

## Syllabus (Course description)

<b>Course title:</b> Business Economics II. / Leadership, Organisational & Project Management				
<b>Course instructor(s), contact details:</b> Dr. Balázs Fekete, balazs.fekete@mome.hu				
<b>Code:</b> M-DM-201	<b>Curriculum</b> (program/level): ADM	<b>Recommended semester:</b> 2	<b>Credit:</b> 5	<b>Number of class hours:</b> 44 <b>Student task hours:</b> 106
<b>Related codes:</b> -	<b>Type:</b> seminar	<b>Can it be an elective course?</b> -	<b>In case of an elective course what are the specific prerequisites:</b> -	
<b>Course connections (prerequisites, parallels):</b> -				
<p><b>Aim and principles of the course:</b></p> <p>This course aims to enhance students' professional development by broadening their knowledge of management studies. It allows students to review their previous knowledge from a new perspective while deepening their understanding of specific fields and directions of management science. The course also emphasises the development of leadership and problem-solving skills. It also establishes extensive knowledge in project management that students can apply effectively in practice. In addition to abstract theoretical concepts, there is a strong emphasis on practical skills that will help participants to develop successful careers.</p>				
<p><b>Learning outcomes (professional and general competences to be developed):</b></p> <p><b>Knowledge:</b></p> <p>Participants gain:</p> <ol style="list-style-type: none"> <li>1. practical knowledge of the advantages and disadvantages of different organisational structures and management models</li> <li>2. familiarity with the fields of project management</li> <li>3. experience in organizational and resource management</li> </ol> <p><b>Skills:</b></p> <p>Participants learn how to use analytical frameworks and skills in creative problem solving related to the abovementioned areas.</p> <ol style="list-style-type: none"> <li>1) Recognition of the problems that design/art can solve and the role of management in solving them.</li> </ol>				

- 2) Assertive communication with the different stakeholders in a situation, fostering teamwork and promoting cooperation between different stakeholders (art, business, public sector).
- 3) Embracing and incorporating diverse thinking and promoting it in the design/art communities managed.
- 4) Paying attention to the strategic renewal of the processes supervised.
- 5) Effectively handling conflicts and diverging interests.
- 7) Creating value in a socially responsible way; reconciling individual goals with group interests and the common good.
- 8) Being able to creatively manage initiatives from idea to implementation.

**Attitude:**

Students maintain an accepting, open relationship with professional partners, fostering their own and their team's development as a colleague and a leader. Adhere to the ethical standards of their profession and practices being flexible, punctual and goal-oriented in the organisation of projects, with an understanding of project complexity.

**Autonomy and responsibility:**

Students learn to lead projects in an autonomous way, practice self and group management. Social responsibility acts as an integral part of the course.

**Topics and themes to be covered in the course:**

- Introduction, timetable and scheduling, clarification of expectations and tasks, formation of groups
- Basic concepts in the fields of management – activities and functions
- Mission, strategy and objectives
- Organisational design – process and operations organisation
- Organisational behaviour and motivation
- Leadership – Beliefs, misbeliefs, roles
- Communication, negotiation, connections within and outside the organisation
- Performance and control, planning and retrospectives
- Project management basics
- Group presentation, discussion forum and semester evaluation

**Specificities of process organisation / organisation of learning:**

The sessions are structured to explore topics from both theoretical and practical perspectives. A portion of the sessions involves traditional lectures, providing a foundation of theoretical knowledge.

Additionally, students will deepen their understanding through self-developed presentations on

assigned topics. Another significant part of the sessions focuses on active student participation in the practical application of the subject, facilitated through individual and group exercises. The classes are highly interactive, and students are expected to engage actively. Practical exercises, case studies, and, where appropriate, prior seminar preparation are essential components of the learning process.

**Students' tasks and responsibilities:**

Assessment criteria (what will be considered in the evaluation) listed under the tasks.

**1. Active In-Class Participation (10 points)**

- a. Students are expected to attend all seminars whenever possible.
- b. Active engagement is required, including contributing to discussions and participating in assigned tasks.

**2. Individual Presentations (20+20 points)**

- a. The student demonstrates an in-depth understanding of their chosen topics using provided or independently collected resources.
- b. Personal interpretation is developed, exploring the topic from multiple perspectives.
- c. Relevant examples and case studies are used to contextualize the findings.
- d. The student prepares and delivers presentations and interactive practices aimed at enhancing understanding of the topic.

**3. Group Project (15+15 points)**

- a. The quality of the project, its economic and societal goals, implementation process, and outcomes are considered.
- b. Integration of theoretical frameworks in project management is highly important.
- c. Clarity and focus in topic development.
- d. Logical and comprehensible argumentation and structure.
- e. Consistent and accurate use of professional terminology.
- f. Depth of theoretical framework, proper handling of references.
- g. The level of group cohesion achieved through teamwork.
- h. Presentation delivery and quality, including fluency and clarity.

**4. Individual Interviews (20 points)**

- a. The student conducts individual interviews meticulously and thoroughly.
- b. Careful selection of relevant interviewees in leading positions.
- c. The student demonstrates an understanding of semi-structured in-depth interview techniques and applies this knowledge effectively.

d. The interview outline is well-structured, logical, and enables result analysis.

e. The transcript provides a complete and concise summary of the conducted interview for the reader.

**Learning environment:**

classroom

**Assessment:**

**Requirements to be met:**

Tasks listed under “Student’s tasks and responsibilities”

**Method of assessment:**

Coursework-based assessment: the course concludes with a coursework grade. Deliverables are distributed throughout the semester: active in-class participation is evaluated during the sessions, while group presentations are delivered during the final seminar.

**How is the mark calculated:**

0-55: Fail (1)

56-65: Pass (2)

66-75: Satisfactory (3)

76-84: Good (4)

85-100: Excellent (5)

**Required Literature:**

Laloux, F., & Wilber, K. (2014). Reinventing Organizations. Nelson Parker.

Schwalbe, K. (2021). An Introduction to Project Management, Seventh Edition: Predictive, Agile, and Hybrid Approaches. Independently published.

Kogon, K., & Blakemore, S. (2024). Project Management for the Unofficial Project Manager. BenBella Books.

**Recommended Literature:**

Laloux, F. 2016. Reinventing organizations. An Illustrated Invitation to Join the Conversation on Next-Stage Organizations. Brussels, Belgium: Nelson Parker.

Nieto-Rodriguez, A. (2021). Harvard Business Review Project Management Handbook: How to Launch, Lead, and Sponsor Successful Projects (1st edition). Harvard Business Review Press.

Takáts Péter (2007), Menedzserkalauz 2. – Az organikus szemlélet gyakorlati kérdései, Budapest: Új Mani-Fest Kiadó,

[https://menedzserkalauz.hu/wpcontent/uploads/2020/06/Menedzserkalauz\\_2\\_book.pdf](https://menedzserkalauz.hu/wpcontent/uploads/2020/06/Menedzserkalauz_2_book.pdf)

Zsolnai, L., Kovács, G., & Ócsai, A. (2022). Gazdaság és vallás: A gazdasági spiritualitás innovatív modelljei. <https://unipub.lib.uni-corvinus.hu/7537>

**Other informations:** -

**Recognition of knowledge acquired elsewhere/previously/validation principle:**

- Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted.
- Some tasks may be replaced by other activities.
- Full exemption may be granted.

**Out-of-class consultation times and location:**

In case of questions, comments or problems, contact the lecturer at the above address. Extra-curricular consultations held on request, by individual appointments. Location: MOME Campus.