

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Business Development Policy
Name of the subject in English:	Business Development Policy
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-BUDEPO-03-EA
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Management
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course “Business development” is about the actual process of getting a new venture started, growing the venture, successfully harvesting it and starting again. In a pragmatic way

–through text, case studies, and hands-on exercises – the course guides the students in learning about the concepts of entrepreneurship and the skills, know-how, experience and attitudes that are important to pursue different business opportunities.

SUMMARY OF THE CONTENT OF THE SUBJECT

A definition of entrepreneurship and the entrepreneurial process. Examining practical issues. Learning how entrepreneurs and their financial backers get the odds for success in their favor, examining the patterns of disappointment and failure experienced by many. The most important skills, values, abilities and talents one needs to cultivate as an entrepreneur. Myths and realities about entrepreneurs What can be learned?

STUDENT’S TASKS AND PLANNED LEARNING ACTIVITIES:

Overall performance in class:

Students are expected to take active part in the classes, express their opinions and add their remarks on the subjects.

Presentations:

During the semester students are asked to do group activities, individual work and presentations about topics previously set with the course instructor.

Home assignment

Students are expected to write a home assignment essay based on the topics covered during classes. This task will represent 40% of the final grade.

EVALUATION OF THE SUBJECT:

During the term, students are expected to write a home assignment essay based on the topics covered during classes. This task will represent 40% of the final grade. After the term, student have to sit aq final test. This test will represent 60% of the final grade.

Marks : - 50 points (1)

51-62 points (2)

63-74 points (3)

75-86 points (4)

87- points (5)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Butler, David: *Business development : guide to small business strategy*. Butterworth-Heinemann, 2001
- Lind, Douglas A.: *Basic statistics for business and economics*. , 2019

RECOMMENDED READING LIST:

- Timmons, Jeffry A.: *New venture creation : entrepreneurship for the 21st century*. McGraw-Hill/Irwin, c2007 (<https://www.coursera.org/learn/startup-entrepreneurship-discovering-ideas/home/week/5>)