who do not hold a certificate of proficiency in English there is the possibility of taking an entrance examination at the Faculty.

- A personal interview would be held only in case of foreign applicants whose qualification cannot be directly substituted.

Application procedure:

Interested students meeting the requirements of the programme, can apply by submitting the following documents along with those listed above:

- Curriculum vitae in English
- Completed application form
- 1 passport sized photographs

For Hungarian students the Higher Education Law decides the procedure of application that may be subject to changes in every year. Please consult find the details at www.felvi.hu.

10. Aims of the programme

The programme aims to:

The underlying philosophy of this Programme is that students follow an accelerated track of study, which will enable them to make useful contributions to the organisations which they will join upon successfully completing the Programme.

The purpose of the Programme is to provide relevant education in order to prepare the students for careers in tourism and catering business. Its central concern is with the development of knowledge and skills required for the analysis of business problems of tourism and catering.

The aims and objectives of the Programme are that on completion students should have:

1. a solid foundation in tourism disciplines, and knowledge of the appropriate concepts to be used as tools of analysis for business situations;
2. analytical, planning and operating skills which can be applied in practical situations in tourism management;
4. subject expertise and functional specialism; and
5. a learning experience through the three years of the course which encourages the development of personal qualities and skills appropriate to, and sought after, by the business world.

11. Programme outcomes

With the acquired economic, business, social sciences, applied methodology and tourism and catering specialised knowledge you will be able to manage the tasks and challenges and the related workflows in a wide range of activities related to tourism and catering.

You will be able to reveal and analyse the factors influencing the tourism demand, create an attractive and experience based supply and organise and fulfil the related services activities.

- You will understand the basic processes of the system of tourism and you will be able to be part of its professional operation;
- You will have the knowledge of the peculiar characteristics of tourism and catering businesses and their management;
- You will have practical and theoretical knowledge on the development of the different tourism products and the development and management of destinations

Professions and jobs you can do after finishing the programme

- tourism (destination, product) manager (both in private and public spheres – companies, local governments, state governing bodies)
- tourism planner, researcher, regional development expert
- hotel or restaurant manager
- hotel receptionist
- travel agent, travel organiser
- conference and event organiser
- tourism sales manager
- tourism marketing manager

12. Programme structure

See above.

13. Curriculum map

See above.

14. Information about assessment regulations

See above.

15. Placement opportunities, requirements and support (if applicable)

In order to receive the Hungarian certificate the Hungarian Higher Education Law requires a compulsory industrial placement. In this case the Faculty is obliged to secure attachment.

16. Future careers (if applicable)

The Faculty organises several conferences each year where students can meet important business people. Several former students obtained employment this way. Students are also encouraged and supported to participate at employment fairs – such fair is held in every Spring semester on campus. Furthermore, the programme staff will also be able to provide suggestions as to potential employers. However, the responsibility of securing employment lies entirely with the students.

17. Particular support for learning (if applicable)

Particular support for learning include:

- English language support – Business English course
- Programme Handbook, Freshmen's guide
- Induction and orientation programme
- Student e-mail and internet access
- Extensive library provision of English language texts and journals
- Feedback on assessed work
- Student support services
- Placements
- Labs/computers
- Academic advisors
- Staff research

18. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.

Appendix 2: Curriculum Map

Curriculum map for *Tourism and Catering*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The theories and practice of business in the globalised world, with specific knowledge of key functional areas with a sound methodological background.	C1	Plan work activities including time management.
A2	The key methods of structural and management analytical tools, the consequences of planning and analysing outcomes.	C2	Scan, gather, organise, record, and store information.
A3	The significance of the structure and performance of the economic system in the world and major institutions including financial institutions.	C3	Apply and use different managerial analytical tools.
A4	The globalised and Hungarian business environment.	C4	Conduct research into business and management issues.
A5	The globalised and Hungarian business functions and the processes appropriate to business operations.	C5	Demonstrate writing skills.
		C6	Demonstrate development of specific professional skills in management for application in the workplace.
Cognitive skills		Graduate Skills	

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B1	Analyse and cross-culturally evaluate globalised and Hungarian organisations in their environments.	D1	Personal and career development including personal and managerial effective skills
B2	Evaluate the effectiveness of strategies for management such as corporate, HRM, marketing and finance.	D2	Effective learning
B3	Evaluate management statements in terms of evidence.	D3	Communication, including listening, negotiating and persuading or influencing others.
B4	Define and generalise the financial and economic framework.	D4	Teamwork, including the ability to lead, team selection, delegation, development and management.
B5	Identify assumptions for successful management of organisations in the world.	D5	Information Technology
B6	Defend management and strategic choice.	D6	Substantial quantitative skills including the use of models of business situations.

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Module	Code	Programme outcomes																									
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6			
Quantitative Methods	B17TVK01E		X										X							X			X	X			
Microeconomics	B17TVK05E			X			X			X				X			X								X		
Information Systems	B17TVK02E		X			X							X		X					X			X	X			
Probability and Statistics	B17TVK03E		X										X	X						X			X	X			
Macroeconomics	B17TVK06E	X		X			X			X											X			X			
Introduction to Accounting	B17TVK10E	X	X					X	X			X		X								X					
Banking and Finance	B17TVK07E			X						X				X								X		X			
Business Statistics	B17TVK04E		X						X		X			X		X			X				X	X			
Foundation Marketing	B17TVK11E	X				X		X				X			X		X					X					
International Economics	B17TVK08E	X			X			X		X				X		X						X		X			
Corporate Finance	B17TVK12E			X				X	X				X	X				X			X			X			
Business Economics	B17TVK09E	X		X				X		X						X						X		X			
Introduction to Social Sciences	B17TVA01E	X				X							X				X				X						
EU/Business Law	B17TVA02E				X		X							X			X		X		X						

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Tourism Geography	B17TVB01E	X				X							X				X			X	X	X			
System of Tourism	B17TVB02E	X				X							X				X			X	X	X			
Foundations of Digital Marketing	B17TVB03E	X				X							X				X			X	X	X			
Fast and Slow Tourism Products	B17TVB04E	X				X							X				X			X	X	X			
Marketing Calculations	B17TVB05E	X				X							X				X			X	X	X			
Tourism Enterprises	B17TVB06E	X				X							X				X			X	X	X			
Case Studies in Tourism Marketing	B17TVB07E	X				X							X				X			X	X	X			
Tour Operation and Event Organisation	B17TVB08E	X				X							X				X			X	X	X			
Hospitality and Cultural Behavior	B17TVB09E	X				X							X				X			X	X	X			
Lodging and Hotel Management	B17TVB10E	X				X							X				X			X	X	X			
Healthcare Management	B17TVC01E	X					X					X					X				X	X	X		
Visualization with Spread Sheets	B17TVC02E		X									X		X	X		X		X				X	X	
International Business Communication	B17TVC03E				X							X					X			X		X			
Competence Development	B17TVC04E																								

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Ideation	B17TVC05E																						
Environmental Economics	B17TVC06E	X			X		X								X						X		
Regional Economics	B17TVC07E	X			X		X								X						X		
Interdisciplinary Innovation Capacity Building	B17TVC08E																						
Place marketing	B17TVC09E	X			X		X								X						X		
Health tourism	B17TVC10E	X			X		X								X						X		
Project Module I.	B17TVD01E												X	X		X	X			X			X
Project Module II.	B17TVD02E												X	X		X	X						
Professional field practice	B17TVD03E																			X	X		

Appendix 3: Module Narratives

In this section you will find details of all the modules associated with your programme so that you can see what is involved in your programme and make any choices over option modules (if applicable).

The narratives were correct at the time this handbook went to print but details change over time and therefore you should always refer to the latest version available on Neptun MeetStreet.

A1/A2: Core Methodology Modules (Economics and Business/Social Sciences)

Code	B17TVK01E	ECTS Credit	7	HUN Credit	7
Module Title:	QUANTITATIVE METHODS				
Module Leader:	Dr. Habil Gyöngyi Bugar, PhD. Associate Professor	Office Hours:	Wednesday: 12:30-13:45 Room: B115		
Telephone:	(72) 501-599 ext. 23289	E-mail:	bugar@ktk.pte.hu		
Short Description :	This module provides students with the necessary theoretical basis for mathematical applications in business. It covers all the relevant areas of Function Theory, Optimization Theory and Matrix Algebra at introductory level.				
Sessions (weeks):					
Schedule is tentative and subject to change.					
1.	Brief review of the basic concepts of Mathematics: introduction to the theory of sets, numbers, vectors and functions. Operations with sets, numbers and vectors.				
2.	Elementary theory of matrices, matrix operations. Determinants, Cramer’s Rule. Business applications. Tutorial in the computer lab: Excel applications for matrix operations.				
3.	Elementary theory of single variable real functions. Continuity, monotonicity, convexity/concavity, extremal values, zeroes, etc. Graphical representation and graphical analysis of single variable real functions. Business applications.				
4.	Elementary theory of several variable real functions. Convexity/concavity, extremal values, zeroes, etc. Graphical representation and graphical analysis of several variable real functions.				
5.	. The level curve method. The elements of linear and nonlinear programming. Graphical solution methods. Business applications.				
6.	Introduction to differential calculus. Basic concepts and calculus rules. Complete analysis of single variable functions. Business applications.				
7.	The indefinite integral, basic rules for integration. Differential equations. Business applications. First test.				
8.	The definite integral and its geometric meaning. The Newton-Leibniz Rule. Improper integrals.				

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9.	Differential calculus for functions with several variables. Seeking for extremum. Business applications.
10.	Systems of linear equations. Matrix equations. The inverse of a matrix. Vector space and coordinate transformation methods. The pivot algorithm. Tutorial in the computer lab: Excel applications for supporting the solution.
11.	Unconstrained optimization problems. Second test.
12.	Equality constrained optimization problems. The Lagrange Multiplier Rule.
13.	Tutorials in the computer lab: Excel applications for supporting the solutions of different optimisation problems covered during the semester.

Rationale Including Aims:	To make students aware of the usefulness of mathematics as an aid in formulating and solving business-related problems. To enable the students to understand the main features of deterministic phenomena and investigate their models. To provide a service to other subjects which use mathematical techniques, e.g. Economics, Finance, Operations Research, Operations Management, etc.
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: 1. understand and appreciate the key aspects of mathematical theory 2. demonstrate the role and significance of quantitative methods in decision making 3. critically evaluate the limitations of the different optimisation models and solution methods
Learning Outcomes: Skills	This module will call for the successful student to: 4. investigate and model deterministic phenomena from Business, Economics, Finance, etc. 5. develop and solve simple business-related optimisation models 6. analyse and interpret the output given by Excel applications
Teaching and Learning Strategies:	There will be weekly lectures (2 hrs/week) and tutorials (2 hrs/week). Exercises and business-related problems will be set on each lecture as the basis for discussion. The solutions will be supported by Excel applications wherever it is possible.

Assessment Scheme:	<p>Students will have two closed book written tests during the semester on selected problems. These tests will address learning outcomes 1, 2, 5 and 6. At the end of the semester there will be a final exam. This will address the full range of learning outcomes.</p> <p>The final grade will be based on the following weights:</p> <table><tr><td>First test:</td><td>15 %</td><td>Second test:</td><td>15 %</td></tr><tr><td>Final exam:</td><td>70 %</td><td></td><td></td></tr></table> <p>Each midterm test as well as the final exam will be organised in the computer lab in order to give the students possibility to incorporate computer use, i.e. support their solutions by Excel applications.</p> <p>The scaling system for obtaining the final grade is as follows.</p> <table><tr><th>Cluster</th><th>Final grade</th></tr><tr><td>$0 \leq P \leq 50$</td><td>1</td></tr><tr><td>$50 < P \leq 60$</td><td>2</td></tr><tr><td>$60 < P \leq 75$</td><td>3</td></tr><tr><td>$75 < P \leq 87$</td><td>4</td></tr><tr><td>$87 < P$</td><td>5</td></tr></table> <p>P denotes the final score determined as the weighted average of the scores obtained for the two tests and the final exam.</p> <p>It is required to achieve at least 50% (pass) of the final exam in order to receive a pass in aggregate.</p> <p>Maximum of 25% missing, otherwise the semester will not be approved.</p>	First test:	15 %	Second test:	15 %	Final exam:	70 %			Cluster	Final grade	$0 \leq P \leq 50$	1	$50 < P \leq 60$	2	$60 < P \leq 75$	3	$75 < P \leq 87$	4	$87 < P$	5
First test:	15 %	Second test:	15 %																		
Final exam:	70 %																				
Cluster	Final grade																				
$0 \leq P \leq 50$	1																				
$50 < P \leq 60$	2																				
$60 < P \leq 75$	3																				
$75 < P \leq 87$	4																				
$87 < P$	5																				
Core Learning Materials:	<p>Sydsæter, Hammond, Strøm: Essential Mathematics for Economic Analysis, Pearson Education, 4th edition, 2012.</p> <p>Handouts uploaded to Coospace, 2014.</p>																				

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Code	B17TVK05E	ECTS Credit	7	HUN Credit	7
Term:	1 st semester		Level:	4	
Module Title:	MICROECONOMICS				
Module Leader:	Miklós Pintér, PhD Associate Professor		Office Hours:	by appointment	
Telephone:	72 501 599/23420		E-mail:	pinterm@ktk.pte.hu	
Short Description:	This is an introductory course in the basic concepts and principles of microeconomics. The course gives the students the ability to handle the tools (e.g. curves, functions) and to make simple consumer and business decisions.				
Sessions (weeks): 14					
Schedule is tentative and subject to change!					
Week	Topic content			Readings (like BDF 8 th)	
1.	Orientation day				
	Economics and the economy: Production, resources and factors. Scarcity. Decreasing returns of scale. The production possibility frontier. Income distribution. Market.			Ch. 1. (pp. 3–13.)	
2.	Tools of economic analyses: Data, indexes, nominal and real variables. Measuring and modelling.			Ch. 2. (pp. 14–24.)	
	Demand, supply and the market: Demand curve and supply curve Market forces behind the curves, Equilibrium on the market.			Ch. 3. (pp. 30–40.)	
3.	Elasticities of demand and supply: Price, income and cross price elasticity. Elasticity and revenue. The midpoint method for comparative static.			Ch. 4. (pp. 47–60.)	
4.	Consumer choice and demand decision: Adjustment to income or price changes Market demand curve. Complements and substitutes.			Ch. 5. (pp. 64–79.)	
5.	Consumer choice with measurable utility: Utility maximisation. Indifference curves and budget line. Gossen’s laws.			App. Ch.5. (pp.82–84.)	
6.	Introducing supply decisions: Liability, Capital, Depreciation, Balance sheet. Revenues, cost, profit. Marginal cost and marginal revenue			Ch. 6. (pp. 85–97.)	
7.	Midterm exam (19.10.2015)				

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8.	Autumn break	
9.	Costs and supply: Short-run and long run cost curves. The firm's short and long run output decisions.	Ch. 7. (pp 101–117.)
10.	Perfect competition and pure monopoly: Comparison of supply decision and social costs.	Ch. 8. (pp. 120–140.)
11.	Market structure and imperfect competition: Minimum efficient scale and market structure. Monopolistic competition and oligopoly.	Ch. 9. (pp. 142–160.)
12.	Labour market: Demand curve for and supply curve of labour.	Ch. 10. (pp. 162–180.)
	Labour market disequilibrium: Modern theories about the labour market: Human capital; discrimination; bargaining.	Ch. 11. (pp. 185–198.)
13.	Factor markets and income distribution: Physical capital, rentals, interest rates, asset prices. Equilibrium and adjustment in the market for capital services Isoquant-Isocost analysis	Ch. 12. (pp. 201–220.) App. Ch. 12. (pp. 221.)
14.	Welfare economics: Equity and Pareto efficiency. The second best. Externalities. Missing markets.	Ch. 15. (pp. 259–275.)
	Role of governments: Taxation and government spending. The principles of taxation. Political economy.	Ch. 16. (pp. 279–295.)
Rationale Including Aims:		The aim of the module is to provide an introduction in the field of microeconomics. It targets the introduction of the basic concepts of microeconomics (e.g. household and producer decisions, welfare issues). Based on the acquired knowledge students will be able to attend macroeconomic and higher microeconomic courses.
Learning Outcomes: Knowledge		On the completion of this module the successful student will be able to: 1. differentiate between ordinal and cardinal thinking, 2. compare positive and normative approaches, 3. critically analyse optimization methods behind consumption and production decisions 4. evaluate the respective strengths and weaknesses of theories in the field.
Learning Outcomes: Skills		This module will call for the successful student to demonstrate: 1. ability in optimizing economic processes, 2. ability to interpret mathematical models in a microeconomic setting, 3. organize data and information relevant in the field.
Teaching and Learning		The joint application of theoretical and practical teaching methods should enable students to understand the main economic forces.

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Strategies:	Exercises will be available online for individual practicing. The chief questions: household decisions, consumer choice; firm's output and input decisions on different kinds of market; production factor demand and supply decisions; micro-effects of taxation, externalities.
Assessment Scheme:	Midterm exam: 30% (K1, K2, S2, S3) Final examination 70% (K1, K2, K3, K4, S1)
Required material:	David Begg – Stanley Fischer – Rudiger Dornbusch: Economics. Part 1–3. McGraw-Hill. (<u>seventh</u> or newer edition).
Optional material:	<ul style="list-style-type: none"> Economics workbook of Smith – Begg. McGraw-Hill. Exercise files (available through Coospace)
Useful websites:	<ul style="list-style-type: none"> http://highered.mcgraw-hill.com/sites/0077099478/student_view0/ <p>The online learning centre for students. Further support available through Coospace</p>

Code	B17TVA01E	ECTS Credit	7,5	HUN Credit	7
Module Title:	INTRODUCTION TO SOCIAL SCIENCES				
Module Leader:	Dr Anette MÁRTA Assistant Professor	Office Hours:	Wednesday 9:30-11:00 Room: 223		
Telephone:	501-599 / 23190	E-mail:	anette@ktk.pte.hu		
Short Description:	The aim of the module is to provide students with theoretical and empirical background in social sciences as it facilitates a deeper understanding of people in different organizations and societies. It introduces students to the history of social sciences by providing an overview of the most important issues. The module is designed to expose students to the most important social and psychological issues that arise in various business contexts. Students are invited to adapt and apply knowledge in managerial problem solving.				
The schedule is tentative and subject to change.					
1.	Sociology as a social science. Sociological perspective. Factual, comparative, developmental and theoretical questions. Sociological imagination. Objectivity.				
2.	The “ideal-type” of “Homo Oeconomicus”, “Homo Sociologicus” and “Homo Psychologicus”. Integration at micro and macro level. Sociology and business studies.				
3.	Culture and human behaviour. Roles, values and norms. The importance of culture in business. Business values in the USA. A criticism of American business beliefs. A sociological critique. Japanese business values. British business values.				
4.	Socialization. Theories of child development. Personality development. The stages of cognitive development. Agencies of socialization. “Mortification of self”, “roleless role”. Character. Gender.				

