



Pallas Athena University Business Faculty (HU KECSKEM03)

2017/18 Academic year - Fall semester

Course Unit	Lessons (Lectures+seminars /week)	ECTS	Department	Tutor
Service Management	1+1	5	Tourism and Catering	Ms Dr Anita Mondok
Economic Geography	1+1	5	Tourism and Catering	Mr Dr Róbert Bagdi
Consumer Behaviour	1+1	5	Commerce, Marketing and International Business	Mrs Dr Éva Pólya – Ms Dr Kata Földi
Marketing Channels in Practice	1+1	5	Commerce, Marketing and International Business	Mr Dr Róbert Szűcs
Applied Informatics	0+2	3	Economics, Finance and Management	Mrs Dr Ildikó Miskolczi
Finance	2+0	3	Economics, Finance and Management	Mr Dr Zsolt Szakács

SHORT COURSE DESCRIPTIONS

Service Management

To be competitive in today's marketplace, service organizations must provide a quality experience for their customers. This course identifies the key dimensions on which customer perceptions of service excellence are based, and describes strategies for offering superior customer service. Key course concepts include: (1) nature of services and key factors of service excellence, (2) reducing gaps in service performance, (3) measuring service quality, (4) service capacity management, and (5) service marketing. Students who complete this course will not only have a better understanding of how customers evaluate service firms; they will also have a new ideas, measures and techniques to help improve service excellence.

Economic Geography

The theoretical basis encompasses explanations to differential economic and social development in places and locations across Europe and the western world under the increasing globalization of trade patterns. Economic geographers study and attempt to explain the spatial configuration of economic activities. Economic activities include all human acts that do one of three things: 1) produce goods and services, 2) transfer goods and services from one economic agent to another, and 3) transform goods and service into utility through acts of consumption.

Consumer Behaviour

The primary goal of this course is to enhance your understanding of consumer behaviour. The psychology of the consumer includes some intuitive and some non-intuitive ideas about how consumers behave. A primary goal of this course is to train your intuition, so that you think more like a psychologist about how consumers perceive and respond to marketers. Many of the psychological theories and insights are particularly useful for strategy, brand positioning, and marketing communication decisions. Whereas our primary focus will be on understanding consumer behaviour theories, we will discuss many of these applications in class, and guest speakers from several industries will further show the application of these concepts. Not only do we want to better understand how consumers behave, but we want to develop and evaluate marketing strategies intended to influence their behaviour.

Additionally, we will focus on learning research methodology to build the tools you will need to conduct and interpret consumer research. Don't forget that, on a daily basis, you are a customer of market research (think about the products you purchase, the features you find important, the people that influence your purchasing decisions, the ads that are shown to you, etc.). The ability to correctly interpret market research will make this research much more actionable in managerial contexts.

Marketing Channels in Practice

The distribution channel is one of the four Ps of the marketing mix, providing many essential services to end-customers that the firm cannot efficiently provide itself. But, the distribution channel is not just a conduit through which the firm reaches its end market. The channel members are customers in their own right, with their own needs. This course teaches students how to make decisions regarding selling channels and the physical distribution of products. The course addresses channel structures including retailing, wholesaling, and other agency relationships. Emphasis is placed on understanding how to design, implement, manage, and evaluate a channel distribution strategy.

Applied Informatics

The course is designed to introduce some of today's most advanced information technologies, and user-level application of Web services. The goal is to get to know the functions of the web, which mean information sharing, joint online work, contacts and tasks on an interactive solution. The course aims to present the potential of these technologies, through the solution of practical problems. We can use these technologies not only in relations with each other but in the study too.

Finance

The course main aim is the introduction to the theories and applications associated with the functions of capital markets. This includes the conceptual foundations of portfolio theory, risk management, and asset valuation. We will examine the markets for equity, money, bonds, mortgages, futures, options and swaps. This includes the familiarization with some of the technologies which dominate the business world into which the student will graduate. During the Finance course, the participants will become familiar with basics of financial management, financial management tools, measuring and managing business performance. Students will learn about financial markets, their importance for the functioning of the economy, segmentation and financial tools in the market, basic principles of investment decision making and basic methods for the evaluation of certain financial instruments.