

SUCCESS
'SUMMIT OF UNIVERSITIES – CALL FOR CENTRAL EUROPEAN SUMMER SCHOOL'
SUCCESS OF V4 COUNTRIES AND EAST ASIA – BUSINESS AREAS OF MUTUAL ADVANTAGE
SYLLABUS

I. Aim of the programme and the Organiser

Programme focus: success factors of V4 countries economy & the possible areas of mutual advantage with the successful East Asia

V4 countries: Poland, Hungary, Czech Republic and Slovakia have long historical and strong political connection is one hand and this is the fastest growing economic region of Europe on the other hand. Based on this background V4 has become a special entity of European Union recently and is expected to become the EU's economic engine in the near future!

During the SUCCESS program participants have the opportunity to gain a uniquely global perspective by expertise in both the local and international businesses' operations across the V4 area as well as learning in a global environment focusing especially on the East Asian region; and the possible business connections of the two areas. The Organiser's aim is to give an insight of the economy of Central Europe, trends of the international processes, growing importance of the IT world and conditions in case of commerce, finance and logistics while focusing on both theoretical and practical methods.

The aim of organizers to involve the audience in a high level educational program; to give the possibilities to active personal participation in it; to give opportunities to relevant company visits and being summer event to provide cultural and free time programmes in one of the nicest city of the World; in the Heart of Europe.

Organiser: Budapest Business School – University of Applied Sciences; with the help of Oriental Business and Innovation Centre

Budapest Business School is one of the most prominent universities in Hungary, which is

- integrating three faculties, i.e. Commerce, Tourism and Hospitality Management; International Management and Business; as well as Finance and Accountancy,
- highly ranked among economic and business universities in accordance with our students' employment and carrier opportunities,
- a leader and participant in several international strategic partnership projects,
- a key partner for Erasmus and other mobility.

For further details, see <https://en.uni-bge.hu/>. For our Summer School event see <https://www.facebook.com/SuccessSummerSchool/>.

II. Target group of participants, and the requirements for entry

Target group of participants: active higher education students. Academic transcript must be attached to the application.

Selection process of participating students: applications will be evaluated based on the student's academic scores at their home institution.

Deadline for application: 20th of May 2019 with an email, name; postal and email addresses included, to tikybui@gmail.com ! Other information Tiky Bui on Facebook or tikybui@gmail.com; kozar.laszlo@uni-bge.hu

Acceptance of applications: 31st of May, at the latest.

Participation is subject to a fee of 1.190 Euro. This fee entitles the students to the following benefits:

- Excellent accommodation in Budapest city centre: apartments with double rooms; kitchen and bathroom; close to the university and the entertainment district
- Free breakfast and lunch on lecture days
- Organized study trips and company visits
- Theoretical and practical lectures by lecturers with strong professional background
- Opportunity to work in international groups
- Opportunity to try yourself in an international environment
- Opportunity to learn more about V4 Countries as well as there's business and cultural life
- Public transport passes with free Danube cruising
- Organized entertainment programs such as opening and closing parties; cruise to the Danube Bend travel to Lake Velence

Participation fee does not include: insurance, visa and travelling expenses.

III. Course modules

The length of courses could be varied from the planned schedule in terms of lecturer's theme.

ECONOMIC POLICY OF V4 COUNTRIES

Course objectives and competences:

The study of economic policy begins with learning of macro level economics. In large measure, it is the study of how people make choices, how individuals and societies choose to use the scarce resources that nature and previous generations have provided. The purpose of this part and is to elaborate on the main elements of macro-economic definition and to introduce the subject matter of economics, such as: definition of macroeconomic policy, main objectives of government's economic policies, and types of macroeconomic policies; focusing on the V4 countries specialities.

Economic theory helps us understand how the world works. The formulation of economic policy requires having objectives. What do the decision makers want to change? Why? What is good and what is bad about the way the economic system is operating? How can the decision maker make it better? Four criteria are frequently applied in judging economic such as: stabilization, allocation, growth and redistribution.

Boosting medium- and long-term competitiveness, which requires a big improvement for example in investment or labour market, should be key issues to strengthen the economy. The degree of business orientation in most of the policies has to be very strong to this international competition. The purpose of this part and is to elaborate on the main elements of source of national or regional competitive advantages, such as: supply side policies, labour market, relationship macroeconomic policy and company strategy.

Assessment: oral/written exam.