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5.	Verbal and non-verbal communication. Education, communication, mass media. Mass communication
6.	Intelligence. Emotional intelligence. Interpersonal intelligence. Tests: IQ, EQ.
7.	Midterm exam (October 18) Family. Family values, family patterns.
8.	Conformity and deviance. Why do we regard Emile Durkheim's 'Suicide' as a revolutionary work in the development of social sciences. Anomie-theory.
9.	Social stratification and classes. Class or stratum. Max Weber's theory of Status ("Stand"). Pierre Bourdieu's Capital Theory. Cultural and social capital. Symbolic capital. Social mobility.
10.	Groups and organizations. Formalisation process. Max Weber's 'ideal type' of bureaucracy. Some criticism of Weber's 'ideal type' bureaucracy. Modern organizations.
11.	Work and society. Taylorism and Fordism. The knowledge economy. Unemployment.
12.	Urbanization. Migration.
13.	Globalization. Origins and drives. Benefits and drawbacks.
Rationale Including Aims:	To acquire insight into social topics relating to social structure and human behaviour. The aim of the module is to gain a conceptual understanding enabling students to critically evaluate theories and practice in social environment.
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: <ol style="list-style-type: none"> 1. provide a critical outline of the development of social thought from the 19th century to the present day. 2. compare the main competing theories of current debate. 3. critically analyse their applications in practice. 4. understand and critically evaluate the social context in which business people operate: the different fields of activities and the rules relating thereto; with special emphasis on the latest developments in Central Europe. 5. critically analyse and evaluate social issues in the globalised and Hungarian business environment.
Learning Outcomes: Skills	This module will call for the successful student to demonstrate: <ol style="list-style-type: none"> 1. ability to conduct effective small-scale research (library use, literature research, referencing) 2. positive contribution to team working 3. effective verbal presentation of ideas 4. effectiveness in argument and debate with peers
Teaching and Learning Strategies:	This module is delivered by using a 2 hours lecture and 2 hours seminar. Active participation of students is required.

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Assessment Scheme:	<p>The three assessment components are:</p> <ol style="list-style-type: none"> 1. Seminar work (10%): addressing learning outcomes 1,2,3,4,5 2. Midterm exam (40%) addressing learning outcomes 1, 2, 4, 5 3. Final exam (50%) addressing learning outcomes 2, 3, 4, 5 <p>All parts must be passed successfully in order for a student to pass the module.</p>
Core Learning Materials:	Giddens, Anthony (2012) Sociology, 3 rd , 5 th or 6 th Edition, Polity Press
Optional Learning Material:	Articles from different scientific papers

Code	B17TVK03E	ECTS Credit	7,5	HUN Credit	7
Module Title:	Probability and Statistics				
Module Leader:	Dániel Kehl		Office Hours:	Wednesday 10:00-12:00	
Telephone:	501-599/23144		E-mail:	kehld@ktk.pte.hu	
Short Description:	The module is a course on basic probability theory and an introduction to statistical analysis.				
Sessions (weeks): 14					
The schedule is tentative, and subject to change.					
Week 1	Introduction (Chapter 1)				
Week 2	Organizing and Visualizing Data (Chapter 2)				
Week 3	Numerical Descriptive Measures (Chapter 3)				
Week 4	Basic Probability (Chapter 4)				
Week 5	Midterm Test 1				
Week 6	Discrete Probability Distributions (Chapter 5)				
Week 7	The Normal Distribution and Other Continuous Distributions (Chapter 6)				
Week 8	Sampling and Sampling Distributions (Chapter 7)				
Week 9	Midterm Test 2				
Week 10	Confidence Interval Estimation (Chapter 8)				
Week 11	Spring break				
Week 12	Fundamentals of Hypothesis Testing: One-Sample Tests (Chapter 9)				
Week 13	Two-Sample Tests (Chapter 10)				
Week 14	Midterm Test 3				

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Rationale Including Aims:	To develop a basic understanding in probability theory and basic statistical methods. The course aims to build a strong basis in methodology for both theoretical and practical issues in the given field.
Learning Outcomes: Knowledge	On completion of this module the student will be able to <ol style="list-style-type: none"> 1. understand the key aspects of probability and random variables in the decision making process, 2. apply the theoretical concepts in a business environment, 3. critically analyze and solve business related problems.
Learning Outcomes: Skills	On completion of this module the student will demonstrate: <ol style="list-style-type: none"> 1. ability in solving numerical business problems, 2. ability to select the appropriate technique and method for the solution of such problems, 3. evaluative judgement of solution of the business problem.
Teaching and Learning Strategies:	Two classes per week in which theory is explained and applications are demonstrated. An exercise comprising several problems issued at each lecture will form the basis of the follow-up seminars. A home assignment is given each week for the students to practice the newly learnt material. Students are expected to extend their knowledge of computer programs (primarily Microsoft Excel) to solve some of these problems. It is inevitable that students practice on their own at home based on the exercises and their solutions in the core learning materials. A Forum is provided to have the ability of a panel discussion about the material online on Moodle.
Assessment Scheme:	Midterm tests: 10-10% (K1, S1, S2) Home assignments: 10% (K1, K2, S1, S2) Final test 60% (K1, K2, K3, S1, S2, S3) Lectures: 2.00 Seminars: 2.00 hours/week TOTAL: 4.00 HRS/WEEK
Core Learning Materials:	Basic Business Statistics – Concepts and Applications, 12E Mark L. Berenson, David M. Levine, Kathryn A. Szabat Pearson, 2015 ISBN: 9780321870025

Code	B17TVK02E	ECTS Credit	7	HUN Credit	7
Term:	1 st semester		Level:	4	
Module Title:	INFORMATION SYSTEMS				
Module Leader:	Dr. Sándor Danka teaching assistant		Office Hours:	Mondays, Room B120, 2PM – 3:30PM	
Telephone:	- (due to the renovation)		E-mail:	danka.sandor@ktk.pte.hu	

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Short Description:	The course intends to present basic knowledge on modern information technology in general and an overview on business applications to establish the necessary level of understanding, the roles and potential of these technologies and methods in everyday business life. Lectures, practices and case studies will present the key steps required to gain a competitive advantage in the marketplace through the use of information techniques and IT related business methods. Necessary skills will be developed through labwork sessions to build ICT competencies for managerial work.
Sessions (weeks): 14	
Schedule is tentative and also is subject to change!	
W. 1.	4 th Sept: Exploring Our Digital Planet; History on the Informatics 4 th Sept: Introduction to the Microsoft Excel 2010, basic tasks.
W. 2.	11 th Sept: Hardware 11 th Sept: Case 01
W. 3.	18 th Sept: Software: Applications 18 th Sept: Case 05
W. 4.	25 th Sept: Software: Operating System 25 th Sept: Case 08
W. 5.	2 nd October: Computers at Work, School and Home 2 nd October: Case 12
W. 6.	9 th October: Graphics, Digital Media and Multimedia 9 th October: Excel Test
W. 7.	16 th October: Guest Lecture: Internet of Things 16 th October: Access Demo
W. 8.	23 rd October: National holiday
W. 9.	30 th October: Networking and digital communication + The evolving internet 30 th October: Case 16, Access Exercises
W. 10.	6 th November: Graphics, Digital Media, and Multimedia 6 th November: Case 17
W. 11.	13 th November: Information Security part 1. 13 th November: Case 19
W. 12.	20 th November: Information Security part 2. 20 th November: Case 21
W. 13.	27 th November: Information System in Business 27 th December: Access Test
W. 14.	4 th December: E-commerce and E-Business 4 th December: Retake of tests

Rationale Including Aims:	<p>The course intends to present basic knowledge on modern information technology in general and an overview on business applications to establish the necessary level of understanding, the roles and potential of these technologies and methods in everyday business life.</p> <p>The course covers the uses of data, information, technology, software, networking, manpower, organization, and will conclude by discussing information management, IT business planning, competitiveness and the problems of the Information Society.</p>
Learning Outcomes: Knowledge	<p>On completion of this module the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the role and characteristics of IT tools and methods in business life. 2. Know how to leverage up-to-date technology development (hardware and software) and trends. 3. Apply relevant ICT terms like hardware, software, data, information, information system, information management, information society in managing business 4. Critically evaluate IS and modern info-communication technologies in the context of the business organization 5. Discuss the IS development process, different approaches, advantages and risks in business
Learning Outcomes: Skills	<p>By completing this course students will be able</p> <ol style="list-style-type: none"> 1. To discuss the role and types of stand-alone and networked IT devices 2. To demonstrate how to use information technology to design competitive organizations 3. To discuss dilemmas and controversies on IT and Information Management 4. To select PC-based managerial support tools in their individual work.
Teaching and Learning Strategies:	<p>Lectures (about 50% of classroom activities), practices and case studies (with individual preparatory work and homework assignments) will present the key steps required to gain a competitive advantage in the marketplace through the use of information techniques and IT related methods.</p> <p>Students are expected to engage in self-managed learning activities.</p> <p>Lab work meetings start with Q&A session to make all terms of the week clear.</p>
Assessment Scheme:	<ul style="list-style-type: none"> - Midterm Exam: 20 points Access Practice Test, 10 points presentation (50% + 1 points to be achieved) - Excel Practice Test: 20 points (50% + 1 points to be achieved) - Final Exam: 50 points (50% + 1 points to be achieved)
Core Learning Materials:	<p>Beekman, G: Digital Planet, Tomorrow's Technology and You, 10th edition, Pearson, ISBN13: 9780132737524; ISBN10: 0132737523</p> <p>Gardner, C.-Rathswohl, E.: MIS Cases using application software Wiley, 2011; ISBN: 978-0-470-10122-3</p>
Optional Learning Material:	<p>Excel 2010 Introduction: Part I,</p> <p>Excel 2010 Introduction: Part II,</p> <p>Excel 2010 Advanced</p> <p>Download free: http://www.bookboon.com</p>

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Code	B17TVK06E	ECTS Credit	7	HUN Credit	7
Module Title:	MACROECONOMICS				
Module Leader:	Dr. István Kónya		Office Hours:	by appointment	
Telephone:	72-501-599		E-mail:		
Short Description:	The module aims to introduce the most important aspects of macroeconomics and to get the students understand how the economy works as a whole. The course introduces basic macroeconomic models, the fiscal and monetary decisions, the real and the money market and the principles of foreign trade and economic growth. The module also aims to provide the students with a critical overview of different schools of macroeconomics and draw the attention on the complexity of the subject.				
Sessions (weeks): 13					
Schedule is tentative and subject to change.					
Date	Topic content			Readings	
02.07.	Registration. Introduction: Program schedule, learning supports.			Textbook: BDF: Economics, Part 4	
	Introduction to Macroeconomics: Issues and basic definitions. The GDP.			Ch. 19., Homework	
02.14.	Output and Aggregate Demand: Aggregate demand, Keynesian cross, multiplier			Ch. 20.	
	Practice: Calculations with Keynesian cross and multipliers.			Homework	
02.21.	Fiscal Policy and foreign trade: Government's role in the economy, national debt and deficit.			Ch. 21.	
	Practice: The Keynesian cross augmented with fiscal policy and foreign trade			Homework	
02.28.	Money and banking: Functions of money, money creation and multiplication. The demand for money.			Ch. 22.	
	Practice: Calculations with the money multiplier and with money demand functions.			Homework	
03.07.	Interest rates and monetary transmission: Central Banks, financial markets and monetary policy.			Ch.23.	
	Monetary and Fiscal Policy: Introduction of the IS-LM model.			Ch.24.	
03.14.	The IS-LM analysis: The use of IS-LM curves in the analysis of fiscal and monetary policy			Ch. 24.	
	Practice: Calculations with Is and LM curves			Homework	

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03.21.	Midterm exam	
03.28.	Aggregate supply, prices and adjustment to shocks: Inflation and aggregate demand, the labor market and the aggregate supply curve	Ch. 25.
	Practice: Calculations with aggregate supply and aggregate demand	Homework
04.04.	Inflation, expectations and credibility: Money, inflation, interest rates.	Ch. 26.
	Unemployment: The labor market and different types of unemployment.	Ch. 27.
04.11.	Exchange rates and the balance of payments: FX markets, international trade and the balance of payments	Ch. 28.
	Practice: Calculations with exchange rates and the balance of payments	Homework
04.25.	Open economy macroeconomics: Fiscal and monetary policy under different exchange rate regimes.	Ch. 29.
	Practice: Calculations with the open-economy IS-LM model (Mundel-Fleming model)	Homework
05.02	Economic Growth Solow growth model, golden rule. Technical development and endogenous growth theory	Ch. 30.
	Practice: Calculation of equilibrium (steady state) growth path.	Homework
05.09	Business cycles: Trend and cycle, the Real Business Cycle model	Ch. 31.
	Practice: A simple dynamic model of business cycles	Handout
Required material:	<ul style="list-style-type: none"> Begg, Dornbusch, Fischer: Economics. McGrawHill, 2003. (Classes follow the 7th edition, but textbooks from the 5th edition are suitable.) 	
Optional material:	<ul style="list-style-type: none"> Smith, Begg, Symes: Economics Workbook. McGraw-Hill Mankiw, N.G.: Macroeconomics. 	
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: <ul style="list-style-type: none"> analyse fundamental economic data (GDP, inflation, unemployment) discover and interpret trends in basic macroeconomic variables analyse the basic mechanisms behind fiscal and monetary interventions describe the most important short and long run effects of economic shocks provide critical assessment of different schools of macroeconomics (neoclassical, Keynesian, monetarist, etc.) 	
Learning Outcomes: Skills	This module will call for the successful student to: <ul style="list-style-type: none"> effectively use model-based thinking in relation to macroeconomic problems 	

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	<ul style="list-style-type: none"> provide macroeconomic outlook for business decision support critically evaluate the potential effects of fiscal and monetary interventions
Teaching and Learning Strategies:	<p>The joint application of theoretical and practical teaching methods should enable students to understand the main economic forces.</p> <p>The lectures of macroeconomics are focused on the chief theories (keynesian, new-classical, monetarist, the new classical synthesis, the supply side economics and the rational expectations) in a closed and in an open economy. Every week the students receive homework papers to practise the calculations and have readings about macroeconomic problems.</p>
Assessment Scheme:	<p>20% of the final grade is calculated from the valuation in the lectures (homework, and work in classes). Classwork is evaluated according to the activity of students with respect to answering questions and contributing to discussions. Homeworks are assigned weekly and it has to be delivered via the Coospace up to the next class.</p> <p>Midterm exam (7th week, March): will be a 60 minutes paper with definitions, curves, examples, calculations and theoretical questions. Subject: the material of the first 6 weeks. It gives 20% of the final grade.</p> <p>The final examination will be a 75 minutes paper with some detailed theoretical questions, complex calculations and examples. It gives the remaining 60% of the final grade.</p>
Useful Websites:	<ul style="list-style-type: none"> http://highered.mcgraw-hill.com/sites/0077099478/student_view0/ <p>The online learning centre for students. Further support is available through the Faculty network (CooSpace)</p>

Code	B17TVA02E	ECTS Credit	7	HUN Credit	7
Term:	2 th semester		Level:	4	
Module Title:	EU AND BUSINESS LAW				
Module Leader:	Dr. Eszter Barakonyi Assisstant professor		Office Hours:	by appointment	
Telephone:	+36 72/501 599		E-mail:	barakonyie@ktk.ptt.hu	
Short Description:	<p>The module is designed to provide an outline of the major issues and the most important aspects of the nature of legal norms and their application in the field of the law of obligations (tort law, contract law and relevant EU law).</p> <p>The module uses primary sources (legislation, case law) as well as directed reading and resource-based learning to provide students with the necessary knowledge and skills in their systematic understanding of the module's key aspects.</p>				
Sessions (weeks)					
The schedule is tentative, and subject to change.					
1.	Introduction (nature, definition, law and justice, categories, etc.)				
2.	Tort law: Introduction; elements of the tort of negligence				
3.	Tort law: The duty of care				
4.	Tort law: Special duty problems (economic loss, nervous shock)				

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5.	Tort law: Breach of duty of care
6.	Tort law: Causation
7.	Tort law: Remoteness of damage; Remedies
8.	Midterm exam
9.	Contract law: Introduction; Offer and acceptance (I)
10.	Contract law: Offer and acceptance (II)
11.	Contract law: Consideration
12.	Contract law: Terms of the contract; express and implied terms
13.	Contract law: Unfair contract terms (domestic and European rules)
14.	Contract law: Discharge of the contract; remedies
Rationale Including Aims:	To gain an understanding of the principles of law. To demonstrate a thorough working knowledge of tort law and contract law. To understand tort law and contract law, i.e. the importance of the issues in a case, and to apply the law to the facts of a hypothetical case.
Learning Outcomes: Knowledge	<p>When the student have finished studying this module, s/he should be able to demonstrate that</p> <p>s/he have acquired a coherent and detailed knowledge of the most important rules relating to the law of obligations (tort law, contract law, plus the relevant European legislation) and the theory underlying it, with special emphasis on contemporary issues.</p> <p>to critically evaluate the failures and controversies surrounding the development of law in certain areas</p> <p>to apply the relevant legal rules to a situation.</p>
Learning Outcomes: Skills	<p>When the student have finished studying this module, s/he should be able to identify key issues of tort law and contract law,</p> <p>demonstrate his/her knowledge of what the law is trying to do in response to particular issues,</p> <p>to analyse the various cases, and provide a critically evaluation thereof; to sustain arguments;</p> <p>to understand case law and solve problems, and apply the case law to a given issue.</p> <p>to describe and comment upon various aspects of business law.</p>
Teaching and Learning Strategies:	<p>This module utilises a lecturer-centred approach combined with individual preparation of case studies. The module employs tables, charts and flowcharts for easy understanding, and excerpts from landmark cases to demonstrate legal analysis, legal reasoning and legal terminology.</p> <p>The course is highly participative, requiring students to identify relevant legal issues, and to come up with possible solutions to a given situation.</p> <p>An intranet site contains additional material to help students prepare for the case studies, as well as the final comprehensive exam.</p>

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Assessment Scheme:	<p>The grade will be based on the following weights:</p> <ol style="list-style-type: none"> 1. Coursework: 15% This assessment will assess the fundamental knowledge and understanding of a given topic covered during the class. This will address learning outcomes K1, K2, S2 and S3. 2. Midterm exam: 15% An open-book exam involving the critical evaluation of a hypothetical case (tort law). This will address learning outcomes K2, K3, S1, S3, S4. 3. Home assignment: 10% Individual work; students are required to describe and comment upon particular aspects of contract law. This element will assess the depth of understanding of contract law concepts. This will address learning outcomes K2, K3, S1, S2, S3, S4 and S5. 4. Final exam: 60% This will address learning outcomes K1, K3, S1, S2, S3 and S4. Student is required to achieve at least 50% (pass) on the midterm and final exam in order to receive a pass in aggregate.
Core Learning Materials:	<p>Catherine Elliott, Frances Quinn: Tort Law. 8th edition, ISBN 9781408286371 (Paperback) July 2011</p> <p>Catherine Elliott, Frances Quinn: Contract Law. 8th edition, ISBN 9781408282915 (Paperback) June 2011</p> <p>Study aids (lectures notes and presentations) prepared by the lecturer.</p>

Code	B17TVK10E	ECTS Credit	7	HUN Credit	7
Term:	2 nd semester		Level:	4	
Module Title:	INTRODUCTION TO ACCOUNTING				
Module Leader:	Dr. TAKÁCS András, PhD. assistant professor		Office Hours:	agreed with students	
Telephone:	+36-72/501-599, 23277		E-mail:	takacsandras@ktk.pte.hu	
Short Description:	This module is aimed to provide some fundamental knowledge in the area of accounting. Beyond the discussion of the basic expressions and techniques we also focus on interpreting and analysing financial information, which students will definitely need in their future business activities or in their further studies.				
Sessions (weeks): 13					
Schedule is tentative and subject to change!					
1.	The purpose of accounting.				
2.	The content of annual reports.				
3.	Content of the balance sheet. Valuation of items in the balance sheet.				
4.	Content of the income statement.				

