Title	**Business Economics I. – Introduction to Business and Entrepreneurship**
Codes	M-DM-101 / ER-ADM-MA-262701-01
Host	MA School
Location	Classroom

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
seminar	5	12x4 = 48	102	ADM mandatory	2026 fall	M-DM-101

Recommendation
Mandatory for ADM1 cohort. This course is highly relevant for first-semester design and art management students who wish to gain a foundational understanding of business and entrepreneurship. It equips them with essential economic and managerial knowledge, helping them navigate the creative industries with confidence.

Short description
Through interactive seminars, group projects, and individual assignments, students learn to understand and analyze business structures, value creation, and markets. Key outputs include presentations, collaborative group work, and a written plan based on their own unique entrepreneurial ideas.

Teachers			
Name	Contact information	Short BIO	Office hours
Dr. Balázs FEKETE	balazs.fekete@mome.hu	https://www.linkedin.com/in/bfekete	Place: M -135. Time: On request via e-mail.

Course scheduling			
Course format		Weekly class appointments	
Classroom, collaborative workshops		Tue 13:40-16:30	
Details of each session’s type and schedule, showing the teacher’s role			
Week	Date	Weekly educational content	Studio/workshop
1	8 Sep	Introduction, course outline, expectations and deadlines, group formation, introductory group exercises	classroom
2	15 Sep	Introduction to business and economics	classroom
3	22 Sep	Forms of business ownership	classroom
4	29 Sep	Entrepreneurship and small business development	classroom
5	6 Oct	Group assignment student reports Part 1	classroom
6	20 Oct	Business operation / 1 (Structuring organisations) + Individual assignment pitches	classroom
7	27 Oct	Business operation / 2 (Managing organisations)	classroom
8	3 Nov	Business strategy and planning	classroom
9	10 Nov	Sustainability, technology, digitalisation in business	classroom
10	17 Nov	Ethics and social responsibility	classroom
11	24 Nov	Writing a business plan (Individual assignment development)	classroom
12	1 Dec	Group exercise student presentations Part 2	classroom

Course completion requirements, prerequisites, and evaluation			
Students’ duties			
Requirements, assignments	Evaluation criteria	Deadline	% in evaluation
Active Participation in Class	Students attend classes, participate in group work, contribute to the course material, actively engage in tasks, and strive to enhance the interactive nature of the class through their questions, comments, and sharing of professional opinions. They complete assigned tasks with proper care and quality.	continous	20
Individual Presentation	Each student prepares and delivers a 20-minute (15 mins live presentation + 5 mins of group discussion) individual presentation on a topic discussed in the recommended literature, using a self-made slide deck. Additional sources beyond the provided materials can also be used. The goal is to stimulate entrepreneurial spirit and active participation in economic life by familiarizing students with alternative economic perspectives. The student illustrates the readings with contemporary case studies, supplements them with current positive and negative examples, and relates them to other known practices and viewpoints. Thus, they create their knowledge through their interpretation, which they then convey through peer teaching.	Personal deadlines TBD	30
Group Task	Students work in groups of four during the semester. The group task is announced in the first seminar. The groups must present their work in two stages. First, in the fifth seminar, they must report on the work phases completed in a 10-minute presentation and a 5-minute group discussion. The comprehensive presentation of the group work, with the	Group deadlines TBD	30

	participation of all team members, will take place in the last seminar, where each team will have 20 minutes.		
Individual Submission	Submission titled *"How will I start my own company? Theoretical and practical considerations of my entrepreneurship."* each student must prepare an independent idea and business plan. In addition to theoretical and scientific foundations (processing at least 6 English-language articles published in scientific journals closely related to the topic is mandatory), the student must also address the practical aspects of the topic. The paper concludes with the student's independent reflection. The formal requirements of the paper are min. 6 pages of self-written text, Times New Roman, 12-point font, 1.15 line spacing, all images, tables and figures attached as an appendix at the end of the submission. Citation style must follow the Chicago, MLA or APA format. 10 points can be earned at the 6th seminar by pitching the idea and presenting its relevance and the corresponding sources. 20 points can be earned by handing in the paper at the end of the course.	Last seminar	20
General requirements			
Absences are permitted according to the current regulations of MOME. By missing classes, activity points that can be obtained are reduced proportionally. Due to the schedule of student presentations, absences must be reported in writing at least 24 hours before the schedule. If pre-arranged student presentations are missed without prior notice, 100% of the points available for the given assignment will be lost. Official communication channel: university e-mail adresses, class Teams Group.			

Course materials and literature
Mandatory literature
1. Hulleman, W., & Marijs, A. (2021). *Economics and business environment*. Taylor & Francis Group. 2. Skripak, S. J., & Poff, R. (Eds.). (2023). *Fundamentals of business* (4th ed.). Virginia Tech Publishing. https://pressbooks.lib.vt.edu/fundamentalsofbusiness4e
Recommended literature
1. Attila Chikán (2020), Business Economics, Budapest: Aula Kiadó, https://mersz.hu/chikan-vallalatgazdasagtan 2. Péter Takáts (2007), Manager's Guide 1 - The Organic View of Business, Budapest: Új Mani-Fest Kiadó, https://menedzserkalauz.hu/wp-content/uploads/2020/06/MenedzserKalauz_1_book.pdf 3. Lothar Vogel (2013), The Realisation of Man in the Social Organism, Natura Budapest - Part I: The Social Anthropology and Phenomenology of the Economy

Learning outcomes	
Knowledge	**Knowledge:** 1. Basic knowledge of business economics 2. Comprehensive knowledge of business structures within the scope of design and art management 3. Solid theoretical grounding in the economic principles of design and art management

	4. In-depth knowledge of the characteristics of for-profit and non-profit operations in the cultural market, and of the institutional system Understanding of how to manage a business
Skills	Students 1. Can combine design/art concepts with similar tools from other disciplines 2. Are able to promote value creation within the creative industry, validate products and services in the social and market context Comprehensively view the cultural market and its related environments (municipal, state, civil sector, tourism, urban development, visual education), considering trends in the context of the complexity of artistic quality and socio-economic sustainability, often in their contradictory nature
Attitude	Assertively representing own opinions and presenting the developments of expertise to the public and experts alike.
Autonomy and Responsibility	The student selects activities with individual responsibility, completes assignments on time, communicates transparently with classmates and works independently on tasks and exercises to be completed.

Exemption
Full exemption may be granted

Curricular connections		
Unit	Parallel courses	Course proportion in unit
M-DM-101	-	100%
Course prerequisites	Is it available as an elective?	Course prerequisites
-	No	-

Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design’s Artificial Intelligence and Plagiarism Policy.