The course introduces the essentials of management as they apply within the contemporary work environment and gives a conceptual understanding of the role of management in the decision making process. Particular attention is paid to management theories: principles of management, marketing management, quality management, production and project management. For problem formulation, both the managerial interpretation and the mathematical techniques are applied. Budapest University of Technology and Economics Faculty of Economic and Social Sciences Course Syllabus and Requirements Management and Business Economics 2. Course code Semester Hours per week (Theory/Practice) ECTS credits Language of Instruction Level (BSc/BA/MSc/MA) BMEGT20A001 fall/spring 4/0 4 Hungarian BSc/BA 3. Course supervisor (name, title, department): János Kóvesi, dr. Habil, Professor, Department of Management and Business Economics 4. Lecturers: Name: Position: Department/Institute/availability (Room, e-mail address): Szilvia Bíró-Szigeti, PhD Associate Professor Dept. of Management and Business Economics, QB305, szigetisz@mvt.bme.hu János Kóvesi Professor Dept.of Management and Business Economics, QA315, kovesi@mvt.bme.hu Noémi Kalló, PhD Associate Professor Dept.of Management and Business Economics, QA308, kallo@mvt.bme.hu Tibor Szabó, PhD Assistant Professor Dept.of Management and Business Economics, QA317, tiborszabo@mvt.bme.hu 5. Preliminary knowledge required: Basic concept of companies and their operation. 6. Academic prerequisites: - 7. Objectives and description of the course: The course introduces the essentials of management as they apply within the contemporary work environment and gives a conceptual understanding of the role of management in the decision making process. Particular attention is paid to management theories: principles of management, marketing management, quality management, production and project management. For problem formulation, both the managerial interpretation and the mathematical techniques are applied. 8. Teaching methods: Lectures. 9. Requirements and assessment: 4 midterm exams have to be taken during the semester. The grade will be determined by the sum of the midterm exams (4x25=100 %), there are no minimum requirements for the individual exams. 10. Exams, make-up duties and make-up exams: Maximum 3 of the 4 midterm exams can be repeated or make up at the end of the semester. There are no final make-up exams in this course. 11. Office hours: By making appointment with the lecturers. 12. Course material, compulsory and recommended readings: Materials provided by the lecturers: www.mvt.bme.hu/segedanyagok 13. Workload and detailed class schedule: Topics to be discussed, readings required for the class, other assignments Week 1 Marketing management: Creating Customer Value and Engagement Week 2 Consumer behaviour, Analyzing the Marketing Environment Week 3 Market research, Product and brand management Week 4 Service management, Promotion management Week 5 Communication management, Online marketing Week 6 Quality management: Principles of quality management, the brief history of quality management systems Week 7 Overview of quality assurance systems based on ISO 9001:2000 Quality Management System. Week 8 Overview of quality assurance systems based on Total Quality Management System. Week 9 Production-economics: production systems, manufacturing models, product-process matrix. Week 10 Inventories, inventory control systems, costs of carrying stocks Week 11 Principles of models, Managing stocks with software Week 12 Functions of managerial processes Week 13 Corporates strategies, Team work, communication in an organization. Week 14 Repeat of midterms
Quality Management

5.4pt MON:10:15-12:00(QA202); ECTS credit

Timetable information

Course language

The

mo-ansi-language.#0400; mso-fareast-language:#0400; mso-bidi-language:#0400;) The primary goal is to get the students acquainted with the current issues and methods of quality improvement. Students are given an overall picture of quality philosophies applied in both productive and non-productive industries, the basics of quality management related standards, total quality management, and of the various soft and hard methods of quality management. Budapest University of Technology and Economics Faculty of Economic and Social Sciences

Subject code

Quality Management

Mid semester mark 2

Course type

Lecture

Course code

ER

Course language

English

Timetable information

MON:10:15-12:00(QA202);
### Economics I

**Course type** | **Course code** | **Course language** | **Timetable information**  
--- | --- | --- | ---  
Lecture | EN26 | English | THU:10:15-12:00(K392);  

Objectives and description of the course: The aim is to allow students to understand today’s economic environment. After having finished the course, students should understand the key concepts of microeconomics (e.g. opportunity cost, supply and demand, market equilibrium, prices, cost functions, profit, competition and monopoly), master a basic set of tools of economic analysis and demonstrate the ability to apply them to simple practical problems. This course is primarily designed as an introduction to microeconomic theory for undergraduate students pursuing a bachelor’s degree in engineering. Both the course and the recommended textbook are accessible to students without a strong math background. Integral calculus is not used and the most important ideas are also demonstrated in graphs.