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5.	Deferrals and accruals.
6.	Midterm exam. The basics of book-keeping: the accounting cycle, T-accounts, journal.
7.	Recording transactions affecting fixed assets.
8.	Recording transactions affecting current assets.
9.	Recording transactions affecting shareholders' equity. The closing process.
10.	Recording transactions affecting liabilities.
11.	Analysis of financial statements of an international company.
12-13.	Summary of the semester, practicing exercises for the Final Exam.
Rationale Including Aims:	The most important aim of the module is to teach the basics of accounting, focusing on how to produce financial information.
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: <ul style="list-style-type: none"> 1. evaluate the relationship between accounting and the business environment 2. comprehend the role of accounting information 3. interpret the information inherent in annual reports 4. compare the main competing theories in accounting
Learning Outcomes: Skills	This module will call for the successful student to demonstrate: <ul style="list-style-type: none"> 1. ability in recording the most important transactions on T-accounts and in a journal 2. ability in organizing information from financial events 3. effectiveness in arguing the consequences of economic events on the accounting of companies
Teaching and Learning Strategies:	Beyond weekly lectures, we put special emphasis on practical exercises and case studies that help students deepen their knowledge in the given topic.
Assessment Scheme:	<ul style="list-style-type: none"> 1. Midterm exam 40% (45 minutes) (K1, K2, K3, S1, S2) 2. Final exam 60% (75 minutes) (K1, K2, K3, S2, S3)
Core Learning Materials:	Dr. TAKÁCS, A.: "Introduction to Accounting" e-book, University of Pécs, Faculty of Business and Economics, 2015 [downloadable in pdf format from the Neptun system] Frank Wood – Sheila Robinson: "Book-keeping and Accounts", 7nd Edition, Pearson, 2008

Code	B17TVK07E	ECTS Credit	7	HUN Credit	7
Term:	3 rd semester		Level:	5	
Module Title:	BANKING AND FINANCE				
Module Leader:	Dr. Éva PINTÉR Assistant professor		Office Hours:	Wednesday: 13:00 - 14:30	
Telephone:	72 / 501-599 / 3126		E-mail:	pintereva@ktk.pte.hu	

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Short Description:	The course is concerned with financial markets, institutions and regulatory environment that govern the financial sector. Heavy emphasis is put on the international perspective of financial markets that determine the performance and opportunities of companies in the globalized economy.
Sessions (weeks). 14	
The schedule is tentative, and subject to change.	
1.	An Overview of the Financial System
2.	What Is Money
3.	Defining Interest Rates
4.	The Behavior of Interest Rates
5.	The Risk and Term Structure of Interest Rates
6.	Intellectual Property Management and Financing
7.	Midterm exam Economic Analysis of Financial Structure
8.	Autumn break
9.	Economic Analysis of Financial Regulation
10.	Commercial Banking
11.	Central Banking
12.	Green banking
13.	SME Financing
14.	Banking Crises
Rational Including Aims:	The main aim of the module is to create interconnection between corporate finance decisions and financial market mechanisms. As students already understood basic financial concepts the analysis of risk, market turbulences, and changes in regulatory decisions will be discussed.
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: <ol style="list-style-type: none"> 1. comprehend the foundations of the monetary system, 2. compare the impact of the different financial systems, 3. critically analyse the practical significance of financial theories, 4. explain the diversity of international thinking and perspectives.
Learning Outcomes: Skills	This module will call for the successful student to demonstrate: <ol style="list-style-type: none"> 1. positive contribution to group (team) working 2. effective verbal presentation of ideas 3. effectiveness in argument and debate with peers 4. ability to cope with uncertainty (decision making)

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Teaching and Learning Strategies:	Banking and finance as a discipline with equal theoretical and practical connotations requires a combination of lectures on the concepts and principles, discussion of their applications and analyses of some significant practical issues. In order to become familiar with the current tendencies students are required to pursue individual research and present the results on a regular basis. To show the practical applicability of theoretical conclusions some case studies will also be discussed. Students' reflections on the day's material and their contributions to the discussion are considered important elements of the learning process. Therefore, students are strongly advised to come prepared.
Assessment Scheme:	<p>The grade will be based on the following criteria:</p> <p>Midterm: 20% (K1, K2, K3, S4)</p> <p>Final exam: 50% (K1, K2, K3, K4, S4)</p> <p>Research Projects / Presentations 10% (K3, K4, S1, S2, S3)</p> <p>Case studies: 10% (K2, K3, K4, S4)</p> <p>Short (pop) tests: 10% The instructor at his choosing may add up to 10 % points as deemed necessary for issues such as, but not limited to, pop tests, and extra credit projects.</p> <p>Assessments handed after the duration of the deadline can count max. 50% of the originals.</p>
Core Learning Material:	Mishkin, F.C.: The Economics of Money, Banking and Financial Markets, Addison-Wesley 2006.
Optional Learning Material:	Any other available textbooks are also accepted! See instructor!

Code	B17TVK11E	ECTS Credit	7	HUN Credit	7
Term:	4 th semester		Level:	5	
Module Title:	FOUNDATION MARKETING				
Module Leader:	Dr. Krisztián Szűcs, PhD Assistant Professor Petra Putzer, PhD Candidate		Office Hours:		
Telephone:	+36 72 / 501-599 / 23200		E-mail:		
Short Description:	Foundation Marketing is an introductory course to modern marketing theory and its practical application. It provides an overview of the principles and core concepts of modern marketing, basics to consumer behavior, marketing information, marketing management process and marketing tools. The course is a blend of lectures, seminars and off-class work. Theoretical issues are brought to practice by examples, case studies, in-class exercises and student-run field research.				
Sessions (weeks)					
Schedule is tentative and subject to change!					

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1.	Orientation Defining marketing and the marketing process 1: Core concept of marketing - Managing profitable customer relationship
2.	Defining marketing and the marketing process 2: Company and marketing strategy
3.	Understanding the marketplace and consumers 1: The marketing environment
4.	Understanding the marketplace and consumers 2: Consumer and buying behavior
5.	Understanding the marketplace and consumers 3: Managing marketing information and marketing research
6.	Designing a customer-driven marketing strategy: Market segmentation, targeting and positioning (STP-principle)
7.	Designing the marketing mix 1: Products, services and branding strategies
8.	Fall break
9.	MIDTERM EXAM
11.	Developing the Marketing Mix 2: New Product Development
12.	Developing the Marketing Mix 3: Pricing Approaches and Strategies
13.	Developing the Marketing Mix 4: Delivering Value - Marketing Channels
14.	Developing the Marketing Mix 5: Integrated Marketing Communication
15.	Presentations of field research findings Deadline for submitting research papers
Rationale Including Aims:	<p>To develop an integrated view and a complex understanding of modern marketing: a mixture of principles, practices and tools in an increasingly unpredictable environment</p> <p>To understand the marketing concepts and the basic steps of marketing management</p> <p>To consider the importance of predicting and analyzing consumer's responses to marketing activities</p> <p>To become familiar with the basic marketing research techniques and the fundamental marketing tools (marketing mix)</p> <p>To consider moral and social aspects of marketing activities</p> <p>To take part in group discussions and field research (projects)</p> <p>To promote students' interest in marketing as a career.</p>
Learning Outcomes: Knowledge	<p>Students upon completing the module</p> <ul style="list-style-type: none"> will possess basic knowledge in marketing theory, marketing management activities, methods and tools used in the marketing process will be able to define basic marketing issues and problems

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Learning Outcomes: Skills	<p>Students upon completing the module</p> <ul style="list-style-type: none"> • will gain the ability to apply fundamental theoretical frameworks in daily business-life • will be able to recognize and solve basic marketing problems through creative thinking • will demonstrate skills in field research and will be able to write reports and develop presentation • will be able to develop team building skills and to work in group
Teaching and Learning Strategies:	<p>The course will be taught through the combination of lectures, seminars and student-run field research. Seminars include discussions of the actual themes, completion of class exercises and homework, mini case studies, online and offline resource analysis etc. Students will have to prepare individually and/or in groups for the following class by reading the assigned chapter of the textbook and/or completing other assignments. Students' reflections on the actual material and their contributions to the discussion are considered to be important elements of the learning process. Therefore students are required to attend prepared and ready for critical thinking.</p>
Project work:	<p>Field research completed in a group of max. 3 according to the following: by visiting a local commercial unit, a service provider or a web store to observe, students are required to critically analyze a specific marketing activity or a marketing tool (e.g. introduction of a new product, developing or cutting back a brand or a brand range, adding or diminishing consumer services, starting or closing a distributional unit, launching a promotional tool etc.). Main questions to be answered: who, what, to whom, when, where, why, how, for how much? Other aspects: customer expectation and satisfaction, competition, performance results etc.</p>
Assessment scheme:	<p>Student performance will be assessed on the following criteria:</p> <p>Active class participation: 10% (discussion, completion of worksheet exercises and other assignments) (S1, S2, S3, S4)</p> <p>Midterm exam: 15% (K1, K2, S1, S2)</p> <p>Presentation of project field research in group (including handed material in text and ppt form): 15% (K2, S1, S2, S3 S4)</p> <p>Final exam: 60% (K1, K2, S1, S2)</p> <p>Group work will be evaluated once groups present their field research findings and hand in their research results in text and ppt form. Field research is conducted by students outside classes.</p> <p>Presentation materials handed in after the deadline can count max. 50% of the originals.</p>
Core learning material:	<p>Armstrong, Gary - Kotler, Philip – Harker, Michael – Brennan, Ross (2009): Marketing: An Introduction. Pearson Education-Prentice-Hall. 648 pp ISBN: 978-0-273-71395-1 (Newer editions of the textbook are also accepted)</p> <p>Supporting online resources: Companion Website for students (visit http://www.pearsoned.co.uk/armstrong)</p> <p>Ppt presentations of the lectures, handouts (visit the course Coospace site)</p>

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Optional learning material:	<p>Józsa – Piskóti – Rekettye - Veres: Decision-oriented Marketing. KJK – KERSZÖV Legal and Business Publishers Ltd. Budapest 2005.</p> <p>Kotler, Philip – Armstrong, Gary (2006): Principles of Marketing 11th International Edition. Prentice Hall</p> <p>Kotler, Ph. – Armstrong, G. (1999): Principles of Marketing. Prentice Hall Europe, Second European Edition.</p>
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Code	B17TVK08E	ECTS Credit	7	HUN Credit	7
Term:	4 th semester		Level:	5	
Module Title:	INTERNATIONAL ECONOMICS				
Module Leader:	Dr. Tamás Sebestyén, PhD. Assistant professor		Office Hours: Mondays, 12.00-14.00		
Telephone:	72 501 599/23150		E-mail:	sebestyent@ktk.pte.hu	
Short Description:	The module aims to introduce the most important areas of international economics in a comprehensive perspective. The course provides introduction to the theory of trade and trade policy as well as the policy practices. It is also an important aim to analyze the macroeconomic theories when international economic relationships are considered as an inherent part of these models. The second half of the module is devoted to issues of international finance.				
Sessions: 24 (two lectures per week)					
Schedule is tentative and subject to change!					
Date	Topic content			Readings	
Week 1	Orientation and introduction. The topics of international economics			Chapter 1.	
Week 1	World trade and the gravity model.			Chapter 2.	
Week 2	Labour productivity and comparative advantage			Chapter 3.	
Week 2	Specific factors and income distribution			Chapter 4.	
Week 3	Resources and trade			Chapter 5.	
Week 3	The standard trade model			Chapter 6.	
Week 4	External Economies of scale			Chapter 7.	
Week 4	Firms in the global economy			Chapter 8.	
Week 5	Instruments of trade policy			Chapter 9.	

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Week 5	The political economy of trade policy	Chapter 10.
Week 6	Trade policy in developing countries	Chapter 11.
Week 6	Controversies in trade policy	Chapter 12.
Week 7	National income accounting and the balance of payments	Chapter 13.
Week 7	Exchange rates and the foreign exchange market	Chapter 14
Week 8	Midterm exam	-
Week 8	Money, interest rates and the exchange rates	Chapter 15.
Week 9	Price levels and the exchange rate in the long run	Chapter 16.
Week 9	Output and exchange rates in the short run	Chapter 17.
Week 10	Fixed exchange rates and foreign exchange intervention	Chapter 18.
Week 10	International monetary systems	Chapter 19.
Week 11	Optimum currency areas	Chapter 20.
Week 11	Financial Globalization	Chapter 21.
Week 12	Developing countries	Chapter 22.
Learning Outcomes: Knowledge	<p>On completion of this module the successful student will be able to:</p> <ol style="list-style-type: none"> 1. provide a critical outline on the competing concepts of international trade and income distribution. 2. critically evaluate the possible aims and tools of trade policy 3. contrast the role of the foreign exchange market and the main factors in relation to exchange rate movements 	
Learning Outcomes: Skills	<p>This module will call for the successful student to:</p> <ol style="list-style-type: none"> 1. ability to conduct effective small-scale research (library use, information elicitation and handling, etc.) 2. positive contribution to group (team) working 3. effective verbal presentation of ideas 	
Teaching and Learning Strategies:	<p>The joint application of theoretical and practical teaching methods should enable students to understand the main economic forces behind international trade and the macroeconomic relationships in an open economy.</p>	
Assessment Scheme:	<ol style="list-style-type: none"> 1. Class work and home assignment: 40% (K1, K2, S1, S2, S3). 2. Midterm exam: 20% (K1, K2, K3) 3. Final examination: 40% (K1, K2, K3, S1) 	
Required material:	<p>Krugman, P.R., Obstfeld, M., Melitz, M.J.: International Economics. Theory & Practice (<u>ninth</u> edition or later).</p>	

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Optional material:	Some reading material reflectig on actual problems in the field
Useful websites:	http://wps.aw.com/aw_krgmnobstf_interecon_9/

Code	B17TVK12E	ECTS Credit	7	HUN Credit	7
Term:	5 th semester		Level:	6	
Module Title:	CORPORATE FINANCE				
Module Leader:	Dr. Mónika Kuti, PhD Assistant Professor		Office Hours:	To be announced	
Telephone:	501-599/ ext. 23126		E-mail:	kutim@ktk.pte.hu	
Short Description:	Students will be introduced to the basic corporate finance principles. Ratio analysis of financial statements; and valuation techniques of securities, projects and corporations are the building blocks of mainstream corporate finance literature and practice.				
Sessions (weeks): 12					
Schedule is tentative and subject to change!					
1.	Introduction to Finance. Finance in corporate systems, “set of contract model” of the firm, “investment vehicle” model of the firm, accounting model of the firm, separation of ownership and management, agency problem, value creation and measures of value				
2.	Time Value of Money. Present value and future value of a simple sum, a mixed stream of cash flows, ordinary annuity, annuity due, and perpetuity, loan amortization table				
3.	Risk and Return. Risk vs. return in a historical perspective, expected rate of return, required rate of return, portfolio risk, systematic and unsystematic risk, beta, CAPM				
4.	Bond and Stock Valuation. Valuation models, bond risks, determinants of market interest, zero, constant and variable growth models (Project 1)				
5.	Cost of Capital (WACC). Cost of debt, cost of preferred equity, cost of common equity, basic EVA				
6.	Capital Budgeting. Net present value, payback period, discounted payback period, profitability index, IRR, MIRR. Decision trees, sensitivity analysis, break-even analysis (Project 2)				
7.	Financial Statement Analysis and Growth. Annual reports, interrelationship between balance sheet, income statement and cash flow statement; ratio analysis (liquidity, profitability, asset management, debt, market ratios, DuPont ratio pyramid), limitations of ratio analysis. Growth and EFN				
8.	Working Capital Management. Cash management, marketable securities, accounts receivable, inventory management, short-term finance, cash conversion cycle (Project 3)				
9.	Long-Term Finance and Financial Markets. Long-term loans, bonds, debt covenants, preferred and common equity finance, capital markets. Efficient market hypothesis.				

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10.	Capital Structure and Leverage. DOL, DFL, DCL, EBIT-EPS analysis, MM proposition I-II, capital structure theories: agency theory, trade-off theory, pecking order theory, organizational theory. (Project 4)
11.	Dividend Policy. Dividend irrelevance theory, bird-in-the-hand theory, tax preference theory, signaling hypothesis, clientele effect, factors influencing dividend policy, stock splits, stock dividends, stock repurchases (Project 5)
12.	Crowdfunding (Project 5)
Rationale Including Aims:	<p>The module aims are to:</p> <ol style="list-style-type: none"> 1. Provide students with deepened knowledge and skills to equip them for a career in finance. 2. Develop the student's competence in applying a range of financial analytical skills and valuation techniques. 3. Help students understand the complexity of financial statements. 4. Enhance the development of the students' existing skills base, allowing for a cumulative learning experience.
Learning Outcomes: Knowledge	<p>By the end of this module successful students will be able to</p> <ol style="list-style-type: none"> 1. provide a critical outline of the development of financial theories, 2. compare/contrast the main competing theories of current debate 3. evaluate the respective strengths and weaknesses of such theories 4. critically analyse their applications in practice
Learning Outcomes: Skills	<p>The course helps students understand how to</p> <ol style="list-style-type: none"> 1. ability to conduct effective small-scale research (library use, information elicitation and handling, etc.) 2. ability to interpret basic datasets, 3. ability to cope with uncertainty (decision making) 4. ability to create a crowdfunding campaign
Teaching, Learning Strategies:	<p>There are key elements in this module, which use a range of differing strategies to achieve the objectives:</p> <ul style="list-style-type: none"> • Teaching session enables students to understand theoretical and analytical material. • Projects provide opportunities for students to practice skills and apply knowledge developed during the session. Literature research deepens theoretical background and critical thinking. • Learning based crowdfunding as an innovative teaching method will be applied at the course to make students more adaptive to the digital era of finance.

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Assessment Scheme:	<p>Assessment components are as follows:</p> <ul style="list-style-type: none"> • Project 1 (5 points) is the task to apply CAPM to stock valuation and critically evaluate findings. (K1, K2, K4, S2). • Project 2 (5 points) is to calculate WACC and basic EVA, and to apply basic capital budgeting decisions to a corporate project. (K1, K2, K4, S2, S3). • Project 3 (10 points) is financial statement analysis, including ratio analysis, interpretation of cash flow statement, working capital management and growth. (K1, K2,). • Project 4 (10 points) is to interpret the capital structure choice of the company and to test the relevance of capital structure theories. (K1, K2, K4, S2, S3). • Project 5 (20 points) is to prepare a crowdfunding campaign on pecs.hubbub.net (S4). Campaign launch is optional. • Final exam (50 points) (K1 – K4, S2, S3). <p>Minimum 50% is required on each component.</p>
Core Learning Materials:	<ul style="list-style-type: none"> • Kuti Mónika (2016): Financial Analysis. PTE University Press. • Damodaran, A. (2010), Applied Corporate Finance. Wiley. 3rd edition.
Optional Learning Material:	<ul style="list-style-type: none"> • Damodaran online: http://pages.stern.nyu.edu/~adamodar/ • Clauss, F. J. (2010): Corporate financial analysis with Microsoft Excel. McGraw-Hill • finance.yahoo.com, www.nyse.com, www.thestreet.com, money.cnn.com

Code	B17TVK09E	ECTS Credit	7.5	HUN Credit	7
Term:	5 th semester		Level:	6	
Module Title:	BUSINESS ECONOMICS				
Module Leader:	Dr. Kármén Kovács, PhD Associate Professor		Office Hours:	Tuesday: 3.30–5.00 p.m. (Room B120)	
Telephone:	Ext. 23186		E-mail:	karmen@ktk.pte.hu	
Short Description:	The module is designed to analyse the impact of business objectives and of the firm’s internal organizational structure on business decision making, and to consider the competitive environment within which business decisions are made and the manner in which government interventions both direct and indirect affect the environment and the making of business decision.				
Sessions (weeks): 14					
Schedule is tentative and subject to change!					
1.	Business Economics: The concept. Introduction of the subject. Changing Demand and/or Supply.				
2.	Demand Analysis.				
3.	Production Analysis and Compensation Policy.				
4.	Cost Analysis and Estimation.				
5.	Competitive Markets: Characteristics, Profit Maximization, Firm Supply.				

