



**'SUCCESS RELOADED ~ 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 expertise in both the local and international businesses' operations across the Central European area, as well as learning in a global environment focusing for example to the East Asian region; and the possible business connections of the areas. The Organiser's aim is to give an insight of the economy of Central Europe, the trends of the international processes, the growing importance of the IT world and the 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; give opportunities to relevant company visits and being summer event provide cultural and free time programs.

**Organisers:**

**Budapest University of Economics and Business in association with Business Academy Foundation**

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

Target group of participants: active higher education students. Selection process of participating students: the applications will be evaluated based on the student's academic scores at the home institution.

Deadline for application: 8<sup>th</sup> June 2025.

Acceptance of applications: 15<sup>th</sup> June 2025.

Participation is subject to a fee of 690€. This fee entitles the students to the following benefits:

- Lecturers with professional background.
- Opportunity to work in international group.
- Opportunity to try yourself in an international environment.
- Opportunity to learn more about Central Europe and its business plus culture.
- Organized study trips and company visits.
- Public transport passes.
- Boat cruise to the Danube Bend

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



### III. Course modules

#### GLOBAL TRADING RELATIONS (EUROPE & FAR EAST)

##### **Course objectives and competences:**

Participants gain knowledge of geopolitical situation of Central Europe region, Hungary over and above about special connections and possibilities with Southeast Asia.

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

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

#### CORPORATE FINANCE

##### **Course objectives and competences:**

The region of Central Europe, as well as Hungary is an extremely favoured area for both the multinational and start-up companies nowadays – many tech companies, auditor firms, banks, moreover foundations open new offices, launch new business here day by day. During this course students are expected to gain some insight in this unique business world' financial operations and expectations, learn practice to evaluate 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 competences:

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

“Enable learns to evaluate of different strategies and selection, to understand the necessity of 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 TECHNICS AND STRATEGIES

### Course objectives and competences

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 up to 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 very important 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 the 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 investment or help entrepreneurs to start 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 evaluation. 0-1 ECTS ~ depends on the subject.
- 2.) Teamwork Period: Active participation in group works; 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	Summa
Global Trading relations (Europe & Far East)	1	0	
Corporate Finance(SME companies)	1	0	
Strategic Planning (SME companies)	1	0	
Debate and Argumentation Technics	1	0	
Project Management of Investment	1	1	
Summa	5	1	6

## BIBLIOGRAPHY

Lecture materials, Presented Course Materials in lecturers.

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.

**Budapest, 27<sup>th</sup> of February 2025.**



**Prof. Laszlo Kozar PhD**

**Project manager**