### Micro- and Macroeconomics

**Course type** | **Course code** | **Course language** | **Timetable information**  
--- | --- | --- | ---  
Lecture | F13 | French |  
Lecture | A27 | English | WED:08:15-10:00(KF88); THU:12:15-14:00(K389);  


### Industrial Organization

**Course type** | **Course code** | **Course language** | **Timetable information**  
--- | --- | --- | ---  
Lecture | EN10 | English | TUE:10:15-12:00; FRI:10:15-12:00;  

This course is about different theoretical approaches to the organization and institutions of a market economy. The objective of the course is to get students acquainted with the most recent theories of different market structures and to their potential applications to practical problems related to market strategy and market regulation. After having finished the course, students should understand the key concepts of monopolistic and oligopolistic markets, the ways companies play their strategic games under different market conditions and the role a government can and should play in correcting market failures. */ Style Definitions */ table.MsoNormalTable mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm;
The undergraduate course offers a basic introduction to the everyday issues and scientific use of arguments with an introduction to formal and informal methods of analysing argumentations. It examines case studies taken from realistic scenarios and surveys a variety of topics from standard logic, argumentation and critical thinking. The course discusses issues from the point of view of argumentation and formal analysis in various fields as well as from the point of view of rhetoric and critical thinking. The topics covered give an introduction to core concepts and connect recent contributions that explore contemporary approaches to analysing everyday discourses and theoretical works. Apart from familiarizing the student with the established theories and key concepts in logic and argumentation theory, the course also provides practical training that enables students to analyse complex arguments with the help of various different tools.

The course covers the topics relevant to the protection of environmental compartments, environmental pressures and pollution in a global context. The course introduces the concepts, indicators and tools of environmental protection, and the environmental management systems (EMS) at enterprises and other organizations. EMS topics include the assessment of environmental aspects and impacts, environmental audits, reporting, environmental performance evaluation, life cycle assessment.

Monetary valuation of natural capital and the concept of sustainable development (weak and strong sustainability). The necessity to valuate natural resources: the problem of public goods and free goods, discounting (social discount rate) and externalities. The areas of application and methodological basics of environmental valuation. The concept and elements of Total Economic Value. A detailed overview of the methods of environmental valuation: cost-based methods, productivity approach, revealed preference methods (hedonic pricing and travel cost method), stated preference or hypothetical methods and benefit transfer. An introduction to risk management: definition and approaches of risk, corporate risk management techniques, corporate social responsibility. Cost-benefit and cost-effectiveness analysis, case studies.

The course unit aims to achieve two main goals. Firstly, to teach students the economic theory governing the
efficient allocation of environmental and natural resources, based on their scarcity and renewability. Secondly, to offer an insight into the practical use-related questions of the various types of environmental and natural resources, with an overview of best practices currently available.

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<th>Subject name</th>
<th>Requirement</th>
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**Course type** | **Course code** | **Course language** | **Timetable information** |
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<tbody>
<tr>
<td>Lecture</td>
<td>13 EN</td>
<td>English</td>
<td>WED:14:15-16:00(QA240);</td>
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</tbody>
</table>

The course unit aims to introduce the natural and socio-economic causes of the problems investigated by environmental economics. It introduces the fundamental interrelations between development, economic growth, progress and economic performance with sustainable development, and the global conflicts and responses that stem out of these. It also introduces the concept of externalities, and problems originating in imperfect ownership regimes. It explores the problem of valuing nature, and the concept of total economic value. Finally, it analyses the most widely-used methods and means of environmental regulations, through theoretical analysis and real-life examples.

