# COURSE SYLLABUS

<table>
<thead>
<tr>
<th>Course title:</th>
<th>Business Case Studies</th>
<th>Course code:</th>
<th>ERN-0-0036T</th>
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<tbody>
<tr>
<td>Course type:</td>
<td>Compulsory optional</td>
<td>Credits:</td>
<td>5</td>
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<tr>
<td>Number of lessons:</td>
<td>1+1</td>
<td>Section:</td>
<td>Full time</td>
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<td>Recommended semester:</td>
<td>3.</td>
<td>Major/specialization:</td>
<td>International management – EU commerce</td>
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<td>Prerequisite(s) of the course:</td>
<td>Foreign trade technique</td>
<td>Instructor(s):</td>
<td>Dr. Ibolya Szalai</td>
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<td>Subject supervisor:</td>
<td>Dr. Ibolya Szalai</td>
<td>Department:</td>
<td>International management</td>
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<td>The aim of the course:</td>
<td>The analysis of mutually beneficial trade relations of business opportunities in the European Union. As a specific aim the subject of competitiveness and innovation development appear in all the analyzed companies. Another specific aim is to examine the activities of some TNCs in Hungary to see how the SMEs can become their suppliers. As a third specific objective, we will focus on the international success of Hungarian large companies and SMEs.</td>
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<td>A brief description of the course program:</td>
<td>The course is a 'transition' between the international business arena and foreign trade technology courses. In particular it examines the possibilities of international activities, the need for innovative thinking. During the analysis of corporate trading activities it relates to macro-environmental issues and trade technical solutions</td>
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<td>Competences to be developed by the course:</td>
<td>The subject contributes to the development of the following skills: development of strategic approach in relation to the activities of companies operating within the EU, identification of appropriate research aims to analyze complex business activities. Required method competences: situation awareness, information gathering, review capability, creativity and logical thinking. Development of openness and interpersonal skills as social competence, business-oriented flexibility, decisiveness and accuracy become important as personal competences.</td>
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| The course topics: | 1. Introduction  
2. Global dimensions  
3. Foreign trade activity  
4. The importance of custom  
5. Competitive advantages  
6. Innovation in the focus  
7. Business environment  
8. Franchise as a special business  
9–14 Case studies  
15. Extended analysis |
| Education methods: | Lecture: |

The aim is the presentation of concepts and theories supported by examples.
During the lecture ppt presentation is used.

Seminar:
With the help of group presentations, students analyze the trade of a company of their choice within the EU, focusing on competitiveness and innovation possibilities. Their task is to explore the opportunities and risks of internationalization beyond the complex presentation of the company’s activities.

Keeping optional presentations is possible.
Joint analysis of business case studies.

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<th>The method of performance evaluation, scoring and grading:</th>
<th>Condition for approving the semester work:</th>
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<td></td>
<td>Participation in the lectures is specifically required, participation in the seminars is compulsory.</td>
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Type of exam:
Group presentation, oral exam. During the semester a home paper needs to be presented on the international trading activities of a domestic company (10-15 pages).

Grading:
Up to 59% – unsatisfactory, 60-70% - pass mark, 71-80% - satisfactory mark, 81-90% - good mark, 91-100% - class.

For the evaluation of each sub-task, the minimum of 60% performance should be reached separately.

(1) Home paper maximum 20 points.
(2) Group presentation maximum 40 points.
(3) Oral exam maximum 40 points.

Plus points can be given for optional seminar tasks (e.g. mini case studies, tests, group work, class room activity) as a maximum of 20 points.

Based on the scores received for the completion of sub-tasks, students are offered a grade. To improve this grade, an oral exam can be taken.

Compulsory literature:

1. International trade and foreign direct investment (2013) edition - eurostat Pocketbooks
   ISSN 1977-7876
   Harward Business School Publishing Corporation
   John Wiley & Sons, Inc.
4. English-language journals and corporate materials jointly appointed during the semester.