

SUCCESS RELOADED 2024

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

SYLLABUS

I. Aim of the Programme and the Organisers

Programme focus: Success factors of Central Europe's economy & the best practices of management

During the SUCCESS program, participants could gain uniquely global perspective by experts in both the local and international businesses' operations across the Central European area, as well as learn in a global environment focusing, for example, on the East Asian region, and the possible business connections of the areas. The Organisers' 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 in the industries of commerce, finance, and logistics, while focusing on both theoretical and practical methods.

The Organizers' goal is to involve the audience in a high-level educational program, to allow for active personal participation, to enable relevant company visits and, being a summer event, to provide cultural and extracurricular programs.

Organisers: Business Academy Foundation in association with Budapest Business University

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: the applications will be evaluated based on the students' academic scores at the home institution.

Deadline for application:

Acceptance of applications:

Participation is subject to a fee of 650 EUR. This fee entitles the students to the following benefits:

- Lecturers with a professional background.
- Opportunity to work in an international group.
- Opportunity to try yourself out in an international environment.
- Opportunity to learn more about Central Europe and its business, as well as culture.
- Organized study trips and company visits.
- Public transport passes.

Participation fee does not include accommodation, insurance, visa, and travel expenses.

III. Course modules

GLOBAL TRADING RELATIONS (EUROPE & FAR EAST)

Course objectives and competencies:

Participants gain knowledge of the geopolitical situation of the Central European region, especially that of Hungary, as well as of the special connections and possibilities with Southeast Asia.

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

Furthermore, participants will get an insight into the specialities of launching a new business in the region, and an analysis of the commercial and financial activities. We want to help potential future billionaires take the 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 on ASEAN countries**
5. **Individual sales practice in exchange business**

CORPORATE FINANCE

Course objectives and competencies:

The region of Central Europe, specifically Hungary, is an extremely favoured area for both multinational and start-up companies nowadays. Many tech companies, audit firms, banks, and foundations open new offices and launch new businesses here day by day. During this course, students are expected to gain some insight into this unique business world's financial operations and expectations, as well as acquire practice in evaluating business ideas and opportunities.

1. **What are the firms' 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 technique**
3. **Shareholder value and managing risk**

STRATEGIC PLANNING

Course objectives and competencies:

The expected results and effects enable students to understand the importance and necessity of long-term strategic management for market-oriented companies, and to formulate the company's mission, goals and strategies.

Enables evaluation of different strategies and selection, understands the need for long-term strategic management for market-oriented companies.

- 1. The Nature of Strategic Management, The Business Vision and Mission Strategy Formulation, The External Assessment of a Retail Company**
- 2. The Internal Assessment of a Retail Company, Strategies in actions, Identification of types of strategies, Strategy Analysis and 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)**

DEBATE AND ARGUMENTATION TECHNIQUES AND STRATEGIES

Course objectives and competencies:

Students will learn how to represent and express their opinion and position effectively. The course will provide an insight into the different forms and ways of argumentation, debate and negotiation. Students will practice to persuade their negotiating partner(s) persistently through various techniques by using rational or emotional arguments. They will learn how to say “no” and reject being overwhelmed by counter debaters.

By the end of the course, they will be able use debating and argumentation strategies and tactics purposefully depending on the relevant situation. Supported by theoretical background, the course will offer a practice-oriented approach.

Students will familiarize themselves with:

- **conflict management,**
- **assertive communication,**
- **persuasive debating,**
- **argumentation techniques and strategies.**

PROJECT MANAGEMENT

Acquiring project management skills is crucial for developing the leadership skills of future managers. Within the framework of this course - after some theoretical preparation - all this is done playfully with the help of a simulation game called Conference Story Game. 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 example, investments or help entrepreneurs to start a new business.

1. **Project definitions and characteristics. Role of project manager, project integration management, develop project charter, develop 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’s evaluation. 0-1 ECTS ~ depends on the subject.
- 2.) Teamwork Period: Active participation in groups; finding and providing 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
Global Trading Relations (Europe & Far East)	1	0	
Corporate Finance (SME companies)	1	0	
Strategic Planning (SME companies)	1	0	
Debate and Argumentation Techniques	1	0	
Project Management of Investment	1	1	
Total	5	1	6

BIBLIOGRAPHY

Lecture materials, Presented Course Materials in lectures.
 Suggested: at the beginning of the program; depends on the subject and lecturers.

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