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<tr>
<td>BMEGT42MN06</td>
<td>Environmental and Regional Politics of the EU</td>
<td>Mid-semester mark</td>
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**Course type** | **Course code** | **Course language** | **Timetable information** |
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<tbody>
<tr>
<td>Lecture</td>
<td>15 EN</td>
<td>English</td>
<td>MON:14:15-16:00(QB104);</td>
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This course unit aims to introduce the evolution of environmental and regional policies, their strategic elements and changing tools, and their contemporary practices and key policy areas in the European Union. The course will introduce the basics of regional policy; its goals and interrelations with environmental policy, and the practical implications on Europe. It will highlight the development stages of regional policy in Europe, focusing on the key milestones and reform efforts in an expanding European Union. During the latter part of the semester, the course will introduce students to the fundamental concepts of environmental policy: its origins, nature and key stages of development. It will also focus on the EU’s Environmental Action Plans, and the Sustainable Development Strategies. /* Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-style-rowband-size:0; mso-style-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:""; mso-padding-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;}

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<tr>
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<td>English</td>
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<tr>
<td>BMEGT42N000</td>
<td>Theory and Practice of Environmental Economics</td>
<td>Exam</td>
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**Course type** | **Course code** | **Course language** | **Timetable information** |
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<tbody>
<tr>
<td>Lecture</td>
<td>18 EN</td>
<td>English</td>
<td>WED:14:15-16:00(QB105);</td>
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</tbody>
</table>

The subject is to present the most important principles of environmental economics, environmental policy and sustainability as well as to show some practical applications. The topics included: systems and relations of economy, the society and the environment, a historical overview of environmental economics, the concept, levels and different interpretations of sustainable development. Environmental policy from an economic perspective is also discussed: its definition and types, economic and regulatory instruments in environmental protection, their advantages and limitations. Theoretical approaches include the theory of externalities, internalisation of externalities, Pigovian taxation, the Coase theorem, environmental economics in a macroeconomic context, alternative, "green" macro-indicators (NEW, ISEW,GPI), monetary environmental valuation, the concept of total economic value and environmental valuation methods (cost-based methods, hedonic pricing, travel cost method, contingent valuation, benefit transfer). Environmental Policy in Hungary. Introduction to environmental economics. Nature conservation and natural parks. Energy policy: providing a safe and sustainable development strategy. European and Hungarian Sustainable Development Strategy. Sustainable consumption. Corporate Social Responsibility.

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<td>BMEGT42N002</td>
<td>Regional Economics</td>
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**Course type** | **Course code** | **Course language** | **Timetable information** |
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<tr>
<td>Lecture</td>
<td>11 EN</td>
<td>English</td>
<td>TUE:14:15-16:00(QB104);</td>
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</table>

The aim of the subject is to introduce basic, actual regional economics and spatial planning theory as well as the EU and Hungarian practice. The topics of the subject include the roots of spatial planning in economic theory, including the theories of Thümmel, Weber and Loumlsch, the theory of central places, growth poles and growth centres and territorial division of labour (Ricardo, Ohlin). The structural funds of the EU are introduced in detail. Further topics include the types and history of regions in Western, Central and Eastern Europe, regionalisation, decentralisation...
and regionalism, rural development, the effect of agricultural policy on rural development and rural development in Hungary, urban development, historical overview, differences between Western and Eastern Europe. The main characteristics of infrastructure development are also introduced, as well as the types of borders, the significance of borders in regional development and cross-border regional co-operations. Finally, the financial instruments of regional development, advantages and disadvantages of various instruments, Hungarian practice, distribution of resources among regions, institutional background and the system, management and financing of Hungarian municipalities are presented.