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6.	Performance and Strategy in Competitive Markets.
7.	Midterm exam.
8.	Fall break.
9.	Monopoly as a Form of Market Structure.
10.	Monopolistic Competition. Monopolistic Competition Price-Output Decisions. Monopolistic Competition Process.
11.	Oligopoly. Oligopoly Output-Setting Models. Oligopoly Price-Setting Models.
12.	Intangible Assets and Market Structure.
13.	Game Theory and Competitive Strategy.
14.	Pricing Practices, Price Discrimination.
Rationale Including Aims:	To make the interconnection between microeconomics and the functional areas of business disciplines. To introduce student to the interaction between firm decision making and the competitive environment.
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: <ol style="list-style-type: none"> 1. To apply economic concepts and quantitative methods to solve managerial problems. 2. To critically evaluate the applications of economic theory to the firm. 3. To assess how the changing decision can alter the market in which the firm operates in. 4. To critically evaluate the interaction between competitors, their possible decision making, and behaviour.
Learning Outcomes: Skills	This module will call for the successful student to demonstrate: <ol style="list-style-type: none"> 1. Ability to exercise quantitative analysis of managerial decisions taking into consideration of the firm's external economic environment. 2. Ability to analyse market and corporate data and information in order to make managerial decisions in different market conditions. 3. Ability to integrate the various corporate functions (accounting, finance, HRM, marketing, operations management) to solve decision problems and critically evaluate the microeconomic assumptions in the real life setting.
Teaching and Learning Strategies:	The module builds on the knowledge acquired in basic economic (micro, macro) and management (corporate finance, marketing, operations management, organisational behaviour) modules to enable students to quantitatively assess the interaction of these fields with the application of case study analysis. Emphasis is put on group work and group presentation besides the individual written assignments. Individual, group assignments will require the student to use academic journals, other information databases to learn the application of IT in business analysis and business decision making.

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Assessment Scheme:	<p>The grade will be based on the following weights:</p> <ol style="list-style-type: none"> 1. Midterm exam: 30% (K1, K2, K3, S1) 2. Final exam: 60% (K1, K2, K3, K4, S2) 3. Semester work, Project work: 10% (K4, S1, S2, S3) <p>Student is required to achieve at least 51% (pass) of each part of the assessment in order to receive a pass in aggregate.</p>
Core Learning Materials:	Hirschey, M. (2009), Managerial Economics. 12th ed. Mason: South Western.
Optional Learning Material:	<p>Gillespie, A. (2010), Business Economics. Oxford: Oxford University Press.</p> <p>Lipczynski, J., Wilson, J. O. S. and Goddard, J. (2013), Industrial Organization: Competition, Strategy, Policy. 4th ed. Harlow: Pearson.</p> <p>McGuigan, J. R., Moyer, R. C. and Harris, F. (2014), Managerial Economics: Applications, Strategy, and Tactics. 13th ed. Stamford: Cengage Learning: [South Western College].</p> <p>Waldman, D. E. and Jensen, E. J. (2013), Industrial Organization: Theory and Practice. 4th ed. Boston: Pearson – Prentice Hall.</p> <p>Wilkinson, N. (2005), Managerial Economics: A Problem-Solving Approach. Cambridge: Cambridge University Press.</p>

Code	B17TVD01E; B17TVD02E	ECTS Credit	0	HUN Credit	0
Term:	5 th and 6 th semesters		Level:	6	
Module Title:	PROJECT MODULE I-II				
Module Leader:	Dr. Kármén Kovács, PhD Associate Professor		Office Hours:	Tuesday: 3.30–5.00 p.m. (Room B120)	
Telephone:	Ext. 23186		E-mail:	karmen@ktk.pte.hu	
Short Description:	The project module is predominantly a self-managed special study. The overall objective for this module is to consolidate the student's learning at Bachelor's level. Within the broad objective it is possible for suitable projects to range from researching a management or business topic which is written up as a thesis at the end. Both theoretical as well as practical topics are welcome. Close supervision throughout is given, and is designed as a student's first opportunity for investigate work. This module provides support so that the students can write about their thesis topic with a critical and creative approach of business and economic theories by the analysis of qualitative and quantitative methods. Students are given individual project supervision that is supported by seminars in research and project skills. Project Module I provides the basis for next semester Project Module II.				
Sessions (weeks): 14					
Three classes are held in the beginning of the semester. Moreover, students have to consult with their individual instructor at least three times during the semester.					
1.	Class: Formal and content requirements of Project Module I and thesis. The process of researching and writing a thesis.				
2.	Class: Information sources, literature review and referencing.				

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3.	Class: The structure of the dissertation.
4-14.	Individual research and consultation with the supervisor.
Rationale Including Aims:	The aim of the module is to provide students knowledge and skills about research methods, critical literature review and academic writing. The programme aims to develop the critical and analytical powers of the student in relation to research and write about a business or management topic. It will provide opportunities to develop researching and writing skills through the chosen thesis topic.
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: <ul style="list-style-type: none"> 5. To select and apply relevant academic and professional literature and information sources. 6. To critically evaluate the content of the publications related to the chosen thesis topic. 7. To critically evaluate and analyse business and management theories and models. 8. To organize and summarize them by a critical and creative approach, interpret and explain the theoretical and empirical research findings, provide conclusions and apply these in an academically applied context.
Learning Outcomes: Skills	This module will call for the successful student to demonstrate: <ul style="list-style-type: none"> 4. Ability to provide critical analysis and interpretation of information about business and management situations and problems. 5. Ability to use different methods and techniques to evaluate and analyse business situations and data and draw conclusions from them. 6. Ability to interpret the research findings in an academic writing style. 7. Ability to apply correct citation and referencing.
Teaching and Learning Strategies:	This project is an occasion for students to manage their own learning and especially, to learn from experience. They are assessed on how far they have developed their practical competence and enhanced their knowledge in the area of their project and have been able to generalise this particular experience for the benefit of a wider audience.

Assessment Scheme:	<p>The signature at the end of semester I is based on four parts:</p> <ol style="list-style-type: none"> 1. Choosing thesis topic and supervisor in Neptun (2-21 October 2017) 2. Submitting one chapter (literature review) (at least 10 pages) of the thesis to the Project Module leader to the Neptun (deadline 3 January 2018): Pre-evaluation by the PM leader (citation & referencing, applying professional sources, structure). If it is accepted, student can submit it to the supervisor for evaluation. If it is not accepted, student has to improve it (deadline 10 January 2018). (C8, C9) 3. Supervisor Contact Form (3 consultations are required, deadline 17 January 2018) (M2) 4. Supervisor Contact Form with the supervisor's evaluation and signature (student work effort, the quality of the submitted one chapter (10 pages), deadline 17 January 2018) (C8, C9) <p>All parts are necessary to get a signature.</p> <p>The signature at the end of semester II is based on two parts:</p> <ol style="list-style-type: none"> 1. Supervisor Contact Form (3 consultations are required, student work effort and performance, deadline 2 May 2018 (M2) 2. The thesis will be assessed by two lecturers, one of them is the project supervisor and the other will be nominated by the programme leader, grades range 1-5. (C8, C9, M4) <p>Both parts are necessary to get a signature.</p> <p>The Supervisor Contact Form has to be submitted to the module leader by 2 May 2018 by the student.</p> <p>The whole thesis submission deadline is 2 May 2018. Place: Study Department</p> <p>Formal requirements of the resulting thesis:</p> <ul style="list-style-type: none"> • Two bounded copies and an electronic version, 30 to 60 standard typed pages — 30 lines, 60 letters/line, 1800 character/page — excluding attachments and tables • The first page is the title page, that includes the name of the university, the faculty and the programme (University of Pécs, Faculty of Business and Economics, English Language Programmes, Bachelor of Arts in Business Administration), the title, the name of the candidate, the name of the instructor, the date of the submission, • All figures and tables must be numbered continuously, • The sources of quotations and references must be given each and every times, • The complete list of references must be given at the end of the thesis. <p>The language of the thesis must be English.</p>
Core Learning Materials:	<p>There is no required textbook, literature is based on individual needs of the student and topic.</p> <p>Fischer, C. et al. (2007), Researching and Writing a Dissertation: A Guidebook for Business Students. 2nd ed. Harlow: Financial Times Prentice Hall.</p>

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Optional Learning Material:	<p>Brown, R. B. (2006), Doing Your Dissertation in Business and Management: The Reality of Researching and Writing. London: SAGE.</p> <p>Deane, M. (2010), Academic research, writing & referencing. Harlow: Pearson.</p> <p>Grix, J. (2004), The foundations of research. New York: Palgrave Macmillan.</p> <p>Hart, C. (2008), Doing a literature review: Releasing the social science research imagination. London [etc.]: Sage Publications.</p> <p>Machi, L. A. and McEvoy, B. T. (2009), The literature review: Six steps to success. Thousand Oaks : Corwin Press.</p> <p>Neville, C. (2010), The complete guide to referencing and avoiding plagiarism. 2nd ed. Maidenhead: Open University Press.</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2007), Research methods for business students. 4th ed. Harlow; New York: Financial Times - Prentice Hall.</p>
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Code	B17TVK04E	ECTS Credit	7	HUN Credit
Module Title:	BUSINESS STATISTICS			
Module Leader:	Mónika Galambosné Tiszberger, PhD. Assistant Professor	Office Hours:	Wednesday 12.30-14.00 (room B112)	
Telephone:	72 501 599/23146	E-mail:	tiszbergerm@ktk.pte.hu	
Short Description:	The aim of this course is to provide you with an understanding of both the theory and practice of Business Statistics. Using the MS Excel as a statistical tool, the student will be able to use the special features of a commonly used program; he will get an overview over the background of the calculations.			
Sessions (weeks): 13				
Schedule is tentative and subject to change!				
LECTURES		TUTORIALS		
4. Sept.	Introduction and short recall of descriptive statistics	Recall of the use of basic statistical tools in MS Excel		
11. Sept.	Recall of inferential statistics	Hypothesis tests, estimations		
18. Sept.	Analysis of Variance	Qualitative-quantitative relationships, differences among more than two means		
25. Sept.	Chi-Square Tests	Quantitative-quantitative relationships, test of independency		
2. Oct.	Nonparametric Tests	Wilcoxon rank sum test, Kruskal-Wallis rank test		
9. Oct.	Correlation	Computing Correlation		
16. Oct.	Q&A	INTERIM TEST I		

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30. Oct.	Simple Linear Regression	Simple linear Regression Models
6. Nov.	Multiple Regression	Model development, coefficient of determination, inferences
13. Nov.	Multiple Regression, Logistic Regression	Interval estimation, residual analysis, dummy variables, interaction
20. Nov.	Introduction to Time Series; models and forecasting	Linear and exponential trend analysis
27. Nov.	Seasonal changes; Model Evaluation	Analysis of seasonal changes; Goodness of Fit Measures
4. Dec.	Q&A	INTERIM TEST II
Rationale Including Aims:		The main focus of the module is to introduce students to the complex tools of statistics to enable them to research business and management problems in their further studies. Material will be covered with the appreciation of studied techniques and methods in other quantitative modules.
Learning Outcomes: Knowledge		On the completion of this course successful students will be able to: <ol style="list-style-type: none"> 1. Match statistical methods and procedures with business problems to solve them with the help of MS Excel 2. Explain and critically evaluate outcomes of analyses 3. Present the results to a general audience in a proper way considering ethical issues as well 4. Create and administer statistical datasets
Learning Outcomes: Skills		This module will call for the successful student to: <ol style="list-style-type: none"> 1. Improve their substantial quantitative skills 2. Form and deepen research skills 3. Experience and adapt to team work
Teaching and Learning Strategies:		The joint application of theoretical and practical teaching methods should enable students to understand mechanisms of business decision making applying statistical methods. To achieve this objective “flipped classroom” techniques are applied. Before the lecture the students have to prepare from the coming topic and fill in the “pre”quiz. During the lecture time students work in random groups of 3-4 and work out the guiding questions of the topic. At the end of the class they also have to solve a group work exercise. At the tutorials the teacher and the students solve the exercises together with MS Excel. Continuous learning is necessary to keep up with the course.

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Assessment Scheme:	<p>The grade will be based on the following weights:</p> <ul style="list-style-type: none"> ▪ reading/readiness assessment (quizzes): 10% ▪ interim test I: 15% (knowledge 1, 2, 4; skill 1, 2) ▪ interim test II: 15% (knowledge 2, 4; skill 1, 2) ▪ group work: 10% ▪ final exam during the exam period 50% (knowledge 1, 2, 3; skill 1, 2) <p>Any missing quiz, group work or interim test is irretrievable.</p> <p>The best three overall (pre)quiz performance gains extra 2 points.</p> <p>Own handwritten cheat sheet can be prepared to both interim tests (half A4 page). Both cheat sheet can be used during the final exam.</p> <p>Student is required to achieve more than 50% of the final exam and more than 50% of the overall points to pass the course. Class presence is required according to the general rules.</p>
Core and optional learning material:	<p>Berenson, M.L. – Levine D.M. – Szabat K.A. (201): Basic Business Statistics: Concepts and Applications, Thirteenth Edition, Pearson</p> <p>(Earlier editions might be used, but the referred chapter/exercise numbers and pages are based on this thirteenth edition.)</p>

B: Core Tourism and Catering Modules

Code	B17TVB01E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Tourism geography				
Module Leader:	Dr. János Csapó		Office Hours:	Mondays 12.00-13.30	
Telephone:	501-599 / 23276		E-mail:	csapo.janos@ktk.pte.hu	
Short Description:	In addition to general tourism geography skills and correlations, the international trends of tourism are analysed in details, also, the international geography of tourism is looked at at regional scale, placing a great emphasis of the European destinations and the main destinations of the world outside Europe.				
The schedule is tentative and subject to change.					
1.	An introduction to tourism geography.				
2.	General trends and tendencies of the world tourism, with special regard to Europe.				
3.	Tourism geography of the British Isles (Ireland United Kingdom)				
4.	Tourism geography of the BENELUX states				
5.	Tourism geography of France				
6.	Tourism geography of Northern Europe				
7.	Tourism geography of Germany and the Alpine countries (Austria, Switzerland)				
8.	Tourism geography of the Iberian Peninsula (Spain and Portugal)				

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9.	Tourism geography of Italy and Greece
10.	Tourism geography of Central Europe
11.	Tourism geography of America
12.	Tourism geography of Asia and the Pacific region
13.	Tourism geography of Africa and Australia
Rationale Including Aims:	The aim of the subject is to let students know the basic concepts and the system of the geography of tourism. Students must be able to recognise the role of geographical factors in tourism and must be aware of the analysis methods of regional tourism geography. They should also be able to analyse trends and processes in international and domestic tourism.
Learning Outcomes: Knowledge	Participants of the course are able to critically analyse the regional tourism trends and can also recommend complex solutions. Having completed the course, students know theoretical and practical skills related to tourism geography and are able to apply geographical approach in tourism development. Students are able to integrate and use in practice the pieces on information related to the subject. They are able to recognise market changes, adapt to that and make relevant decisions.
Learning Outcomes: Skills	Students are able to realistically assess the tourism supply of a destination and can make recommendations for the creation of tourism development strategy. They become sensitive to problems, proactive, and have an environment conscious and practice-oriented attitude.
Teaching and Learning Strategies:	In the seminar classes individual and groups work is done, realised in minor tasks, homeworks and case studies related to the topics of the lectures, and also in holding presentations.
Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>A requirement for the completion of the seminars is active participation in classes.</p> <p>Of the total grade, 20% is made by individual work (active participation in classes, completion of tasks and case studies, presentations). Students write a mid-term test for 30% of the grade. The remaining 50% is made by the end-term written examination. For successful completion of the course, a minimum of 50.01% must be achieved in all activities!</p>
Core Learning Materials:	Hall, C.M. – Page, S.J. (2014): The Geography of Tourism and Recreation: Environment, Place and Space. Routledge Taylor and Francis Group, 457 p.

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Optional Learning Material:	<p>Williams, S. – Lew, A.A. (2015): Tourism geography : critical understandings of place, space and experience. 3rd edition, London ; New York : Routledge, 2015.</p> <p>Lew, A.A., Hall, C.M. & Timothy, D.J. (2011): World Regional Geography: Human Mobilities, Tourism Destinations, Sustainable Environments, Kendall Hunt, Phoenix.</p> <p>Lew, C.M., Hall, C.M. & Timothy, D. (2008): World Geography of Travel and Tourism: A Regional Approach. Oxford: Elsevier.</p>
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Code	B17TVB04E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Fast and slow tourism products				
Module Leader:	Dr. János Csapó		Office Hours:	Mondays 12.00-13.30	
Telephone:	501-599 / 23276		E-mail:	csapo.janos@ktk.pte.hu	
Short Description:	General knowledge of tourism is needed for the completion of the subject called development of tourism products. The subject gives an introduction to the product-oriented approach to tourism, and also the structure, categorisation and life cycles of tourism products. A detailed analysis is provided of all components of tourism products: attraction, elements of infra- and suprastructure of tourism. Students are given a comprehensive picture of tourism products, allowing them to interpret these products and understand the similarities of and differences among them.				
The schedule is tentative and subject to change.					
1.	Concept and structure of tourism product its special features, grouping of tourism products, theoretical foundations of tourism product development.				
2.	Demand for tourism, the role of needs and motivations in demand. Trends and counter-trends in tourism demand and their role in product development.				
3.	Features of cultural and heritage tourism, concept and history of cultural tourism. The market and demand of cultural tourism, elements of its infrastructure. Birth and concept of heritage tourism, model for the creation of a heritage product.				
4.	Tourism product types and supply of MICE tourism. Demand for an impacts of MICE tourism. Trend sin MICE tourism, possible cooperations with other tourism products.				
5.	Active tourism products, cycling tourism. Demand and trends of active tourism. International products groupings and the appearance of this product development in Hungary. Definition of cycling tourism, its historical preliminaries and birth. Demands and motivation of cycling tourism.				
6.	Birth and definition of ecotourism. Demand for and development of the supply of ecotourism. Ecotourism qualification systems, environmental trademarks.				
7.	Aspects of alliterative, responsible tourism and sustainable development in tourism product development. The impacts of climate change on tourism.				