GEOPOLITICS & INTERNATIONAL TRADING RELATIONS FROM V4'S POINT OF VIEW

Course objectives and competences:

Participants gain knowledge of geopolitical situation of Hungary and the V4 countries; hence about special connections and possibilities with East Asian countries.

Another goal of the course is to understand the background of international trading techniques, the export-import relationship, moreover the issues of stock financing with Lombard credits.

Furthermore; participants will get an insight of the specialities of Futures Market; forwarding, futures and option techniques; analysis of the commercial activities and the combined operation of Futures and Lombard function and the possibilities focusing on East Asian countries.

1. Geopolitical situation and cooperation of V4 countries
2. International trading; futures and commodity finance techniques
3. Individual sales practice in exchange business; using individual exchange accounts
4. Practical questions of combined operation of Futures and Lombard techniques

Assessment: oral/written exam.

SME COMPANIES IN V4 AND EAST ASIA

Course objectives and competences:

The region of Central Europe as well as Hungary is an extremely favoured area for the multinational companies nowadays – many tech companies, auditor firms, banks, moreover foundations open new offices here day by day, mainly as an SSC (Shared Service Centre) to create working places for the thousands of young professionals. Besides them, the region provides an innovative space for

launching new small and medium, family-run businesses. During this course, participants are expected to gain some insight in this unique business world's financial operations and expectations.

1. What are the firms' objectives when targeting the V4 region?
2. Investing in projects ~ State-of-the-art techniques
3. Shareholder value and managing risk
4. Funding alternatives for SMEs – tailored-made solutions

Assessment: oral/written exam.

CORPORATE CULTURE AND DIVERSITY

Course objectives and competences:

The objective of this module is to sensitise students to cross-cultural differences and similarities in the international business environment and to encourage them to adapt themselves accordingly, and to help them understand and appreciate issues involved in cross-cultural interaction. To help students develop an understanding of how companies are organised and managed by discussing culture's role in organisational development.

To provide a business sentiment by visiting an international financial company's office and to get insight into its daily operations by taking part in solving a real case study at Morgan Stanley. To give insights into corporate management practices revealed in strategic HRM practices, talent management, staff training events, via personal talks with middle level managers in Morgan Stanley.

1. Morgan Stanley Company visit
2. Real-life case study and consultations with experts
3. New planning approach for product introduction: full lifecycle financial simulation
4. Diversity of the sites of operation, their competitiveness and the respective risks

Assessment: oral/written exam.

BUSINESS SIMULATION

Course objectives and competences

This simulation is modelling the business decisions of a V4 market in a bicycle store through a year. On the one hand, the simulation focuses on the improvements of business decisions, and on the other hand, it offers the players an opportunity of cooperation, in which the improvements of teamwork, decision-making capacity and analytic skills are brought to the fore. The game is played among five groups, each team chooses a so-called store manager from its members. The store manager is responsible for the regional sales. There is more than one store in the area of operation.

The decisions are separated by the areas of management, so decisions about the sales, the supply, and the cost, resource and financial management cover the four years' period separately.

The values of assets and resources on the last day of the base period are shown in Manual, which will be handed over for students.

The evaluation of the teams' work is based on different objective functions related to each topic. Basically, decisions can be divided into two groups. On the one hand, the companies must make market decisions on the sales and purchase of goods, and on the other hand, they have to plan the costs related to the use of resources. These objective functions are detailed in the relevant sections.

During the simulation the teams compete with each-other by making decisions within a pre-specified timeframe.

Assessment: team work

COURSE REQUIREMENTS

- 1.) Contact Period: Fulfilment of the specified contact hours according to the Syllabus, which will be based on the lecturers' evaluation. 0-2 ECTS can be got depends on the particular subject.
- 2.) Team Work Period: Active participation in group works; giving a solution for a complex corporate problem with a case study. 0-2 ECTS can be got depends on the particular subject.

SUCCESS Programme ECTS credits

	Contact/Team Work	Optional	Sum
Economic Policy of V4 Countries	1	1	2
Geopolitics & International Trading Relations	1	1	2
SME companies in V4 and East Asia	1	1	2
Corporate culture and Diversity	1	1	2
Business Simulation	2	0	2
Total	6	4	10

BIBLIOGRAPHY

Lecture materials and the presented course materials are provided by the lecturers.

Suggested literature: shown at the beginning of the programme; depends on the particular subject and their lecturers' choice.

Participants will be provided with the most important materials from the above, which are necessary to complete the individual and team assignments.

Budapest, 02.02.2019

Prof. László Kozár PhD

Director of Strategic Projects

Budapest Business School