

3XX Courses

MAN 303 Research Methods (Credit: 3, ECTS: 6)

The steps of the scientific method of research, content and benefits, measurement and scaling, SPSS, descriptive, inductive statistics calculation and interpretation, multivariate analysis method.

MAN 307 Corporate Finance (Credit: 3, ECTS: 5)

Basic concepts and methods of business finance, time value of money, simple interest and compound interest, equity financing (especially public companies) short-term foreign capital financing, long-term foreign capital financing, auto financing basics.

MAN 321 Information Management (Credit: 3, ECTS: 5)

Steering and development tasks of operational information management, particularly from the view of a CIO, support of operational creation of value, management tasks, operational integration of information management.

MAN 323 Principles of Marketing (Credit: 3, ECTS: 5)

Definition of marketing concepts, marketing activities, of environmental conditions which are affecting the marketing process, the elements of the marketing mix.

MAN 325 Production Management (Credit: 3, ECTS: 6)

Various manufacturing systems, different workflow methods, production time and cost analysis, productivity in production, production management and control methods, just in time production system and lean manufacturing, computer-compound production systems and different modules, knowledge and innovation management, ISO 9000 quality management, ISO 14000 environmental management systems, international standards and the EFQM business excellence model.

MAN 328 International Financial Management (Credit: 3, ECTS: 5)

Internationalization and processes, the foreign exchange market, exchange rate systems, the exchange rate risk management, multinational enterprises, international money and capital markets to provide funds, multinational enterprises, international bond and stock markets to provide funds, foreign trade financing, direct foreign capital investments and foreign evaluation of investment projects.

MAN 332 International Marketing (Credit: 3, ECTS: 5)

International marketing and international trade, International Marketing, international marketing and the importance of the definition of the information to be collected In the process of Internationalization, international marketing environment International divestitures are permitted, International marketing strategies, market segmentation, target market selection, and Product decisions and strategies, marketing mix, Brand selection, pricing strategies, distribution Strategies, Promotion Strategies.

MAN 336 Operations Research (Credit: 3, ECTS: 6)

Identifying and solving business problems with numerical operations research systems, deterministic and stochastic models, linear programming, transportation methods, integer programming, decision theory, dynamic optimization and network diagram techniques.

MAN 338 Intercultural Management (Credit: 3, ECTS: 5)

Values from different cultures, manners, expectations, capabilities, multiculturalism, cultural differences, perception, communication and trade in different cultural fields.