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8.	Enological and gastronomical tourism. The foundations of enological and gastronomical tourism. Concepts of enological and gastronomical tourism, foundations of enological tourism: wine producing areas and wine routes in Hungary. Demand side of enological and gastronomical tourism, its connections to other tourism products. Trends in enological and gastronomical tourism.
9.	Concept, historical preliminaries and birth of rural tourism. Strengths and weaknesses of rural and agro-tourism. Demand and supply of rural tourism, the role of human resources in the operation of rural tourism.
10.	Concept and historical background of health tourism. The infra- and suprastructure of health tourism, its demand and supply. Trend of health tourism and its connections to other tourism products.
11.	Trend affecting tourism demand and new tourism products.
12.	The appreciation of the environment and health consciousness of consumers. Features of the LOHAS group and slow tourism.
13.	Process of tourism product development, tasks of tourism destination management organisations in product development – „innovation – distinctiveness – authenticity”.
Rationale Including Aims:	Students know the operational principles of the tourism sector. They know the domestic and international market of tourism, its actors and features. They know the different types of tourism businesses, and also the principles and management methods related to the operation of them and the control of their market activities. Students learn the basics of tourism product development. They get to know the principles and features of the operation of the tourism industry, the complexity of tourism products, the features of the related services and the features of the demand and supply side. A more detailed analysis is given of the main products types of the tourism of Hungary. They know the operation of the sub-sectors of tourism (accommodations, catering facilities, attractions, travel agencies etc.), their evaluation and decision-making criteria. They know the partial areas of the sector and the connection points. Students are able to process professional literature on their own.
Learning Outcomes: Knowledge	Having learnt the characteristic features of the tourism products types and the consumers expectations and motivations against them, students as skilled experts will be able to join the process of the development of tourism products, renewing in an innovative way the related services as well. They have a comprehensive view over the structures of the respective tourism products, and will be able to act as creative managers in the development of the attractions and also the creation of the auxiliary services. They are able to explore, systemise and analyse facts and correlations. On this ground they can make sovereign statements, make preparations for decision-making and make the necessary decisions.
Learning Outcomes: Skills	Students aim, with modern tourism skills and marketing attitude, at understanding and handling market problems. They can innovatively contribute to the renewal of the respective tourism product type and the provision and development of high level auxiliary services.
Teaching and Learning Strategies:	Individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>Students must actively participate in the classes to be allowed to make the examination. The grade of the second in-class test must be at least fair. Achievement in seminars is evaluated by the seminar leader. One occasion during term-time is provided for each student to make up for a missed assignment or for corrections. Calculation of the final grade: active participation in seminars – 25%, mid-term test – 15%.</p>
Core Learning Materials:	World Tourism Organization (UNWTO) and European Travel Commission (ETC) (2011): Handbook on Tourism Product Development. UNWTO, 142 p.
Optional Learning Material:	<p>Michalkó G. (ed) (2011): Design and development of touristic products.(e-book) University of Pécs http://www.eturizmus.pte.hu/</p> <p>Lohmann, G. (2016): Tourism theory: Concepts, Models and Systems. CABI Publishing, 268 p.</p>

Code	B17TVB02E	ECTS Credit	??????	HUN Credit	?????
Module Title:	The system of tourism				
Module Leader:	Dr. Zoltán Raffay		Office Hours:	Tuesdays 13.00-14.30	
Telephone:	501-599 / 23276		E-mail:	raffayz@ktk.pte.hu	
Short Description:	The aim of the course is to let students know the basic concepts and the system of tourism and to allow students to analyse the tendencies and trends of international and domestic tourism.				
The schedule is tentative and subject to change.					
1.	Tourism as a science; categorisation of the tourism activities				
2.	Demand of tourism				
3.	The tourist				
4.	Supply of tourism				
5.	The central element of the tourism supply: the attraction				
6.	The infra- and suprastructure of tourism				
7.	In-class test				
8.	Tourism as a system				
9.	The development of tourism				
10.	The future of tourism, trends in tourism				

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11.	Interpretation of tourism as a products
12.	Tourism policy. Planning and development of tourism
13.	The impacts of tourism
Rationale Including Aims:	To let students know the basic concepts and the system of tourism and to allow students to analyse the tendencies and trends of international and domestic tourism.
Learning Outcomes: Knowledge	Needs, their change and analysis. Supply and demand of tourism. Making up a tourism product, features of the respective touristic products. Measurement of the tourism phenomenon. Micro- and macro-economic features of tourism, its impacts and role in the economy. The role of state in tourism. Characteristic features and trends in the international and Hungarian tourism sector.
Learning Outcomes: Skills	Students acquire basic tourism skills, get to know the operation of the sub-branches and activities of tourism (accommodation and catering facilities, travel organisers and tour operators, destination management organisation, other service providers etc), are able to evaluate them and find the relationships to other economic sectors.
Teaching and Learning Strategies:	Case studies and project assignments related to the topics of the lectures, press reviews and analyses. A requirement for the completion of the seminars is active participation in classes and making project works individually and in groups. At the end of the course an oral examination is made.
Assessment Scheme:	Of the total grade, 20% is made by individual work (active participation in classes, completion of tasks and case studies completion of tasks and case studies). In the middle and on the last class of the term students write in-class tests for 30% of the grade (each test makes 15%). The remaining 50% is made by the oral examination. For successful completion of the course, a minimum on 50.01% must be achieved in all activities! In the seminar classes individual and groups work is done, realised in minor tasks and case studies related to the topics of the lectures.
Core Learning Materials:	Morrison, M. – Mill, R. C. (2012): The Tourism System. Kendall Hunt Publishing, ISBN 13: 9780757599767
Optional Learning Material:	Wyllie, R. W. (2011) An Introduction to Tourism. Venture Pub., Inc., ISBN-13: 978-1892132956 unwto.org

Code	B17TVB07E	ECTS Credit	?????	HUN Credit	?????
Module Title:	Case studies in tourism marketing				
Module Leader:	Dr. Zoltán Raffay	Office Hours:	Tuesdays 13.00-14.30		

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Telephone:	501-599 / 23276	E-mail:	raffayz@ktk.ptk.hu
Short Description:	The aim of the course is to introduce students with appropriate case studies in tourism in order to better understand the practical role of tourism marketing in the processes of tourism.		
The schedule is tentative and subject to change.			
1.	The role of marketing in tourism		
2.	The environment of tourism marketing		
3.	Consumer behaviour in tourism		
4.	Market segmentation in tourism		
5.	Market research and forecasts		
6.	Planning in tourism marketing		
7.	Development of tourism products		
8.	Distribution channels in tourism		
9.	Pricing in tourism		
10.	Marketing communication mix		
11.	Advertisements and public relations		
12.	Partnerships in tourism		
13.	Destination marketing		
Rationale Including Aims:	To let students know how tourism marketing is working in the practice. Students will be introduced to case studies of tourism businesses. Basic marketing skills are needed, the knowledge of the concepts and tools of marketing.		
Learning Outcomes: Knowledge	Through the presented case studies students will find experiences and draw conclusions from them. They will be able to make recommendations for the creation of a suitable marketing strategy.		
Learning Outcomes: Skills	Creative and independent thinking, problem solving. Students are able to clearly communicate their conclusions and the knowledge and reasoning behind them, both to professional and non-professional audience.		
Teaching and Learning Strategies:	In the seminar classes individual and groups work is done, realised in minor tasks and case studies related to the topics of the lectures. Demonstration and analysis of case studies; making own case studies of a chosen tourism enterprise.		
Assessment Scheme:	There will be one written test, with one possibility for correction. Evaluation categories: excellent: above 85%, good: 75.1-85.0%, average: 65.1-75.0%, fair: 50.1-65.0%		
Core Learning Materials:	Morrison, Alastair M. (2013): Marketing and Managing Tourism Destinations. Routledge, ISBN: 978-0-415-67250-4		

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Optional Learning Material:	<p>Ray, N, Kumar, D. D., Kumar, R. (2017) Tourism Marketing: A Strategic Approach. Apple Academic Press, ISBN 9781771884709 - CAT# N11774</p> <p>Rickerby, S. (2008): Travel and Tourism Case Studies. Travel and Tourism Publishing Limited, ISBN 10: 0955019060</p>
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Code	B17TVB10E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Lodging and hotel management				
Module Leader:	Dr. Zoltán Raffay	Office Hours:	Tuesdays 13.00-14.30		
Telephone:	501-599 / 23276	E-mail:	raffayz@ktk.pte.hu		
Short Description:	The goal is to give our students complex skills and attitudes that after some practice will allow them to manage a hotel business. Students must know and learn the management skills that are necessary for making all kinds of management decisions, at different levels of the management of a hotel. Students must be able to make the economic management plan of a hotel and write the monthly reports. Students must learn the organisational and executive tasks within a hotel, and also the organisational units, formal and informal relationship systems. They should be able to creatively apply in their management decisions the basics of what they learned in other subjects. Another goal is the creation and shaping of the management efficiency view of students.				
The schedule is tentative and subject to change.					
1.	Hotel management and environment. Management of a hotel business. Economic environment of a hotel business. External and internal elements of the environment, with special regard to the elements of the economic environment. Expected development directions of the economic environment. Interest representations of hotels. Position, role and economic relations of hotels in the process of tourism. Outer and inner information. Management Information System /MIS/				
2.	Function of the hotel activity according to economic, labour and business management aspects. Definition of the goals of hotel management. Hotel works and management.				
3.	Fields of the hotel resources and management. Characteristics of the resources in a hotel. Process and fields of management. Assets and property management of a hotel. Protection of property. Leadership tasks.				
4.	Personnel requirements of hotel activities, the significant of labour as a resource in hotel industry. Main fields of staff management. Cost management of live labour. Productivity.				
5.	Costs in a hotel, cost management. Grouping of costs by controlling aspects both in catering and hotels. Fields of cost management. Calculation of process at costs level in the hotel industry.				
6.	Room rates in the hotels. Theoretical and practical aspects of pricing. Price policy in a hotel. Application and differentiation of prices in a hotel. Basic indices of price management.				

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7.	Profitability in hotels. Hotel profit and loss accounts, their structure, different levels of achievements. Profit and loss accounts of large hotels. Uniform System of Accounts for Hotels. Profitability data and indices.
8.	Management of room sales activity. Report of the achievements of room sales. Room sales and pricing, Yield Management. Content and analysis of room price revenue. Management and organisation of room sales unit, its leadership information system and indices of analysis.
9.	Management of catering activity. Catering profit and loss accounts. Catering sales and pricing, cost-accounting. Content and analysis of catering revenue. Management and organisation of catering unit, its leadership information system and indices of analysis.
10.	Role of other hotel services in the management of a hotel, their pricing system, cost accountings, accountability. Management and organisation of operational units, indices of analysis (wellness, medical services, laundry).
11.	Events in a hotel. Content and revenues of programmes, its special demands for assts. Direct costs. Management and organisation of a unit, analysis possibilities. Outsourcing activities in hotel management.
12.	Monthly liquidity of hotels, provision of cash flow. Fields of cash management. Financial revenues and expenses of hotels. Demonstration of the changes in the financial situation. Capital demand and financing of hotels.
13.	Hotel investment and reconstruction. Concept of hotel development. Investment – reconstruction – maintenance. Feasibility study. Pay-off calculations.

<p>Seminars</p>	<ol style="list-style-type: none"> 1. Research areas and opportunities. Professional periodicals. Hungarian and international publications. Analysis of the environment of hotels. Analysis of a given period of the Hungarian and international hotel market on the basis of statistical data. Development of the management organisation of hotels in Hungary. 2. Analysis of a given period of the Hungarian and international hotel market on the basis of statistical data. (Trend Report) 3. Planning and analysis of the material assets of a hotel and catering business. Survey of the tools of hotel and catering businesses. 4. Planning of staff for a hotel business. Positions, tasks in the respective positions, staff standards. Remuneration systems. Demonstration of incentives of staff by concrete examples. Possibilities for enhancing productivity. 5. Pricing in hotels. Analysis of the content of gross room rates in hotels of different star categories through empirical data collection. Average rate, REVPAR, TREVPAR calculation by concrete examples. Analysis of sales channels in hotels. Special tools in the sales of hotel rooms. 6. Cost efficiency, cost analysis. Analysis of direct costs per rooms sold and rooms available by the example of a concrete hotel. Analysis of the cost structure, indirect, direct and fixed costs. Analysis of the changes in the cost level. 7. Case study for the analysis of the hotel revenues. Calculation of gross operational results /GOP, GOP%, GOPPAR/ at different hotels by concrete examples. Analysis of net operational results. Result levels, comparative analyses /type, category, size/. 8. Definition of the results of room sales, direct costs of marketing and sales. Analysis of the results of room sales. Problems solving recommendations. 9. Differences of the indices of the results of catering activity and hotel result profit and loss accounts. Differences of the indices. Evaluation of different result levels by concrete examples. 10. Comparative analysis of other activities /medical, wellness/ from profitability aspects, using hotel revenues reports. Special clientele, sales channels, special management tasks. 11. Analysis of the cost level and structure of the general activities, their impacts on results / by examples analysed /! Evaluation of fixed costs. 12. Assessment of hotel cash flow statements /in a monthly and quarterly breakdown /. Making of a Cash Flow plan, using data from hotels. <p>Making a feasibility study for a hotel of a certain type and category, with a certain number of rooms. The investment process of a hotel.</p>
<p>Rationale Including Aims:</p>	<p>The goal is to give our students complex skills and attitudes that after some practice will allow them to manage a hotel business. Students must know and learn the management skills that are necessary for making all kinds of management decisions, at different levels of the management of a hotel. Students must be able to make the economic management plan of a hotel and write the monthly reports. Students must learn the organisational and executive tasks within a hotel, and also the organisational units, formal and informal relationship systems. They should be able to creatively apply in their management decisions the basics of what they learned in other subjects. Another goal is the creation and shaping of the management efficiency view of students.</p>

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Learning Outcomes: Knowledge	Students get basic knowledge on the most decisive part of tourism services: hotels. They get to know the management of hotels, the characteristic features of their operation and the theoretical and practical skills needed for hotel management activity.
Learning Outcomes: Skills	With their comprehensive hotel management skills students understand the operation of hotels, will be able to effectively join the operation of the working organisation, the definition and control of tasks. They will play active and initiative role in making and implementation of plans made for sales and operation. Students with their state-of-the-art tourism skills and marketing view will try to understand and manage market problems. They will be able, after a short practice period, to lead hotels on their own.
Teaching and Learning Strategies:	Individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.
Assessment Scheme:	Students must actively participate in the classes to be allowed to make the examination. The grade of the second in-class test must be at least fair. Achievement in seminars is evaluated by the seminar leader. One occasion during term-time is provided for each student to make up for the missed mid-term test or for correction. Calculation of the final grade: active participation in seminars – 25%, mid-term test – 15%. Writing a test of all topics of the subject on the dates provided in examination time. (Students cannot apply for their first exam on the last examination date.) A condition for a successful examination is at least 50% achievement that is calculated as 60% of the final grade. Making up for missed tests and correction of poor ones as allowed by the relevant regulations.
Core Learning Materials:	Hayes, D. K. – Ninemeier, J. A. – Miller, A. A. (2012): Foundations of Lodging Management, 2nd Edition. Pearson Education, Upper Sadle River
Optional Learning Material:	Walker, J. R. (2007): Introduction to hospitality management, 2nd Edition. Chapter 1. Pearson Education, Upper Sadle River. Scott-Halsell S. A. – Blum, S. C. – Huffmann, L. (2008): A Study of Emotional Intelligence Levels in Hospitality Industry Professionals. Journal of Human Resources in Hospitality and Tourism Vol. 7(2) pp. 135-152. Langhorn, S. (2004). How emotional intelligence can improve management performance. International Journal of Contemporary Hospitality Management 16(4) pp. 220–230.

Code	B17TVB08E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Tour operation and event organisation				
Module Leader:	Dr. Beatrix Lányi	Office Hours:	Mondays 12.00-13.30		

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Telephone:	501-599 / 23182	E-mail:	lanyi@ktk.ptt.hu
Short Description:	<p>Students get to know the tasks of tour organising companies, the process of the compilation and organisation of travel programmes. In addition to theory they also get practical skills in the organisation of the tasks related to the organisation of outbound and inbound tours. Students get to know the operation of a travel agency, become able to carry out the daily routine tasks of travel agencies.</p> <p>They also get to know the features of events relevant for tourism and the related organisational tasks.</p>		
The schedule is tentative and subject to change.			
1.	History of travel agencies, market positions of travel agencies in Hungary and in the international scene.		
2.	Personal skills necessary for effective travel agency work, positions in the travel agencies.		
3.	Legal regulation of the travel agency sector. Travel agencies and tour operators.		
4.	Process of the organisation of travel.		
5.	Making up a travel package, preliminary and post-calculations.		
6.	Activities of the travel agencies. Features of the organisation of outbound and inbound tours.		
7.	Mid-term test		
8.	Traditional and modern marketing tools in travel agencies.		
9.	Online accommodation sales systems.		
10.	Sales of tickets (flight tickets and rail tickets). Mediation of accommodations and money exchange. Role and forms of travel insurances.		
11.	Grouping of events/programmes relevant for tourism, their characteristic features, features of the demand and supply.		
12.	The process of the organisation of events from the idea to implementation.		
13.	Operative organisations tasks in the management of tourism events, pre- and post-calculations.		
Rationale Including Aims:	<p>The aim of the subject is to let students know the following:</p> <p>Concept of tour organisations, tour operators and travel agencies in tourism. Process of tour organisations, organisations of inbound and outbound tours. Preparatory phase: assessment of the demand, programme planning. Making of pre-calculations. Types of contracts to be made with service providers, methods of payment. Sales, the role and creation of catalogues. What is to be done prior to departure (administration, travel documents), implementation of the tour, keeping in touch with tour guides and local guides. Last minute and joker tours. Settling of the bills: post-calculation and evaluation. Sales of transport tickets (flight tickets, railway tickets). Mediation of accommodations and money exchange. Role and forms of travel insurances. Types and special features of tourism events. Tasks in organisation of programmes.</p>		

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Learning Outcomes: Knowledge	Students get to know the system of travel agencies available for tourists, the main types of tourism and catering events, and their features. They become capable of the organisation of events. Students get basic information on the operation of travel agencies, they learn the principles and characteristics of the intermediary sector in tourism, the complex character of travel agency products, the features of the related services, and the typical features of the demand and supply side. Students know the operational principles of the tourism sector. They know the domestic and international market of tourism, its actors and features. They know the different types of tourism businesses, and also the principles and management methods related to the operation of them and the control of their market activities. They know the operation of the sub-sectors and activities of tourism (accommodations, catering facilities, attractions, travel agencies etc.), their evaluation and decision-making criteria.
Learning Outcomes: Skills	Students with their state-of-the-art tourism skills and marketing view will try to understand market demands and reacting to that create adequate supply for travel agencies. They will be able to innovatively contribute to the creation of tourism packages, the organisation and implementation of touristic events.
Teaching and Learning Strategies:	Individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.
Assessment Scheme:	According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course. Students must actively participate in the classes to be allowed to make the examination. The grade of the second in-class test must be at least fair. Achievement in seminars is evaluated by the seminar leader. One occasion during term-time is provided for each student to make up for a missed assignment or for corrections. Calculation of the final grade: active participation in seminars – 25%, mid-term test – 15%.
Core Learning Materials:	Bhatia, A. K. (2012): The Business of Travel Agency & Tour Operations Management. Sterling Publishers Pvt.Ltd.
Optional Learning Material:	Fenich, George G. (2016): Meetings, Expositions, Events and Conventions: An Introduction to the Industry, Global Edition, 4/E. Pearson Fenich, George G. (2015): Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition. Pearson

Code	B17TVB09E	ECTS Credit	?????	HUN Credit	?????
Module Title:	Hospitality and cultural behaviour				
Module Leader:	Dr. Valéria Pavluska	Office Hours:	Mondays 12.00-13.30		
Telephone:	501-599 / 23276	E-mail:	pavluska@ktk.pte.hu		

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Short Description:	The subject is designed to introduce students to the characteristic and work processes of catering activities, and behaviour culture related to the field of hospitality and catering.
The schedule is tentative and subject to change.	
1.	Introduction to catering
2.	Material and personnel conditions of catering
3.	Staff etiquette and behaviour in general
4.	Staff etiquette and behaviour during communication with guests and colleagues
5.	Good and clean look – adequate clothing, personal hygiene and cosmetics
6.	Types of catering events – reception, party, events with seating charts, other social events (wine tasting, visitations)
7.	Foundations of catering – ingredients of meals and beverages
8.	Foundations of catering – men, meals and beverages
9.	In the restaurant – types and parts of restaurants
10.	Foundations of servicing – laying the table
11.	Reception and greeting of guests, addresses, salutation, order, seating chart
12.	Servicing of guest at the table. The process of servicing.
13.	Catering outside restaurants.
Rationale Including Aims:	The aim of the subject is to let students know the basic concepts and the system of the geography of tourism. Students must be able to recognise the role of geographical factors in tourism and must be aware of the analysis methods of regional tourism geography. They should also be able to analyse trends and processes in international and domestic tourism.
Learning Outcomes: Knowledge	<ul style="list-style-type: none"> - students are able to organise a catering project, to manage and control a smaller economic business; - they are able to explore, systematise and analyse basic correlations, to draw conclusions and make decision-making recommendations on their own - they are able to creatively work out and initiate new practical solutions
Learning Outcomes: Skills	<ul style="list-style-type: none"> - students know the operational principles of the tourism sector and the related industries, with special regard to catering industry, know the market actors thereof, its characteristic features and connections to other tourism activities; - know the different types of catering facilities, and also the principles and management methods related to the operation of them and the control of their market activities; - know the operation of the catering facilities, their evaluations and decision-making criteria, the details of the catering activities and the connection points to other activities.

