

SUCCESS RELOADED 2023

'SUMMIT OF UNIVERSITIES – CALL FOR CENTRAL EUROPEAN SUMMER SCHOOL'

SYLLABUS

I. Aim of the Programme and the Organisers

Programme Focus: Success Factors of CE's Economy and Possible Mutually Advantageous Collaborations with East Asia

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

Further objectives of the organisers include involving the audience in a high-level educational programme, allowing for the possibility of active personal participation, granting opportunities for relevant company visits, and providing cultural and free-time programmes and events.

Organisers: Budapest Business School, University of Applied Sciences

II. Target Group of Participants and Entry Requirements

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

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

Deadline for application:

Acceptance of applications:

Participation is subject to a fee of 590€. This fee entitles the students to the following benefits:

- Lecturers with professional backgrounds.
- Opportunity to work in international groups.
- Opportunity to try yourself in an international environment.
- Opportunity to learn more about the business of Central Europe, as well as its culture.
- Organised study trips and company visits.
- Public transportation passes.

Participation fee does not include insurance, visa and travelling expenses. Accommodation: 190€ (optional).

III. Course Modules

GLOBAL TRADING RELATIONS (EUROPE & FAR EAST)

Course Objectives and Competencies:

Participants gain knowledge of the geopolitical situation of the Central Europe region (with emphasis on Hungary) and about the special connections and possibilities with Southeast Asia.

Another goal of the course is for participants to acquire an understanding of the background of international trading techniques, the export-import relationship, as well as the issues of stock financing with Lombard credits.

Furthermore, participants will obtain an insight into the nuances of launching a new business in the region and analysis of the commercial and financial activities.

We want to help future potential billionaires take their first steps with us at this summer university!

- 1. Geopolitical Situation and Cooperation of EU and V4 countries**
- 2. Alternative Economic Cooperation of CEEU countries (China+16)**
- 3. International Trading; Futures and Commodity Finance Techniques**
- 4. Specialities of International Trading Relations Focusing ASEAN Countries.**
- 5. Individual Sales Practice in Exchange Business**

CORPORATE FINANCE

Course Objectives and Competencies:

The region of Central Europe, including Hungary, is an extremely sought-after area for both multinational and start-up companies nowadays, with many tech companies, auditor firms, banks, and foundations opening new offices and launching new business here. During this course, students are expected to gain insight into this unique business world's financial operations and expectations and learn to evaluate business ideas and opportunities.

1. **What are the Firm's Objectives when Targeting the CE Region?**
2. **Investing in Projects**
 - 2.1. **How do you know if an investment generates value for shareholders?**
 - 2.2. **Cost of alternative returns – the investor's opportunity cost is the sacrifice of the return available on the best forgone alternative.**
 - 2.3. **State-of-the-art techniques.**
3. **Shareholder Value and Managing Risk**

STRATEGIC PLANNING

Course Objectives and Competencies:

Expected outcomes include enabling students to understand the importance and the necessity of long-term strategic management for market-oriented companies, and to be able to formulate corporate mission, objectives, and strategies.

1. **The Nature of Strategic Management, The Business Vision, Mission and Strategy Formulation, The External Assessment of a Retail Company**
2. **The Internal Assessment of a Retail Company, Strategies in Action, Identification of Types of Strategies, Strategic Analysis, Choice, and Actions**
3. **Planning the Long-term Financial Goals, Strategy Implementation, Completion of Goals (i.e.: Organizational Development, Change Management)**
4. **Strategy Implementation, Completion of Goals (i.e.: Business Development, Project Management)**

BUSINESS SIMULATION

Course Objectives and Competencies

This simulation models the business decisions of a Central Eastern Europe market in a bicycle store over the course of a year. On the one hand, the simulation focuses on the improvements of business decisions, while on the other hand, offering the players an opportunity for cooperation, in which the improvements in teamwork, decision-making capacity, and analytic skills are brought to the forefront. The game is played among five groups, with each team choosing a so-called store manager from its members. The store manager is responsible for the regional sales. There is more than one store in operation.

The decisions are separated by the areas of management, so decisions about the sales, the supply chain, the costs, and resource and financial management cover the four-year periods separately.

The values of assets and resources on the last day of the base period are shown in Manual, which will be handed over to 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. First, the companies must make market decisions based on the sales and purchase of goods, and secondly, they must plan the costs related to the use of resources. These objective functions are detailed in the relevant sections.

PROJECT MANAGEMENT

The course provides basic knowledge about project management and its theoretical background. It covers those functions of project management (cost, time, quality, scope, risk, communication, human resource, procurement, and integration) which can be used to prepare for an investment or help entrepreneurs launch a new business.

- 1. Project Definitions and Characteristics. Role of the Project Manager, Project Integration Management, Development of Project Charter, Development of Project Management Plan**
- 2. Project Scope Management, Schedule Management, Project Cost Management**
- 3. Project Communication and Stakeholder Management**
- 4. Project Risk Management, Project Resource and Procurement Management**

COURSE REQUIREMENTS

- 1.) Contact Period: Fulfilment of the specified contact hours according to the Syllabus, which will be based on the lecturer evaluation. 0-1 ECTS ~ depends on the subject.
- 2.) Teamwork Period: Active participation in groupwork; giving a solution for a complex corporate problem with a case study. 0-2 ECTS ~ depends on the subject.

SUCCESS RELOADED Program ECTS

	Contact	Teamwork	Total
Business Simulation	0	2	
Strategic Planning (SME companies)	1	0	
Corporate Finance(SME companies)	1	0	
Global Trading Relations (Europe & Far East)	1	0	
Project Management of Investment (in Central Europe)	0	1	
Total	3	3	6

BIBLIOGRAPHY

Lecture Materials, Presented Course Materials in Lectures

Suggested: at the beginning of the programme; depends on the specific subject and lecturers

Students will be provided with the most important samples from the above, which are necessary to complete the course work.

Budapest. 20th of March 2023.

Prof. Laszlo Kozar PhD

Project Manager