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<tr>
<td>BMEGT42N003</td>
<td>Environmental Management of Energy</td>
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<tr>
<td>Lecture</td>
<td>11 EN</td>
<td>English</td>
<td>THU:10:15-12:00(QA228);</td>
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</table>

The aim of the subject is to introduce and expand the scope of sustainable energy and resource management both on a domestic, EU and global scale, primarily from the corporate and policy aspects. The course will give an overview of the energetic status and trends in the EU and the world. It will give an introduction to Energetic Life Cycle Analysis. Business model of energetics and energy enterprises. EU energy policy, environmental and sustainability strategies. Energy strategies and energy-saving programmes. A Sustainability analysis of the environmental effects of the different kinds of sources of energy. Energetic interrelations in climate protection. Pollutions from energetic sources in Hungary and the EU. State institutions of energy and environmental protection policy. Summary and future perspectives.

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<tbody>
<tr>
<td>BMEGT42N004</td>
<td>Sectoral Sustainability Studies</td>
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<td>Lecture</td>
<td>08 EN</td>
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<td>MON:10:15-14:00(QB104);</td>
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</table>

The course unit aims to give an overview of the sectoral aspects and particularities of the transition to sustainable development. Students will be given an insight into the current trends and practices in the various sectors of the economy. Students are introduced to the concept sustainable development and the basics of environmental evaluations. They are then introduced to the horizontal strategies and policies of sustainable development. To conclude, students will learn about the sustainability strategies in various economic sectors. */ *Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes; mso-style-priority:99; mso-style-parent:”; mso-paddings-alt:0cm 5.4pt 0cm 5.4pt; mso-para-margin:0cm; mso-para-margin-bottom:0.0001pt; mso-pagination:widow-orphan; font-size:10.0pt; font-family:"Times New Roman",serif;}

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<tr>
<td>BMEGT431143</td>
<td>Sociology of Culture</td>
<td>Mid-semester mark</td>
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<td>Lecture</td>
<td>ENG</td>
<td>English</td>
<td>WED:16:15-18:00(E301);</td>
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</table>

SOCIOTOLOGY OF CULTURE The course introduces basic theories of the Sociology of Culture relating to identity, subcultures, cultural differences and ethnicity, as well as presenting and discussing their practical relevance. Throughout the term, we will critically examine the concepts of high, mass and subculture, as well as those of nation, tradition, and community. The aim of this critical inquiry is not the relativisation of the mentioned concepts, but the introduction of those processes of social construction that lead to the emergence, consolidation and at times (re) negotiation of these categories and the related values and emotions. Through such inquiry, we are aiming towards a more nuanced understanding of the social- cultural conflicts of today’s globalised society by the end of the term. Beyond presenting relevant theories and literature, the goal is to discuss the practical relevance and applicability of the observations through examples taken from across the globe.

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<tbody>
<tr>
<td>BMEGT43A002</td>
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<td>English</td>
<td>TUE:12:15-14:00(E201);</td>
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</table>

This course will give students an introduction to sociology by discussing a subject that concerns all of us: the global financial crisis and the ensuing Great Recession (or Slump) whose dire consequences continue to affect the world economy to this day. The objective is to equip students with the tools required to make sense of this crisis in its complexity. A further consideration, specific to engineering and economics students is that a sociological study of the Great Recession provides valuable insights into the social determinants of innovations, most prominently technological and financial. Learning about these issues will also help them develop a basic understanding of late capitalism. They will find that the major subjects in sociology like power, cultural values, violence, symbolic goods, anomie, collective action, etc. touch upon things that profoundly impact our lives without us being aware of their implications. The craft of sociology is to depart from conventional notions by asking hard questions about these things using the methods of rational inquiry.
The course will be presented for foreign students of the Faculty of Architecture. The aim of course is to analyse the social context of urban development and social problems of spatial problems. We will treat with main problems of urban sociology: e.g. architecture of cities, traffic, congestion, experience of urban life, the behaviour of inhabitants, housing, planning of cities, etc. Urban sociology studies social aspects of urban life: planning improvement of life in cities, urban forms and structures, histories of urban growth, biological or ecological basis of urban behaviour, quality of the urban experience, etc. We will analyse the anonymity, unpredictability and uncertainty of events, senses of possibility and danger induced by cities. Some of the main questions are: How urban life is affected by the features of local social structure? How informal social bonds develop? How to explain the history of urbanisation? What are the basic features of the spatial structure of cities? During this semester we will analyse the interacting mechanisms of capitalism and modernity constitute differential urban experiences. We provide a brief history of urban sociology, mostly focusing on the results of Chicago Schools. In the meantime exploring other economic and sociological theories of urban development and declination. It is important to study processes which produce inequalities within cities, e.g.: gentrification, suburbanisation, and household division. We should like focus directly onto the city and modernity. We consider Georg Simmel and Louis Wirth classic works dealing with a „generic” urban culture. The urban ways of life could be contrasted with rural ways of life. We state (after Walter Benjamin) that no account of urban culture is adequate unless it takes seriously personal, unique, experiences of urban life, in the context of broader cultural forces. Finally, we analyse urban politics, changing political agendas, local economic policy, urban protest, urban planning, etc.