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Teaching and Learning Strategies:	In the seminars, problems related to the issue discussed are solved in individual and groups work. Some tasks can be completed as homework.
Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the seminars. If they miss more than 30% of classes, students are not allowed to sit for an exam and have to repeat the full course.</p> <p>A condition for the completion of the course is at least 50.1% result in the following elements: active participation in classes (20%), a study made in teamwork (40%), and two in-class tests (20% each). Missed in-class test can be made up for once, at the end of the semester.</p>
Core Learning Materials:	Kotschevar, Lendal Henry (2006): Presenting Service: The Ultimate Guide for the Foodservice Professional. John Wiley.
Optional Learning Material:	<p>Meyer, Danny (2009): Setting the Table: The Transforming Power of Hospitality in Business. Harper Collins Publ.</p> <p>National Restaurant Association (2011): ManageFirst: Hospitality and Restaurant Management with Answer Sheet . Prentice Hall/Pearson</p> <p>National Restaurant Association (2012): Foundations of Restaurant Management & Culinary Arts: Level Two. Prentice Hall</p> <p>Walker, John R. (2016): Introduction to Hospitality. Prentice Hall</p> <p>Walker, John R. (2016): Introduction to Hospitality. Pearson</p> <p>Etiquette Scholar. https://www.etiquettescholar.com/index.html</p>

Code	B17TVB03E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Foundations of digital marketing				
Module Leader:	Dr. Edit Bányai Gyarmatiné	Office Hours:	Mondays 12.00-13.30		
Telephone:	501-599 / 63373	E-mail:	edit@ktk.pte.hu		
Short Description:	Students get an insight into the concept of digital marketing, its operation and tools; they get to know the basic concept of the creation of digital marketing campaigns. A further goal to make more effective of the marketing strategy of businesses by the combination of digital marketing solutions with the classical marketing tools. Students must be able to apply this in practice. The subject promotes the understanding of the relationship of electronic business (e-business) and marketing, points out the advantages and disadvantages of online media and online marketing tools, and the practicing of interactive marketing solutions.				
The schedule is tentative and subject to change.					
1.	Introduction to the world of e-business and digital marketing. The impact of internet on marketing. The development of the web. Digital marketing trends.				

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2.	Online consumers and characteristics of consumer behaviour
3.	Online research
4.	Foundations of online communication: effective website
5.	Online advertisements (display, search, e-DM, listing, social)
6.	Online advertisements (Google Adwords, mobile advertisements, YouTube etc)
7.	E-mail marketing, blogs
8.	Search marketing, search optimisation, PPC advertisements
9.	Mobile marketing
10.	Online media
11.	Marketing basis of social media
12.	Social media mix, its elements and users
13.	Digital marketing – results and measurements
Rationale Including Aims:	Students get an insight into the concept of digital marketing, its operation and tools; they get to know the basic concept of the creation of digital marketing campaigns. A further goal to make more effective of the marketing strategy of businesses by the combination of digital marketing solutions with the classical marketing tools. Students must be able to apply this in practice. The subject promotes the understanding of the relationship of electronic business (e-business) and marketing, points out the advantages and disadvantages of online media and online marketing tools, and the practicing of interactive marketing solutions.
Learning Outcomes: Knowledge	Students can find their way in the decision-making and the process of digital marketing, they are able to recognise rapid market changes and adapt to them. They are able to analyse market situations, make up effective programmes and control their implementation, and write related reports and surveys. Students possess ICT skills necessary for the management of the issue.
Learning Outcomes: Skills	<p>The subject enlarges the marketing and communication skills of students. Students know the basic forms of e-business, the mechanisms and organisations of digital marketing, its operational principles and development trends; its role in the operation of a company; its tools and methodology.</p> <p>Students acquire critical analysing, organising and planning ability, they will realise decision-making situations and problems in marketing, and can solve them using the tools of online marketing and with a market-oriented view.</p>
Teaching and Learning Strategies:	Individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students have not completed the course.</p> <p>Individual and group work related to the topics featured above, and making home assignments in order to imbed the information heard during the lectures.</p> <p>Class work (70 %); 2 in-class tests (30%)</p> <p>The subject is a seminar subject and cannot be completed in the examination time. In examination time it is only missed in-class tests that can be made up for.</p>
Core Learning Materials:	Ian Dodson (2016): The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley. ISBN: 978-1-119-26570-2.
Optional Learning Material:	<p>Dave Chaffey, Fiona Ellis-Chadwick (2015): Digital Marketing . 6th Edition. Pearson ISBN10: 1292077646</p> <p>David Meerman Scott (2017): The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. 6th Edition. Wiley. ISBN-10: 1119362415, ISBN-13: 978-1119362418</p>

Code	B17TVB05E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Marketing calculations				
Module Leader:	Dr. Petra Rátz-Putzer		Office Hours:	Tuesday 9.00-10.30	
Telephone:	501-599 / 23129		E-mail:	putzerp@ktk.pte.hu	
Short Description:	The measurement of the respective fields related to the four Ps is a very important task, as they are the basis for the evaluation of the success of a certain activity. Accordingly, it is a must that students are able to quantify the result of an activity and make an ex-ante assessment of their expected efficiency. For this purpose the course introduces students to the major indices related to the respective areas, their usability and interpretation. The aim of the course is to allow students to calculate and comprehend indices from the data available and on the basis of this make basis calculations and make recommendations.				
The schedule is tentative and subject to change.					
1.	Introduction: groups and system of marketing indices				
2.	Major indices of the market position of a business				
3.	Profitability indices				
4.	Assessment of customers				
5.	Main indices of product management				
6.	Portfolio management				
7.	Indices of pricing				

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8.	Indices of channel management
9.	Indices of sales management
10.	Promotion indices I.
11.	Promotion indices II.
12.	Other indices
13.	Complex case study
Rationale Including Aims:	The measurement of the respective fields related to the four Ps is a very important task, as they are the basis for the evaluation of the success of a certain activity. Accordingly, it is a must that students are able to quantify the result of an activity and make an ex-ante assessment of their expected efficiency. For this purpose the course introduces students to the major indices related to the respective areas, their usability and interpretation. The aim of the course is to allow students to calculate and comprehend indices from the data available and on the basis of this make basis calculations and make recommendations.
Learning Outcomes: Knowledge	Students completing the course will be able to analyse and assess of the different fields of marketing with the help of indices, to make different calculations, and the basis of this to make up information tables for the management and the preparation of further decisions. Students with their analyses will be able to support the foundation and preparation of a market-oriented marketing strategy, and can participate in the measurement of its effectiveness.
Learning Outcomes: Skills	Students acquire (marketing) calculations and interpretation skills related to the four basic Ps of marketing. They learn how to connect the marketing skills acquired and how to measure their effectiveness with the use of indices.
Teaching and Learning Strategies:	Completion of tasks and case studies connected to the theory, application and interpretation of the indices learnt by concrete company examples, and writing short individual analyses.

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>In the seminars of the course problems related to the issue discussed are solved in individual and groups work, realised in minor tasks and case studies related to the topics of the lectures.</p> <p>During teamwork team of up to 4 persons make the full, complex analysis of a company chosen using the indices learnt, and they will also evaluate the indices gained and analyse the situation of the company.</p> <p>Seminars can only be completed by active participation in the classes.</p> <p>In the seminar classes individual and groups work is done for 20% of the final grade.</p> <p>Analysis task done in teamwork makes 30% of the final grade.</p> <p>In term-time two in-class tests are written for 20% of the final grade.</p> <p>For successful completion of the course, a minimum of 50.01% must be achieved in all activities!</p>
Core Learning Materials:	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2010): Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2nd Edition) , Pearson Education, ISBN-10: 0-13-705829-2
Optional Learning Material:	<p>Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2006) Marketing Metrics: 50+ Metrics Every Executive Should Master, Wharton School Publishing-Pearson Education, ISBN-10: 0131873709</p> <p>James D. Lenskold (2003): Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability, American Marketing Association, ISBN-10: 0071413634</p>

Code	B17TVB06E	ECTS Credit	?????	HUN Credit	?????
Module Title:	Tourism enterprises				
Module Leader:	Dr. Petra Rátz-Putzer		Office Hours:	Tuesday 9.00-10.30	
Telephone:	501-599 / 23129		E-mail:	putzerp@ktk.pte.hu	
Short Description:	<p>The aim of the subject is to teach the students the forms and tasks of tourism enterprises and businesses. In addition to theory they also get practical skills about the legal regulation of businesses, and the tasks related to their foundation and operation. Students get to know the typical activities of tourism businesses and will be able to carry out daily tasks.</p> <p>They get to know the special features of the service providers and attraction operators relevant for the tourism industry, and the related organisational tasks.</p>				
The schedule is tentative and subject to change.					

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1.	History of tourism businesses and the present situation in the Hungarian tourism market
2.	Typical activities in the tourism industry and special legal situation and legal regulation of tourism businesses (management of an accommodation, catering)
3.	Typical activities in the tourism industry and special legal situation and legal regulation of tourism businesses(tour guiding, travel agencies, other services)
4.	Personal competencies necessary for an effective entrepreneurial work
5.	Foundation of tourism businesses
6.	Making the business plan for tourism businesses
7.	External environment and stakeholders of a tourism businesses
8.	Traditional and modern marketing tools at tourism businesses
9.	Project design and implementation
10.	Special financial issues and taxation of tourism businesses
11.	Case studies and good practices: accommodation operators
12.	Case studies and good practices: catering facilities
13.	Cooperation of tourism businesses: clusters, TDM organisations, other cooperations
Rationale Including Aims:	<p>Students get to know the forms and tasks of tourism businesses. In addition to theory they also get practical skills about the legal regulation of businesses, and the tasks related to their foundation and operation. Students get to know the typical activities of tourism businesses and will be able to carry out daily tasks.</p> <p>They get to know the special features of the service providers and attraction operators relevant for the tourism industry, and the related organisational tasks.</p>

Learning Outcomes: Knowledge	<p>Students are able to design and organise an economic activity and a project. They know the rules and ethical norms of cooperation in project, team and working organisation. They are capable of leading projects on their own and the management of a smaller economic business, managing a business unit. They are able to explore, systemise and analyse facts and correlations. On this ground they can make sovereign statements, make preparations for decision-making and make the necessary decisions. They are able to manage and solve economic problems in the field of tourism. They are capable of professional and effective communication both orally and in writing. Students can found a business, comprehend and effectively carry out entrepreneurial activities. They get to know the tasks of each position in a business and acquire the competencies necessary for fulfilling these tasks. They acquire the specific negotiation, presentation, information organisational and persuasion techniques used in tourism. Having learnt the characteristic features of the types of tourism products and the consumer expectations and motivations against them, they are able as well-prepared professionals to join in the process of the development of tourism products, renew related services in an innovative way.</p> <p>Students, with their modern tourism skills and marketing view strive for understanding market needs and reacting to them they can create adequate supply for travel agencies. They can innovatively contribute to the renewal of tourism packages and in the organisation and implementation of events relevant for tourism.</p>
Learning Outcomes: Skills	<p>Students know the different types of tourism businesses, the principles and management methods related their operation and the management of market activities. They get to know the system of tourism services available for tourists, and the main types of the tourism and catering programmes, with their characteristic features. They get basic skills about the work of tourism businesses. They learn the operational principles an the characteristics of the mediatory sector of tourism, the complex character of the travel agency products, the features of the related services and the characteristic features of the demand and supply side. They know the principles of the operation of the tourism industry, the domestic and international market of tourism, its actors and features. They know the operation of the sub-sectors of tourism (accommodations, catering facilities, attractions, travel agencies etc.), their evaluation and decision-making criteria. They know the partial areas of the sector and the connection points.</p> <p>Students are able to process professional literature on their own.</p>
Teaching and Learning Strategies:	<p>Besides the lectures individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.</p>

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>Students must attend classes and must complete the two in-class tests with at least fair result. Assessment of the performance during classes is done by the lecturer. One occasion during term-time is provided for each student to make up for a missed assignment or for corrections. Calculation of the final grade: active participation in seminars – 20%, mid-term tests – 80%.</p> <p>Writing a test for 100% of the final grade on the examination dates announced in examination time provided that students have completed all requirements of the practical classes. Students cannot apply for their first exam on the last examination date. Possibilities for making up for missed tests and corrections as specified in the Code of Studies and Exams.</p>
Core Learning Materials:	Holloway, J. Christopher – Humphreys, Claire (2016): The Business of Tourism 10/E. Pearson
Optional Learning Material:	<p>Thomas - Shaw – Page 2011: Understanding small firms in tourism. Tourism Management 32(5): 963-976</p> <p>Sonny Nwankwo, Tunji Gbadamosi (2010): Entrepreneurship Marketing: Principles and Practice of SME Marketing, Taylor & Francis, 2010.</p> <p>Maja Konecnik Ruzzier, Mitja Ruzzier, Robert D. Hisrich (2015): Marketing for Entrepreneurs and SMEs - A Global Perspective, ISBN: 978 1 78347 175 1, Edward Elgar Publishing.</p>

C: Elective Modules

Code	B17TVC09E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Place marketing				
Module Leader:	Dr. János Csapó		Office Hours:	Mondays 12.00-13.30	
Telephone:	501-599 / 23276		E-mail:	csapo.janos@ktk.ptt.hu	
Short Description:	The aim of this subject is to gain students with basic knowledge and proficiency in place marketing as a peculiar area of marketing. Within the framework of the course the students will acquire the basic concepts of place marketing, the spatial approach of marketing, the marketing activity processes promoting regional competitiveness, the important marketing strategic decisions and the applied marketing tools.				
The schedule is tentative and subject to change.					

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1.	Introduction to place marketing
2.	The theoretical basis for place marketing
3.	The target groups of place marketing
4.	The basics of tourism
5.	Place and brand
6.	Place brand and place image
7.	Researches in place marketing
8.	Place branding in practice I.
9.	Place branding in practice II.
10.	Communication in place marketing
11.	Place marketing in practice I.
12.	Place marketing in practice II.
13.	Place marketing in practice III.
Rationale Including Aims:	The aim of this subject is to gain students with basic knowledge and proficiency in place marketing as a peculiar area of marketing. Within the framework of the course the students will acquire the basic concepts of place marketing, the spatial approach of marketing, the marketing activity processes promoting regional competitiveness, the important marketing strategic decisions and the applied marketing tools.
Learning Outcomes: Knowledge	<ul style="list-style-type: none"> • The students will get a basic knowledge in the fields of marketing thinking, marketing strategy and operative marketing activities decidedly in the spatial relations of place marketing, • they will get to know the basics and peculiarities of place marketing, • they will get to know the methodology of the planning and application of the marketing tools promoting the competitiveness of the spatial units..
Learning Outcomes: Skills	<p>The students will recognise the marketing decision situations affecting the spatial units;</p> <p>The students will be able to make proposals for relevant decision preparation activities for the problems and the way they should be solved;</p> <p>The students will be able to build and initiate new practical solutions with creative self-determination.</p>
Teaching and Learning Strategies:	Besides the frontal lectures individual and group work in the topics will be analysed through the course. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>Students must actively participate in the classes to be allowed to make the examination. Calculation of the final grade: active participation in seminars – 10%, project – 40%, examination in the exam period – 50%.</p> <p>For successful completion of the course, a minimum of 50.01% must be achieved in all activities!</p>
Core Learning Materials:	Campelo, A. (ed.) (2017): Handbook on Place Branding and Marketing. Edward Elgar Publishing, 272 p.
Optional Learning Material:	<p>Anholt, S. (2007): Competitive Identity – The New Brand Management for Nations, Cities and Regions. Palgrave Macmillan, Basingstoke</p> <p>Buhalis, D. (2000): Marketing the competitive destination of the future. Tourism Management. no. 21. pp. 97-116.</p> <p>Dinnie, K. (2004): Place branding: Overview of an emerging literature. Place Branding. no. 1. pp. 106-110.</p> <p>Tasci, A. D. – Gartner, W. C. – Cavusgil, S. T (2007): Conceptualization and Operationalisation of Destination Image. Journal of Hospitality and Tourism Research. 31. 194.</p> <p>Anholt, S. – Hildreth, J. (2010): Brand America. The making, unmaking and remaking of the greatest national image of all time. Marshall Cavendish Business, London.</p>

Code	B17TVC10E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Health tourism				
Module Leader:	Dr. János Csapó		Office Hours:	Mondays 12.00-13.30	
Telephone:	501-599 / 23276		E-mail:	csapo.janos@ktk.pte.hu	
Short Description:	The goal of the subject is to give a comprehensive view of the complex system of health tourism both in a theoretical and a practical approach. Students must learn the demand and supply side of health tourism, and also the operational environment of the sector both in Hungarian and international respects.				
The schedule is tentative and subject to change.					
1.	Introduction, concepts of health tourism				
2.	Position and role of health tourism in the system of tourism				
3.	Health tourism as a tourism product, types of health tourism activities				

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4.	International and Hungarian history of health tourism
5.	Demand side of health tourism
6.	Operational environment of health tourism I.: natural environment and social environment
7.	In-class test
8.	Operational environment of health tourism II.: economic environment, technological and political/legal environment
9.	Relations of health tourism to other tourism products – active tourism
10.	International and domestic trends in health tourism
11.	Analysis of the Hungarian locations of health tourism, spatiality of health tourism in Hungary
12.	Analysis of the international locations of health tourism I.
13.	Analysis of the international locations of health tourism II.
Rationale Including Aims:	Students acquire the concepts of health tourism, the theoretical basis and the operational environment of the sector, during which they get a knowledge that allows them to comprehend domestic and international trends and processes of health tourism, and the role and significance of the sector in Hungarian and international tourism.
Learning Outcomes: Knowledge	Students of the course get to know the principle of the operation of health tourism and the related sectors, they know the Hungarian and international markets of health tourism, the actors, characteristic features and connections of the branch.
Learning Outcomes: Skills	Students of the course, by the application of the learnt theories and practical methods, will be able to explore, systematise and analyse basic correlations, to draw conclusions and make critical remarks on their own. They are able to analyse the operation of the demand and supply side of health tourism and can make recommendations for the design and development of this tourism product. Having completed the course students will be sensitive to problems; they will have proactive, environment sensitive and practice-oriented attitude.
Teaching and Learning Strategies:	Individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.
Assessment Scheme:	According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course. Students write a mid-term test for 30% of the grade. The remaining 70% is made by the end-term written examination. For successful completion of the course, a minimum of 50.01% must be achieved in all activities!
Core Learning Materials:	Smith, M. – Puczkó, L. (2014): Health, Tourism and Hospitality: Spas, Wellness and Medical Travel. 2nd Edition. Routledge Taylor & Francis Group, 544 p.

