

Title

# Business Economics I. (Introduction to Business and Entrepreneurship)

Classroom ☒  
 Studio or workshop ☐  
 External venue ☐  
 Online ☐

**M-DM-101**

Codes ER-ADM-MA-252601-01

Host **MOME Future School**

	Type	ECTS	Contact hours	Independent learning hours	Course type	Semester	Unit
Basic info	seminar	5	12x4 = 48	102	term mark	2025 fall	M-DM-101

Recommendation	<i>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.</i>
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Short description	<i>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.</i>
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Instructors	Name	Contact	Bio	Office hours
	Dr. Balázs FEKETE	balazs.fekete@mome.hu	<a href="https://www.linkedin.com/in/bfekete">https://www.linkedin.com/in/bfekete</a>	Tue. 16:30-17:30, M -135. On request via e-mail.

Semester schedule	<table> <tr> <th>Course scheduling</th><th>Class appointments</th></tr> <tr> <td>weekly</td><td>Tue 13.40-16.30</td></tr> </table>	Course scheduling	Class appointments	weekly	Tue 13.40-16.30
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Week	Date	Educational content
1	2 Sep	Introduction, course outline, expectations and deadlines, group formation, introductory group exercises
2	9 Sep	Introduction to business and economics
3	16 Sep	Forms of business ownership
4	23 Sep	Entrepreneurship and small business development
5	30 Sep	Group assignment student reports Part 1
6	7 Oct	Business operation / 1 (Structuring organisations) + Individual assignment pitches
7	21 Oct	Business operation / 2 (Managing organisations)
8	28 Oct	Business strategy and planning
9	4 Nov	Sustainability, technology, digitalisation in business
10	11 Nov	Ethics and social responsibility
11	18 Nov	Writing a business plan (Individual assignment development)
12	25 Nov	Group exercise student presentations Part 2

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	Active Participation in Class	Students attend classes, participate in group work, contribute to the course		20

	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.		
<b>Individual Presentation</b>	Each student prepares and delivers a 20-minute (12 mins live presentation + 8 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
<b>Group Task</b>	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 participation of all team members, will take place in the last seminar, where each team will have 20 minutes.	Group deadlines TBD	30
<b>Individual Submission</b>	Submission titled " <i>How will I start my own company? Theoretical and practical considerations of my entrepreneurship.</i> " 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	Last seminar	20

	<p>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.</p>		
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**Mandatory readings**

1. Skripak, S. J., & Poff, R. (Eds.). (2023). *Fundamentals of business* (4th ed.). Virginia Tech Publishing. <https://pressbooks.lib.vt.edu/fundamentalsofbusiness4e>
2. Hulleman, W., & Marijs, A. (2021). *Economics and business environment*. Taylor & Francis Group.

**Recommended readings**

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](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	<p><b>Knowledge:</b></p> <ol style="list-style-type: none"> <li>1. Basic knowledge of business economics</li> <li>2. Comprehensive knowledge of business structures within the scope of design and art management</li> <li>3. Solid theoretical grounding in the economic principles of design and art management</li> <li>4. In-depth knowledge of the characteristics of for-profit and non-profit operations in the cultural market, and of the institutional system</li> <li>5. Understanding of how to manage a business</li> </ol>
Skills	<p><b>Students</b></p> <ol style="list-style-type: none"> <li>1. Can combine design/art concepts with similar tools from other disciplines</li> <li>2. Are able to promote value creation within the creative industry, validate products and services in the social and market context</li> <li>3. 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</li> </ol>

Attitude	Assertively representing own opinions and presenting the developments of expertise to the public and experts alike.
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.

#### Exemptions

- ☐ Exemption from attending and completing the course cannot be granted  
☐ Exemption may be granted from the acquisition of certain competences and the fulfilment of tasks  
☐ Some tasks can be replaced by other activities  
☒ Full exemption can be granted

#### Curriculum link

Subject in curriculum	Related courses (parallels)	Mark contribution to subject grade
Title of the subject in curriculum to be covered	[This course]	
	Another course	
	Third course	

Course prerequisites	Prerequisites in case of elective	Is it available as an elective?
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