The course will introduce students to some major issues and problems in aesthetics and the philosophy of art. We will study a number of philosophical questions about the nature, the production, the interpretation and the appreciation of works of art. After studying the basic philosophical categories concerning art and artworks we will concentrate on specific aspects of the creation and appreciation of paintings, drawings, photographs, moving images, digital images, fictions, music etc. For instance, we will consider questions and arguments about "realism" with respect to pictorial works of art, about literature and fictional works, and about the understanding and appreciation of music. Although most of the course will be devoted to the analytic philosophy art, we will also examine issues concerning design practices and products.

The aim of the course is to introduce students into the theoretical background and development of the European politics and the EU, then a more detailed examination of the particular EU policies. In the first part of the course, we
clarify the most important theoretical terms, like politics, nation state, democracy, power, international economic order, globalization and regionalization, international governmental and non-governmental organizations, etc., necessary for the understanding of the complex system of international political and economic order developed after WWII, in which the EU is embedded. Then we deal quite detailed with the historical background, foundation, development of the integration process and institutional set-up of the EU with a special attention to the recent changes, problems and challenges. In the last section students will have the opportunity to examine the most essential EU policy areas, like the finance and budget, agriculture amp; food, regional and local development, international economic relations, environment and energy, social policy amp; employment, culture and education.

Subject code | Subject name | Requirement | ECTS credit
---|---|---|---
BMEGT43MS07 | Social and Visual Communication | Mid-semester mark | 2

Course type | Course code | Course language | Timetable information
---|---|---|---
Lecture | ENG | English | WED:12:15-14:00(E704):

Subject code | Subject name | Requirement | ECTS credit
---|---|---|---
BMEGT51A001 | Pedagogy (Digital Pedagogy) | Mid-semester mark | 2

Course type | Course code | Course language | Timetable information
---|---|---|---
Lecture | angol 2 | English | WED:10:15-12:00(QA127);
Lecture | angol 1 | English | TUE:10:15-12:00(QA127);


Subject code | Subject name | Requirement | ECTS credit
---|---|---|---
BMEGT51A014 | Pedagogy | Mid-semester mark | 3

Course type | Course code | Course language | Timetable information
---|---|---|---
Lecture | angol 2 | English | WED:10:15-12:00(QA127);
Lecture | angol 1 | English | TUE:10:15-12:00(QA127);


Subject code | Subject name | Requirement | ECTS credit
---|---|---|---
BMEGT51A017 | History of Education and Technologies of Communication | Mid-semester mark | 2

Course type | Course code | Course language | Timetable information
---|---|---|---
Lecture | angol | English | THU:10:15-12:00(QA127);