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Optional Learning Material:	<ol style="list-style-type: none"> 1. Smith, M. – Puczkó, L. (2008): Health and Wellness Tourism. Oxford: Butterworth-Heinemann Ltd., 416 p. 2. Connel, J. (2011): Medical Tourism. CABI Publishing, 224 p. 3. Jónás-Berki, M. – Csapó, J. – Pálfi, A. – Aubert, A. 2014: A Market and Spatial Perspective of Health Tourism Destinations: The Hungarian Experience INTERNATIONAL JOURNAL OF TOURISM RESEARCH 2014: (2014)
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Code	B17TVC01E	ECTS Credit	3	HUN Credit	3
Module Title:	HEALTHCARE MANAGEMENT				
Module Leader:	Kia Goolesorkhi PhD Assistant Professor		Office Hours:	Tuesdays: 14:00–16: 00	
Telephone:	72/501 599, ext.23131 Mobile:0036 20 9574021		E-mail:	kia@ktk.pte.hu kiagoolesorkhi@gmail.com	
Short Description:	The module is designed to enrich the students’ perspectives regarding an increasingly problematic but socially and economically important sector of the global economy. In light of healthcare’s global context, observing transitional health systems, provides a tangible opportunity in serving the goals of the module. Maximum attention is given to building an appropriate understanding on what is meant by consumer driven “value creation and delivery” in healthcare. The students practice working out specific recommendations for hospitals, doctors, employers and policy makers.				
Sessions (weeks): 13					
1. 06.09.	The Global Context of Healthcare and it’s setup - An Introduction Discussion Papers -Healthcare’s Workforce (1): Philosophy, Education, Training and Development				
2.13.09.	Healthcare Organizations and their customary Forms in the Traditional contexts Discussion Papers-Healthcare’s Workforce (2): Organizational Behaviour, understanding Healthcare’s hierarchy and the areas of change				
3.20.09.	The Integration of Medical Insurance and Medical Care and the Discontent of Fee For Service Medicine.				
4.27.09.	Cases and Experiences on Medicare: How reform went wrong and what are the reinventions –THIS IS THE WEEK YOU WILL BE CONCLUDING YOUR PRIMARY RESEARCH				
5.04.10	Why is Healthcare Competition at a Wrong Level? First RO submission				

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6.11.10	Midterm exam
7.18.10.	The principles of Value Based Competition and the Emergence of Consumer Driven Healthcare- Is it unethical to call them consumers instead of patients?
8.08.11.	Planning and Implementing the change: A strategic perspective for decision makers (a)Healthcare Policies , (b) The Public and other actors as agents of change
9.15.11	Secondary Research week (1)
10. 22.11.	Presentations and reflections on Current state of the projects - Second RO submission
11.29.11.	Secondary Research week (2)
12.06.12.	Final Presentations. Health Quality Assurance, Pharmaceutical Product Marketing, Health Ethics, Stakeholder Communication in Healthcare's context, Healthcare's Supply Chain, Health Insurance vs. the Public and Private plans
Rationale Including Aims:	To provide an understanding on the micro and macro context of healthcare with a view to the transitional contexts. To provide an understanding on the ethical and perceptual dilemmas involved in determining the traditional and emerging definitions of the services' value . To provide an understanding of the process of health care service value delivery. The importance of organizational culture the mode and ways to identify change areas and to implement the change towards achieving a consumer driven hierarchy of value creation and delivery.
Learning Outcomes: Knowledge	<p>On completion of this module the successful student will be able to:</p> <ol style="list-style-type: none"> 1. provide a critical outline of the development of healthcare systems highlighting the most important differences 2. critically evaluate the emerging roles of the healthcare system participants and their challenges in meeting the demands of internal and external stakeholders within the context of transition; 3. apply relevant business and management concepts and techniques for an effective consumer driven health system; 4. demonstrate how the systems may build on international knowledge sharing and circular migration for successful transition;

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Code	B17TVC02E	ECTS Credit	3	HUN Credit	3
Term:	6 th semester		Level:	6	
Module title:	VISUALISATIONS WITH SPREADSHEET				
Module leader:	Dr. Ferenc KRUZSLICZ, PhD. Associate professor		Office Hours:		
Phone:			E-mail:	kruzsliz@ktk.pte.hu	
Short description:	<p>We recommend this course for participants who have a sound working knowledge of Excel building functional models by using spreadsheet formulas. This course aims to increase your productivity by providing the skills and knowledge to create attractive and informative business charts, and to use programming VBA code in Excel effectively. The course helps to recognize different way of unethical data misinterpretation mistakes and when someone is lying with charts. After the course you will be able to develop simple dashboards, and to write, run and test macros, automate processes by assigning macros to buttons, creating user-defined functions such as declaring variables, using statements and creating user defined functions and forms.</p> <p>We will cover a wide range of advanced real life spreadsheet modelling problems to build up skills, learn fair use of visualization tools and VBA programming techniques.</p>				
Sessions (weeks): 14					
The schedule is tentative, and subject to change.					
DATA VISUALISATION					
1	INTRODUCING CHARTS IN EXCEL (CREATING AND EDITING CHARTS, COLOURS AND TEMPLATES)				
2	CUSTOMIZING CHARTS (ELEMENTS AND FORMATTING, SERIES AND MARKERS)				
3	CHARTS WITH TRENDS (TRENDLINE, FORECASTING, SCATTER MATRIX)				
4	CHARTS OF DIFFERENCES (COMPONENT COMPARISON, WATERFALL CHARTS)				
5	CHARTS OF RELATIONSHIPS (PAIRED MATCHING, CORRELATION, RADAR CHARTS)				
6	STOCK ANALYSIS CHARTS (STOCK DATA STRUCTURE, OHLC AND CANDLESTICK CHARTS)				
7	MIDTERM 1				
VISUALIZATION WITHVBA					
8	ADVANCED CHART TECHNIQUES (DYNAMIC CHARTS WITH SCROLLING)				
9	PIVOT CHARTS (DATA CUBES AND PIVOTING, FILTERING AND OLAP OPERATORS)				
10	VISUALIZATION WITHOUT CHARTS (ASCII ART, USING ICONS, CONDITIONAL FORMATTING, DATA BARS)				

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11	MAPS, SHAPES AND GRAPHS (GEOGRAPHICAL DATA PLOT, SMART ART)
12	ADVANCED CHARTING WITH VBA (EXPORTING, CREATING INTERACTIVE AND DYNAMIC CHART)
13	MIDTERM 2
Rationale, including aims:	This course allows participants to gain practical experience with chart design and corresponding VBA through a series of practice sessions and problem solving workshops. The instructor will take students through various learning outcomes and then consolidate each laboratory work with hands on examples whereby students can utilize the tools provided and apply them in various decision making and programming situations. The course starts with learning how to use advanced charting tools of Excel, then goes on to learn to write VBA programs to help in professional modelling and visualization. VBA is important even in financial industry, because its integration into Microsoft Office, especially Excel. You will probably need to use VBA if you go into a financial or insurance company. Generally knowing how to design beautiful charts is a definite advantage for your future career.
Learning outcomes: Knowledge	<ul style="list-style-type: none"> Analyse and understand business models, written in well-structured Excel. Automate and control models by recording and writing VBA programs. Solve business problems by using a wide range of advanced Excel functions and objects. Adjudge visualization quality of charts and graphical data representation. Support management decisions with Excel as a DSS application. Evaluate the role data issues (quality, errors) in decision making, research and investigations.
Learning outcomes: Skills	<ul style="list-style-type: none"> Construct and organise large, complex datasets and decision models. Write VBA programs to automate and control an Excel model. Handle and filter data of different types with advanced spreadsheet techniques. Add value to models and support management decisions with VBA programming and advanced analytical techniques. Produce high quality, dynamic charts and effective data summaries.
Teaching and Learning Strategies:	Due to time constraints, the tutor will not be able to give you a lot of details. You will need to read the reference books yourself, probably accompany with exercises, if you want to learn further. Learning computer related technologies is like this: First you encounter a problem. Then you need to find a solution to overcome your problem. So you scan through sections of reference books or browse the web to find possible ways to reach the solution. Next you come up with several possible ways to solution and you study the details. Finally you work out the solution. At this point you will have learned a lot relating to your problem.
Assessment Scheme	The two midterm exams will test all knowledge and skill elements. Midterm exam: 40% Final exam: 60%
Core Learning material	<ul style="list-style-type: none"> B. Jelen: Charts and Graphs: Microsoft Excel, Que, 2007/2010/2013 Tutorial notes and hand-over exercise texts
Optional	<ul style="list-style-type: none"> B. Jelen, T. Syrstad: VBA and Macros Microsoft Excel, Pearson, 2010

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learning material	<ul style="list-style-type: none"> • M. Alexander, J. Walkenbach: Excel Dashboards and Reports, Wiley, 2010 • R. Bovey, D. Wallentin: Professional Excel Development, Pearson, 2009 • Wayne L. Winston: MS Excel 2010 Data Analysis and Business Modeling, MS Press, 2011 • G. Knight: Analyzing Business Data with Excel, O'Reilly, 2006 • P. Cornell: Excel as Your Database, Apress, 2007 • B.D. Bissett: Automated Data Analysis Using Excel, CRC, 2007
Terms of reference	Macro: Tool for improving the efficiency of spreadsheets through automation. VBA: Visual Basic for Application Microsoft programming extension
Relevant Web-sites	Getting Started with VBA in Excel 2010 http://msdn.microsoft.com/en-us/library/ee814737.aspx Pearson: Your Source for Excel Development http://www.cpearson.com/excel/mainpage.aspx Microsoft Excel Tips & Solutions from MrExcel http://www.mrexcel.com

Code	B17TVC05E	ECTS Credit	3	HUN Credit	3
Module Title:	IDEATION				
Module Leader:	Dr. Zsolt BEDŐ, PhD. Assistant professor		Office Hours:	Monday 13:00 – 15:00	
Telephone:	72 501 599/23436		E-mail:	zsoltbedo@ktk.pte.hu	
Short Description:	The course aims at opening your creative part of your mind and also linking your imagination to real life business opportunities. We want you to be able to think further in situation when you pose a statement like: “How great it would be...”. We equip you with a tool kit to generate new ideas with business potential, organize these ideas based on your own knowledge and skill set and also on environmental factors. You will also be provided with the means of formalizing these ideas for the business world to enable you to search for business partners or investors in the future.				
Sessions (weeks): 14					
The syllabus is tentative and subject to change.					

<p>1. (09.07.)</p>	<p>Introduction, introduction of the “bug list” concept for opportunity recognition and problem definition. Discussion of the team project.</p> <p>Assignment: Dan Senor, Saul Singer: Start up Nation, 2013, Patmos Records Assignment: Watch these videos: https://www.youtube.com/watch?v=bEusrD8g-dM, https://www.youtube.com/watch?v=BErt2qRmoFQ</p> <p>Assignment: Generate 50 bugs per team and select one that you think you can solve. Use the “Bug me list” card to record all your bugs. Use the “Idea tracker” card to document your selected bug that you will solve.</p>
<p>2. (09.14.)</p>	<p>What does it mean to be an entrepreneur? Introduction of team “bug lists”. Matching the personal competences and capabilities to the selected bugs and choosing the problem that is to be solved. Introduction of the business model canvas. Discussing the business model canvas in light of the selected problem.</p> <p>Discussion: Team bug lists and the selected bug.</p> <p>Assignment: Who is your entrepreneur idol? Research on the person, prepare a 5 minute introduction.</p> <p>Assignment: Watch the 50 Entrepreneurs share priceless advice: https://www.youtube.com/watch?v=QoqohmccTSc, research a failed and successful entrepreneur.</p> <p>Assignment: What is your value proposition? Use the “Test and Learn” car for validation.</p>
<p>3. (09.21.)</p>	<p>Assessment of the business model canvas in light of the team project. Do you have your hypothesis for the target market? Is your value proposition communicated correctly? Can you scale your business?</p> <p>Discussion: What does failure do to an entrepreneur?</p> <p>Assignment: What is social entrepreneurship? Research a SE and introduce it in a 5 minute presentation. Watch the video: https://www.youtube.com/watch?v=6UCuWxWiMaQ</p> <p>Assignment: Create the “Persona cards” for your market segments.</p>
<p>4. (09.28.)</p>	<p>Social entrepreneurship, what role they play in the socio-economic environment? How does the business model canvas transform for a social venture?</p> <p>Discussion: Social entrepreneurs, how does your example SEs make a difference? How could you?</p> <p>Assignment: Watch this video: https://www.ted.com/talks/travis_kalanick_uber_s_plan_to_get_more_people_into_fewer_cars#t-41917</p> <p>Assignments: Validate your idea in your market segments.</p>

<p>5. (10.05.)</p>	<p>Competing on the base of business models, the competitive advantage of Multi-Sided Platforms (MSPs). How do these MSPs work, what is their economic impact, how do they change the way of business doing?</p> <p>Assignment: Select a MSP and analyze it. How do you think an MSP could serve social entrepreneurial purposes? Come up with an example and present it during next class.</p>
<p>6. (10.12.)</p>	<p>Do you have the resources for your business? What are the key activities, resources and partners that you have to have to succeed?</p> <p>Discussion: MSPs to serve social goods. Assignment: Watch the Simon Sinek "Start with Why" video. https://www.youtube.com/watch?v=nokBj14p4Mc Assignment: Validate your business with partners.</p>
<p>7. (10.19.)</p>	<p>How does your financials look like? What are your revenues and what are the costs? Do you need funding for your project? If yes, how much, and how should the funding cycles be timed?</p> <p>Discussion: Simon Sinek, "Start with Why" concept. Assignment: Create a max 2 minute video pitch of your value proposition. Look at sample videos on the http://ivpitch.ptt.hu/ portal.</p>
<p>8. (10.26.)</p>	<p>Fall break</p>
<p>9. (11.02.)</p>	<p>What is the investor looking for in a pitch? When you want to raise funds for your project you have a couple of minutes to tell your story to an investor. This is the reason why you have to structure your pitch in a way that all the important information is presented within those couple of minutes.</p> <p>Guest speaker: A VC (TBA).</p> <p>Discussion: How to fund your project? What are your alternatives? Assignment: Create your one-pager. Watch this video: https://www.ted.com/talks/charles_leadbeater_on_innovation</p>
<p>10. (11.09.)</p>	<p>Introduction of the concept of crowdfunding. Platforms, varieties of CF, how does it work, what are the objectives of the project owner, how to run a campaign? Assessing the CF-ability of the team projects.</p> <p>Assignment: Successful CF campaign. What is the secret? Research on CF campaigns and select one that has been successful and try to define its success factors. 5 minute presentation. Watch this video: https://www.ted.com/talks/don_tapscott_how_the_blockchain_is_changing_money_and_business#t-67564</p>

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11. (11.16.)	<p>Finalizing your business models. What has been validated, what have you learnt, is your pitch video able to communicate your value proposition?</p> <p>Discussion: The business models of the teams. Assignment: Watch this video: https://www.ted.com/talks/paul_kemp_robertson_bitcoin_sweat_tide_meet_the_future_of_branded_currency</p>
12. (11.23.)	<p>Intellectual property protection. How to protect your idea, research results, prototype? What are the costs and benefits? Can you protect your concept everywhere in the world? Should you capitalize on the first mover advantage?</p> <p>Guest speaker: IP officer of the Ohio University Assignment: Create your one-pager; upload your video and one-pager onto the http://ivpitch.ptt.hu/ platform.</p>
13. (11.30.)	<p>Entrepreneurial ecosystems, the importance of the environment in the process of entrepreneurial evolution.</p> <p>Discussion: "Start Up Nation" by Dan Senor and Saul Singer. Assignment: Create your 2 minute pitch.</p>
14. (12.07.)	<p>Pitching your project, discussion and evaluation. Assignment: Create a max 1 minute self-reflection video of yourself. What have I gained throughout the course, what does entrepreneurship mean to me?</p>
Required material:	<ul style="list-style-type: none"> • Business Model Generation, written by Alexander Osterwalder & Yves Pigneur 2010, ISBN: 978-0470-87641-1 • Start Up Nation, Dan Senor and Saul Singer, 2011. • Lean Startup, Eric Ries, 2010. • THE NUTS & BOLTS OF GREAT BUSINESS PLANS, Michael H. Moris
Learning Outcomes: Knowledge and Skills	<p>On the completion of this course you should be able to:</p> <ul style="list-style-type: none"> • Understand business context. • Analyze issues and solve problems in changing organizational contexts. • Appreciate context, engage others, and make thoughtful decisions while examining their consequences. • Think creatively and be able to translate problems into business opportunities.

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Teaching and Learning Strategies:	<p>The lectures, readings, exercises and projects challenge you to think critically, appreciate context, engage others, and make thoughtful decisions while examining their consequences. From these, you will gain unique perspectives on how to combine imagination, intuition, reasoning and skills to derive creative solutions to practical business problems.</p> <p>You are also expected to contribute to the learning environment by engaging in intellectual discourse with the instructor and other students. Translated: read and prepare ahead, especially for projects where you apply what you've learned. Be "creative" in addressing individual and group assignments, but also critically assess and develop an appreciation for the dynamics involved in group attempts to "create".</p> <p>For group assignment you will have to formulate groups of 3 on the first week.</p>
Assessment Scheme:	<p>Group business model (canvas, expanded material on the business model) – 30%</p> <p>Supporting documentation (Bug list, Idea tracker, Personas, Test and Learn cards [min 9]) – 10%</p> <p>Group pitch – 20%</p> <p>Self-reflection video – 5%</p> <p>Class participation – 5%</p> <p>Pitch video – 15%</p> <p>Video report on the Start up nation book – 15%</p>
Further on Assessment:	<p>Group presentation will be evaluated by me when I will be assessing not only the idea and the plan of execution but also group cohesion, dynamics. Here, as in the individual case, the "singer" will be as important as the "song".</p> <p>Class participation will be assessed on your contribution to class discussions. It is very important that relevant and meaningful questions posed by you will also be taken into account as a good question is able to boost the discussion especially if it comes from you instead of me.</p>

Code	B17TVC06E	ECTS Credit	3	HUN Credit	3
Term:	3 rd semester		Level:	5	
Module Title:	ENVIRONMENTAL ECONOMICS				
Module Leader:	Katalin Erdős, PhD Assistant professor		Office Hours:	Thursday, 12:30–14:00 B 407	
Telephone:	72 501 599/23134		E-mail:	erdosk@ktk.pte.hu	
Short Description:	This is an introductory course in the field of environmental economics. During the course the global problems and the possible answers to the challenges will be dealt related to e.g. overpopulation, environmental pollution.				

