

Professional Foundation Semester for Business Programs Autumn Semester, Academic year 2019/2020

The Professional Foundation Semester for Business Programs is a preparatory program designed for those who seek to start their Bachelor studies in 2017 February at one of Metropolitan's business departments. For examples: Business and Administration, Commerce and Marketing, International Business Economics, Tourism and Catering, Finance and Accounting.

The new preparatory program is offered for students who would like to further improve their skills and knowledge in the field of business, economics and mathematics. The program includes subjects that prepare students for the challenges of a BA degree course in the business field.

Starting date: September and February each year

Duration: 1 semester, 28 ECTS credits

Mode of study: Full-time

Curriculum

CALCULUS FOR BUSINESS AND ECONOMICS

The list below contains the basic requirements that students should know before starting the Calculus for Business and Economics I. class. This subject can be acquired via solving practical exercises, therefore, the recommended contact hours are four practical classes per week (6 hours/week). The main topics are the following:

- **Linear equations:** the Cartesian co-ordinate systems; graphs of linear equations; slope and intercept
- **Algebraic solutions of simultaneous linear equations:** the system of two/three simultaneous linear equations; different kind of solutions; elimination method.
- **Algebra:** manipulation of inequalities; multiplying out brackets; numerical and algebraic fractions, equations.
- **Non-linear equations** [Quadratic equations]: solving quadratic equations; the graph of a quadratic function; definition of equilibrium price and quantity given a pair of quadratic demand and supply functions.
- **Revenue, cost, and profit:** graphs of the total revenue; total cost, average cost and profit functions; the level of output that maximizes total revenue, profit; average, fixed, variable costs.
- **Indices and logarithm:** Evaluate b^n in the case when n is positive, negative, a whole number or fraction; simplification of algebraic expressions using the rules of indices; evaluation logarithms in simple cases; the rules of logarithms to solve equations in which the unknown occurs as a power.

- **The exponential and logarithm functions:** graphs of general exponential functions; the number 'e'; the exponential function to model growth and decay; log graphs to find unknown parameters in simple models; the natural logarithm function to solve equations.
- **Supply and demand analysis:** function notation $y=f(x)$; linear demand and supply functions; equilibrium price and quantity for single-commodity and multi-commodity markets.
- **Function transformations:** inverse functions, shifting, reflection, stretching, compression.
- **Getting started with GeoGebra** – This topic can cover the whole semester and is related to all sections listed above. The computer program supports the visualization and understanding of abstract concepts and complex mathematical models.

BUSINESS ENGLISH

This course is designed to provide the students with basic knowledge about economic and financial issues. The most important topics covered during the course are related to theoretic and practical questions about the world economy, the business cycle, supply and demand, inflation, unemployment and money. Students will also get insight into the world of finance, i.e. functions of and services provided by banks, the special role of central banks, the monetary policy and its effects on the economic growth. All this will help students get a better understanding of the most important issues which influence the world economy. (4 hours/week)

PRINCIPLES OF MARKETING

Principles of Marketing provides an introductory study of the marketing process in organizations and society. Among other topics, the course examines the marketing environment, consumer behavior, market research, and the marketing mix. (2 hours/week)

The main topics:

- Orientation - The Concept of Marketing
- Strategic Marketing Planning
- Marketing Environment, Global Marketplace
- Consumer and Business Buying Behavior
- Market Information and Marketing Research
- Market Segmentation, Targeting, Positioning
- Product Policy – Product Development
- Pricing
- Distribution
- Marketing Communication Offline
- Marketing Communication Online
- Guest speaker

INTRODUCTION TO EU INTEGRATION

The aim of the course is to introduce the EU integration process from the end of World War II to the present focusing on the evolution and architecture of the European Union including its

geography, history, institutional framework, enlargement, the single market and the four freedoms etc. (2 hours/week)

The main topics:

- The birth of European integration
- The start of European integration
- The EU today
- The EU's foreign and security policy

INFORMATICS I.

Students learn how to use word processing applications to produce large complex documents, to apply different formatting tools, to create tables and insert images, to create mail merged documents and work with footnotes, endnotes and captions and to create tables of contents. They collaborate on and review documents. Students also learn to plan and design presentations with presentation processing applications, to create and modify templates, use drawings, images, and animations tools. The course also includes the use of web 2.0 tools with the aim of creating, collaborating on and sharing presentations. (2 hours/week)

HUNGARIAN AS A SECOND LANGUAGE I.

A beginner Hungarian language course for foreigners staying in Hungary for a longer period of time. The aim of the course is to enhance their integration into the local community by introducing basic communication skills, sounds, pronunciation and basic language structures. The course also presents the most important aspects of Hungarian culture and civilization. Methods applied in class: explanation, illustration, situational role-plays, linguistic games, puzzles, pair work, group work, picture description, Power Point or Prezi.com presentations, homework, etc. (4 hours/week)