This course introduces students to communication technologies and their influence on learning from a historical, theoretical and practical perspective. As the forms of and technologies of communication are constantly changing, their impact on society, on education, on our perception of time and space is too. The lecture will emphasize the theoretical models that are essential to new communication technology as well as the practical applications and implications of new communication technology on education. Starting from the pre-history and non-verbal communication, a number of new communication technology areas such as computer-mediated communication, Web 2.0, mobile society and gamification will be explored. Topics: (Visual, auditory and ancillary methods (non-electrical) Pre-history: the language of gestures; the culture of primary orality. Symbols: cave paintings; pictograms, writing The Greek origins of Western education: alphabetic literacy and the philosophy of Plato. Medieval culture: the decline and rebirth of literacy; religious orders; universities in the Middle Ages. A social history of timekeeping: from natural time to the mechanical clock. Image and word: woodcuts, etchings, paintings, photography. Gutenberg galaxy: the impact of the printing press; early-modern school systems; the new concept of childhood; modern science and modern libraries. (Advanced electrical and electronic signals) Telegraphy, telephony, radio broadcasting: the beginnings of secondary orality. Comics: a new integration of image and word. The epistemology and pedagogy of film: new iconic culture. The end of the Gutenberg Galaxy: McLuhan and the idea of a global village. (The digital signals) The internet: Licklider and Kleinrock. Secondary literacy: e-mail and web-based communication. Digital vs. analog paradigm. The World Wide Web: Berners-Lee. One-to-one, one-to-many, many-to-many communication Education and learning in the Information Society: networked knowledge, e-learning. Web 2.0. The altered producer-
user paradigm. The rise of the prosumer. Blogs, social networking sites, video sharing sites. New media in

Emphasizing the development of independent problem-identifying and problem-solving skills by analyzing
Hungarian and European labour market challenges. In the framework of optional exercises and self-controlled
learning processes and by acquiring the steps of program planning concentrating on the field of technology, training
orientation possibilities are granted to participants on their fields of interest. During the training period we try to
present the practical applicability and large scale practice orientation through theoretical knowledge, wide-range
technological examples, case-studies and the analysis of changes. The participants of this course will gain the
necessary knowledge and competences for understanding the importance of sustaining the lifelong competitive
knowledge by making individual job and scope of activities analysis based on their own learning competences and
methods. They will understand the problems of learning skills as life skills, a new type of human capital, networking,
teamwork and working methods in the context of lifelong learning. What does it mean not only surviving but being
successful in the dynamically changing professional and global environment today? The development of modern,
modular and competence-based methods and curriculum, elaboration of methods, curriculum and programs that
allow individual and open learning ways. The thorough modernization of the system of trainers’s; training for
allowing educators to learn the skills, competences, methodological and practical knowledge which enables them the
successful transmission of knowledge.

Concept of Ergonomics: Man-machine systems, levels of compatibility, characteristics of the human and the
technical subsystems, significance and quality of user interface. Workplace design: Basic ergonomic principles and
design guidelines for different working environments: workshops in mechanical industry, traditional and open room
offices as well as other working places with VDUs, control rooms in the process industry, client service workplaces
(governmental organizations, banks and ICT companies). Human factors of safety. Human-computer interaction:
Analytical (cognitive walkthrough, guideline review and heuristic) and empirical methods of assessing usability of
software and other smart products. Website quality, web-mining. Industrial case studies with the INTERFACE
research and assessment workstation.

The course aims to have a look behind the scenes of the colorful and glamorous world of fashion and advertising.
What we see at first glance is a huge industry where millions of professionals are pushing the machinry to play
upon our instincts. We shall study the methods, reviewing the role of public relations, sales promotion, the role of the
brands, and the templates and stereotypes used in the different media. The vast amount of knowledge piled up by
behavioral sciences will help us answer the question why our basic instincts to imitate can be used and abused. Why
is it that we are ready to spend billions on shampoo, new clothes, junk food, gadgets ... etc. hoping to buy identity.
We will also reveal that the very nature of the social animal - the group - plays an even more decisive role in our
preferences and purchases – introducing a variety of approaches from the basic theories of fashion (trickle down,
cascade, herd behavior) to network theories. */ Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes;
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/** Style Definitions */ table.MsoNormalTable {mso-style-name:"Normál táblázat"; mso-tstyle-rowband-size:0; mso-tstyle-colband-size:0; mso-style-noshow:yes;
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