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Sessions (weeks): 14		
Schedule is tentative and subject to change.		
Week	Topic content	Readings (like in the required material)
1.	Introduction, visions of the future Environmental challenges and respond of societies	Chapter 1
2.	The economic approach: Property rights, externalities and environmental problems Human-environment relationship, externalities as a source of market failure, property rights, public good, imperfect markets, pursuit of efficiency	Chapter 2
3.	Evaluating trade-offs: Benefit-cost analysis and other decision-making metrics Normative criteria for decision making, optimal outcome, cost-effectiveness and impact analysis	Chapter 3
4.	Valuing the environment: Methods Why to value the environments, valuation	Chapter 4
5.	History of environmental protection: Sustainability and welfare issues Global problems, sustainability of development, the growth-development relationship	Chapter 20
6.	Ecosystem goods and services: Nature's threatened bounty The state of ecosystem services, economic analysis of ecosystem services, demonstrating the value of ecosystem services, institutional arrangements and mechanisms for protecting nature's services, tradable entitlement systems, ecotourism, the special problem of protecting endangered species, moving forward	Chapter 13
7.	Midterm exam (19.10.2017)	
8.	Autumn break	
9.	Economics of pollution control: An overview A pollutant taxonomy, defining the efficient allocation of pollution, efficient policy responses, cost-effective policies for uniformly mixed fund pollutants, cost-effective policies for nonuniformly mixed surface pollutants, other policy dimensions	Chapter 14
10.	Stationary-source local and regional air pollution Conventional pollutants, market-based approaches, regional pollutants	Chapter 15
11.	Climate change The science of climate change, negotiations over climate	Chapter 16

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	change policy, the precedent: reducing ozone-depleting gases, economics and the mitigation policy choice, controversy: the morality of emissions trading, policy timing	
12.	Mobile-source air pollution Subsidies and externalities, policy toward mobile sources	Chapter 17
13.	Water pollution Nature of water pollution problems, traditional water pollution control policy, efficiency and cost-effectiveness	Chapter 18
14.	Toxic substances and environmental justice Market allocations and toxic substances, the incidence of hazardous waste siting decisions	Chapter 19
Rationale Including Aims:	The aim of this course is to provide the students with an understanding of basic concepts and principles of environmental economics. The course enables the students to understand and critically analyse global issues and the potential answers to them. It also enables the students to attend higher courses in environmental and natural resource economics.	
Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: 1. critically understand core issues in the field 2. critically evaluate the applicability of theories in the changing global environment 3. evaluate the respective strengths and weaknesses of such theories.	
Learning Outcomes: Skills	This module will call for the successful student to demonstrate: 1. ability to conduct effective small-scale research 2. critically analyse the outcomes of the small scale research 3. effectiveness in argument and debate the findings of the research.	
Teaching and Learning Strategies:	The comprehensive theoretical material will include detailed facts and figures on the environmental processes, but these will be embedded in a coherent framework that sheds light on their interrelatedness, the measures already taken and further potential solutions. Everyday examples will support better understanding. Students will be given the opportunity to analyse and present detailed case studies which help practical application of their knowledge.	
Assessment Scheme:	Group work and presentation: 15% (K2, S1, S3) Student projects: 15% (K2, S1, S3) Midterm exam: 30% (K1, S1, S2) Final examination: 40% (K1, K2, K3, S3)	
Required material:	Tom Tietenberg – Lynne Lewis (2015): Environmental & Natural Resource Economics. Pearson Education. 10 th edition	
Optional material:	David A. Anderson (2014): Environmental Economics and Natural Resource Management. London, New York: Routledge. 4 th edition Katalin Erdős (2014): Environmental Economics. Faculty of Business and Economics, University of Pécs (e-book) Roger Pearman – Yue Ma – Michael Common – David Maddison – James McGilvray	

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	(2011): Natural Resource and Environmental Economics. Pearson Education. 4 th edition
Useful websites:	www.pearsoned.co.uk

Code	B17TVC07E	ECTS Credit		HUN Credit	
Module Title:	REGIONAL ECONOMICS				
Module Leader:	Norbert Szabó Assistant Lecturer		Office Hours:	Tuesday 15:00-16:30 Room: B407	
Telephone:	501-599 / 23382		E-mail:	szabon@ktk.pte.hu	
Short Description:	The course will introduce principles of regional economics by focusing on the study of the economics of regions and local problems by understanding the effects of geographic location on the decisions of individuals and firms. The importance of location in everyday choices is easily assessed from our day-to-day lives, yet traditional microeconomic models are spaceless.				
Sessions (weeks): 14:					
The schedule is tentative and subject to change.					
1.	Introduction to Regional economics. Schedule of the semester. Discussion of requirements. The main topics of the spatial economics.				
2.	Location choice theory. Objectives. Factors.				
3.	Transportation cost				
4.	Spatial competition. Market area. Hotelling model. Spatial price discrimination.				
5.	External economies, agglomeration, urbanization, why do cities exist?				
6.	Land use, Land market, Thunen model				
7.	Rural and urban land use I.				
8.	Break				
9.	Midterm exam				
10.	Rural and urban land use II., the monocentric city				
11.	Location of urban places – Theory of central places				
12.	Regional development (the role of demand, supply and factors) I.				
13.	Regional development (the role of demand, supply and factors) II.				
14.	Regional development policy				
Rationale Including Aims:		To acquire insight into the social topics relating to the social structure and human behaviour. The aim of the module is to gain a conceptual understanding enabling students to critically evaluate theories and practice in social environment.			

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Learning Outcomes: Knowledge	On completion of this module the successful student will be able to: 6. The theory of spatial aspects of economics regarding the relevant economic actors, functions and processes 7. The main spatial factors that influence economic decision-making 8. The most important regional micro- and macroeconomic models 9. The most important regional economic development policies and their possible impacts
Learning Outcomes: Skills	This module will call for the successful student to: 5. follow and understand economic and business processes and their spatial consequences 6. take into account the policies connected to regional economic processes and their impacts 7. use the studied models and theories to identify further economic relationships, critically evaluate policy interventions 8. describe the spatial attributes of different regional areas and draw appropriate conclusions
Teaching and Learning Strategies:	This module is delivered by using a 2 hours lectures with interactive tasks. Active participation of students is required.
Assessment Scheme:	Assessment consists of two parts: Mid-term exams during the semester (40%). Final exam at the end of the semester (60%).
Core Learning Materials:	Edgar M. Hoover and Frank Giarratani (1984): An Introduction to Regional Economics. Knopf. Third Edition. http://www.rri.wvu.edu/WebBook/Giarratani/main.htm
Optional Learning Materials:	McCann, Phillip (2013): Modern Urban and Regional Economics. 2nd Edition. OUP Oxford. Capello, Roberta (2014): Regional Economics. Routledge.

Code	B17TVC08E	ECTS Credit		HUN Credit	
Module Title:	INTERDISCIPLINARY INNOVATION CAPACITY BUILDING				
Module Leader:	Dr. Kia Goolesorkhi, PhD, Senior Lecturer		Office Hours:	Tuesdays:14.00-15:30 Set an appointment via prior e-mail	
Telephone:	+36 72 501-599 / 235338 +36 20 9574021		E-mail:	kia@ktk.pte.hu	
Short Description:	The aim of the subject is to use a PAR and project based learning model in order to help extend the practical knowledge regarding the individual level innovation processes vs. network (stakeholders-systems level) related interdisciplinary research and learning capacities. These capacities influence innovation emergence				

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	and commercialization through enhanced translation of knowledge to tangible services and products that accelerate high impact innovation generation (single-double- triple loop learning). The students are familiarized with the various psycho-social and psycho-technological innovation processes and life cycle mapping tools. Observation ,self observation and working with real clients, consulting teams and interconnecting across disciplines and networks is a key outcome During the course the students, together with stakeholders learn, the methods through which the individuals (re)align roles-goals-transformation processes for increased knowledge ecosystem impact.
Sessions (weeks): Check below Mon 14-15:30 (019),Tue 17:00-18:30 (B323/1)	
STUDENTS TRAINED TO BECOME PROFESSIONAL OBSERVERS	
1.6.02 Double Classes (15.30-18.30)	Interdisciplinary Learning and the Co-Creating Innovation Communities (1) -Excelling at Innovation through Entrepreneurial Communities Room : B323/1 Team formation finalized
2.13.02 13.02 Double Classes (15.30-18.30)	Interdisciplinary Learning and the Co-Creating Innovation Communities (2) -Learning to observe : Teams observe the events and prepare a preliminary report of learning (2) 15.30-17:00 B310, 17:18.30 B323/1
3. 20.02. (17:00-18:30)	Interdisciplinary Learning and the Co-Creating Innovation Communities (3) -Learning to observe : Teams observe the events and prepare a preliminary report of learning (3) B323/1
4. 27.02 (17:00-18:30)	Bricks and Mortar of Base-lining Event A-Spatial Value Network Analysis, Inter-Regional Project Scoping B323/1
5. 06.03 (14-15.30)	<u>First Field Research week</u> Gyroscopic Management in practice, Project position vs. Innovation Network related Role and Role Conflict Analysis (1) <ul style="list-style-type: none"> - The preparation of the first report for presentation - All research deliverable whether primary or secondary should follow the standard template B019 reserved for consultation based on prior notice of the teams

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	Research results (1)submitted by 12.03. (24.00), feedback and evaluation on the 15 ^h
6. 13.03 (17:00-18:30)	Current State Report on research and Observation (1) Summary papers on iTRIZ and Breakthrough Impact Analysis (1) Clients and consultants listen in B323/1
7. 20.03 (17:00-18:30)	Gyroscopic Management, Project position vs. Innovation Network related Role and Role Conflict Analysis (2) B323/1
8. 27.03 (17:00-18:30)	Innovation and Contracting, International Project Health Assessment, International Project Security and Dispute Assessment B323/1
9. 10.04 (17:00-18:30)	Second Research Week-Innoproject data collection online and through field visit, brainstorming and preparing international dissemination of questionnaires Research (2) 15.04 (24.00) submission, results announced 18.04.
10. 17.04 17:00-18:30)	International Inno-Project Communication and Monitoring (1) Current State Observation (2) B323/1
11. 24.04	Third Research week International Inno-Project Communication and Monitoring (2) -Communication Evaluation and Reporting Prep(2)
12. 08.05	Presenting Final projects the Reflection Report (1&2) 04 b019 (14-15.30)
Rationale Including Aims:	Interdisciplinary capacity development is primarily concerned with creating capacities for approaching the process of idea formation to commercialization through an intercultural and multidisciplinary learning environment together with the stakeholders (co-creation). Throughout the course the students learn and apply advanced methods such as value network analysis, social network analysis, breakthrough impact analysis, a-spatial innovation network development analysis. At the same time they exercise special techniques in the area of international industrial and construction project management , which are essential across the commercialization process

Code	B17TV03E	ECTS Credit	??????	HUN Credit	?????
Module Title:	International Business Communication				
Module Leader:	Dr. Anette Márta	Office Hours:	Mondays 14-15.00		
Telephone:	501-599 / 63190	E-mail:	anette@ktk.pte.hu		

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Short Description:		The course covers issues of intercultural management and communication. The objective is to familiarise students with the characteristics of different national and management cultures and ways to overcome international barriers.
The schedule is tentative and subject to change.		
1.	The definition and role of culture.Cultural sensitivity, cultural intelligence. Stereotypes.	
2.	National and organizational culture.	
3.	Theories of culture: Hall, Hofstede, Trompenaars.	
4.	The GLOBE Project.	
5.	The model of communication. Verbal and non-verbal communication. Barriers to communication.	
6.	Communicating across cultures: Asia.	
7.	Communicating across cultures: The Middle East, Africa.	
8.	Communicating across cultures: The Americas, Australia.	
9.	Communicating across cultures: Europe, Hungary.	
10.	Communicating across cultures: India.	
11.	Negotiation and decision-making in a cross-cultural context.	
12.	Project work.	
13.	Project work. Assessment.	
Rationale Including Aims:		The course covers issues of intercultural management and communication. The objective is to familiarise students with the characteristics of different national and management cultures and ways to overcome international barriers.
Learning Outcomes: Knowledge		Upon completing the course, students will be familiar with the characteristics of verbal and non-verbal communication in international settings, the students will be able to recognise cultural patterns and apply communication strategies accordingly, will be able to collect and evaluate culture-specific business cases, will be able to evaluate situations involving different national and international examples.
Learning Outcomes: Skills		Upon completing the course, students will be familiar with the characteristics of verbal and non-verbal communication in international settings, the students will be able to recognise cultural patterns and apply communication strategies accordingly, will be able to collect and evaluate culture-specific business cases, will be able to evaluate situations involving different national and international examples.
Teaching and Learning Strategies:		Besides the lectures individual and group work in the topics to be analysed. Students missing a class can electronically send the seminar leader the solution of the tasks assigned until the time of the next seminar. Some tasks can be completed as homework.

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>Classroom work and home assignments: each student is expected to participate in the project work related to culture-specific business cases: 40 % (40 points).</p> <p>Final exam: written examination: essay questions relating to the main theories and communication profiles, short case study analyses: 60% (60 points)</p> <p>Students are expected to reach at least 51% on each grading criterion to qualify for a grade at the end of the course.</p> <p>Exam Course: written exam (100%, 100 points): essay questions relating to the main theories and communication profiles, short case study analyses.</p>
Core Learning Materials:	<p>Course material, based on the combination of the following textbooks:</p> <ol style="list-style-type: none"> 1. Browaays, M-J. and R. Price: Understanding Cross-Cultural Management. 3rd ed. Pearson, 2015. 2. Deresky, H.: International Management. Managing Across Borders and Cultures. Pearson, 2014. 3. Reynolds, S. and D. Valentine: Guide to Cross-Cultural Communication. 2nd ed. Pearson. 2011.
Optional Learning Material:	<p>Optional Learning Material:</p> <p>Gesteland, R.R. : Cross-Cultural Business Behavior. Copenhagen Business School Press, 2002.</p>

Code	B17TVC04E	ECTS Credit	??????	HUN Credit	?????
Module Title:	Competence Development				
Module Leader:	Dr. Csaba Titkos	Office Hours:	Mondays 10-11.00		
Telephone:	501599/ 23367	E-mail:	titkos@ktk.pte.hu		
Short Description:	This subject is the first module of the four-module development program 'How to become an entrepreneur'. It contributes to revealing, identifying and developing competences. Methodology: training & development exercises, tests, analyses and presentations. The course is focusing more on competences, rather than knowledge creation.				
The schedule is tentative and subject to change.					
1.	Forming the training workshop – team building.				
2.	The basics of self-reflection.				
3.	The definition and importance of competences I..				
4.	The definition and importance of competences II..				
5.	Communication – paradigms, filters, obstacles, control I.				

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6.	Communication – paradigms, filters, obstacles, control II.
7.	The role of values in persuasion – arguing, types, games I.
8.	The role of values in persuasion – arguing, types, games II.
9.	Effective team cooperation and learning teams- the role of dialogue and debate I.
10.	Effective team cooperation and learning teams- the role of dialogue and debate II.
11.	How to make a good presentation – rules, practice - TED ideas I.
12.	How to make a good presentation – rules, practice - TED ideas II.
13.	The power of positive thinking, passion and flow - how to awake, open and maintain a bright, open status and personality.
Rationale Including Aims:	<p>This subject is the first module of the four-module development program 'How to become an entrepreneur'. It contributes to revealing, identifying and developing competences. Methodology: training & development exercises, tests, analyses and presentations.</p> <p>The course is focusing more on competences, rather than knowledge creation.</p>
Learning Outcomes: Knowledge	<p>Competences developed through the semester:</p> <ul style="list-style-type: none"> Ideas and opportunities related competences such as: vision creating (Work towards your vision of the future), Ethical and sustainable thinking (Assess the consequences and impact of ideas, opportunities and actions), Self-awareness and self-efficacy (Believe in your-self and keep developing), motivation and perseverance (Stay focused and don't give up), Mobilizing others (Inspire, enthuse and get others on board) <p>Coping with uncertainty, ambiguity and risk (Make decisions dealing with uncertainty, ambiguity and risk), working with others (Team up, collaborate and network)</p>
Learning Outcomes: Skills	<p>Competences developed through the semester:</p> <ul style="list-style-type: none"> Ideas and opportunities related competences such as: vision creating (Work towards your vision of the future), Ethical and sustainable thinking (Assess the consequences and impact of ideas, opportunities and actions), Self-awareness and self-efficacy (Believe in your-self and keep developing), motivation and perseverance (Stay focused and don't give up), Mobilizing others (Inspire, enthuse and get others on board) Coping with uncertainty, ambiguity and risk (Make decisions dealing with uncertainty, ambiguity and risk), working with others (Team up, collaborate and network)
Teaching and Learning Strategies:	Besides the lectures individual and group work in the topics to be analysed.

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Assessment Scheme:	<p>According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.</p> <p>Compulsory presence and participation.</p> <p>Essay that describing the personal development that the student experienced in self-awareness and recognition and entrepreneurial skills learnt during the course. The description and analysis of a personal experience (reading, movie, human interaction, relationship, debate, discussion) in connection with the course's topics. Proving that the author understand the psychological basics of self-reflection, can use the theory for analyzing real life situations and has gone through personal development during the course.</p>
Core Learning Materials:	Csikszentmihályi M., 2008: Flow. Harper & Row, 2008. p. 230.
Optional Learning Material:	<p>Goleman, Daniel, 1996: Emotional Intelligence: Why It Can Matter More Than IQ. Bantam Books. 343.p.</p> <p>Cardon S. M., Wincent J., Singh J., Drnovsek M., 2009: The Nature And Experience Of Entrepreneurial Passion. in: Academy of Management Review. 2009, Vol. 34, No. 3, 511–532.</p> <p>Titkos Csaba: Two ideal typical forms of knowledge transfer and its competence-based methods in practice. Megjelenés alatt in Perspectives of Innovations, Economics and Business, Prague 2013</p> <p>Zimbardo Philip G., Johnson Robert L., Weber Anne L., 2014: Psychology: Core Concepts. Pearson Education Limited. Chapter 1, 7-11. 29-69; 303-563 pp.</p>

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Appendix 5: Thesis Evaluation Form

THESIS REPORT

Candidate's name:

Title of thesis:

Examiner's name:

Type of thesis: a) mostly theoretical b) mostly empirical

Criteria for Evaluation		Scale of points	Points given
1. Topic quality (originality and relevance:)		0-12 points	
a. Does not address a problem at all		0 point	
b. Topic only marginally relevant, aims and objectives not addressed at all		1-4 points	
c. Relevant topic but not addressed properly		5-8 points	
d. Relevant topic, aims and objectives addressed properly		9-12 points	
2. Literature survey		0-8 points	
a. No literature survey, no theoretical basis		0 point	
b. Some literature survey but relevant literature missing, poor interpretation		1-3 points	
c. Reasonable literature survey but some relevant literature missing, partially inappropriate interpretation		4-6 points	
d. Thorough and extensive literature survey with appropriate interpretation, a range of views presented		7-8 points	
3. Theoretical aspect			
Empirical aspect			
3.a. Choice and description of research method:	3.b. Method of data collection, validity of sample:	0-12 points	
a. No clear description of research method	a. No clear description of method of data collection	0 point	
b. Description only partially correct, important aspects missing	b. Data collection not clearly organised, no clear sampling	1-4 points	
c. Clear description but some aspects are missing	c. Sampling and data collection only partly acceptable	5-8 points	
d. Clear and thorough description with all important aspects included	d. Systematic data collection, sampling acceptable	9-12 points	
4.a. Application of research method:	4.b. Depth of data analysis:	0-8 points	
a. One-sided use of research method, relevant literature missing	a. Basic methods used only: percentage calculation, frequency, etc.	0-4 points	
b. Alternative ways shown, but some aspects missing	b. A range of methods used: correlation and hypothesis analysis, etc.	5-8 points	

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c. Critical overview given in a coherent way	c. More sophisticated methods are also utilised: correlation and hypotheses analysis, etc.	7-8 points	
5. Presentation and discussion of research findings and practical implementations		0-18 points	
a. Poor presentation and discussion, no practical relevance and/or recommended implementation plan		0 point	
b. Some evidence of presentation or discussion skills but evaluation lacks depth, some practical relevance and/or implementation plan		1-6 points	
c. Good presentation and discussion , practical relevance and implementation plan offered but some points missing		7-12 points	
d. High level of presentation and discussion, clear practical relevance, detailed and well-grounded implementation plan		13-18 points	
6. Structure of thesis		0-12 points	
a. Unclear and weak structure		0 point	
b. Some parts clear but thesis lacks overall coherency		1-4 points	
c. Adequate structure but some parts not coherent		5-8 points	
d. Clear and coherent throughout		9-12 points	
7. Quality and style of writing		0-10 points	
a. Poor use of English, frequent grammatical mistakes, inadequate grasp of style		0 point	
b. Generally correct use of vocabulary but clumsy wording, several grammatical mistakes; reasonable grasp of style		1-3 points	
c. Mostly accurate English, correct choice of vocabulary, good awareness of style		4-6 points	
d. Excellent command of English, correct use of register and vocabulary		7-10 points	
8. Format, citation and referencing, bibliography and appendix / appendices		0-10 points	
a. One or all of the following missing: citations and references in the text, bibliography: *thesis has to be rejected with grade 1		*0	
b. Bibliography present but not all references indicated in it; appendix / appendices inappropriate or even inadequate		1-4 points	
c. Bibliography present, includes all references but appendix / appendices not clear or even partially inaccurate		5-8 points	
b. All references in the text appear in the bibliography, well-structured and well-presented appendix / appendices		9-10 points	
9. Overall opinion		0-10 points	
Please indicate your overall opinion of thesis on a 10-point scale, where 10 means 'excellent' and 1 means 'very poor'.			
Total points		0-100 points	

Grading scale: 0-50 fail (1), 51-60 pass (2), 61-74 fair (3), 75-87 good (4), 88-100 excellent (5)

Remarks (if the grade is fair or below remarks are compulsory):

Questions for oral defence of thesis:

1.

2.

Pécs,

Examiner's signature