

Title of the subject	: Enterprise-management and leadership-science
Subject leader	: Ferenc Csima, PhD
Prerequisite	: none
Credit	: 2
Short description of the subject	: Goal of the object is to teach the fundamental theoretical and practical management techniques and methods which are needed to lead successfully an enterprise. Introduce fundamental management concepts in the context of complex, dynamic, changing and globalizing business world. Analyse the relationship between business organizations and environments (business in legal, economic, social, and political environment). Determination and use of the success factors of an organization and managerial work. Learn the advantages and disadvantages of different organizational forms. Reorganize and redesign enterprises. Managing organizational change. Get to know management functions (planning, organizing, directing, coordinating and controlling). Factors of successful project management. Preparation of effective business decisions. Group behaviour, teamwork, organizational culture.
Compulsory reading	: Stacey, R. D. 2003 Strategic management and organisational dynamics. Pearson Education Ltd. Harlow (fourth edition)
Further reading	: Dicken, P. 2003 Global shift. SAGE Publications Ltd. London (fourth edition) John, R., Ietto-Gillies, K., Cox, H. and Grimwade, N. 2002 Global business strategy. Thomson Learning. London (second edition) Mullins, L. J. 2002 Management and organisational behaviour. Pearson Education Ltd. Harlow (sixth edition) Kay, J. 1995 Foundations of corporate success. Oxford University Press. Oxford