



BASIC ENTREPRENEURIAL KNOWLEDGE

- Courses:
 - Establishing and Managing Enterprises
 - Enterprises in the Hungarian and International Economy
- Functions:
 - presenting the history of the entrepreneurial sector in the certain country or region,
 - demonstrating the funds of "entrepreneurial mentality",
 - acquiring the elementary legal knowledge

BUSINESS PLANNING

- Course:
 - Strategic planning
 - Business planning
- Function:
 - students learn how to write a classical business plan



THE CLASSICAL BUSINESS PLAN

- Macro economic conditions
- Trade and competition analysis
- Marketing plan
- Production and operational plan
- Organizational plan
- Human resources (and control) plan
- Marketing communication plan
- Financial plan
- Risk analysis

TAXATION KNOWLEDGE

- Functions:
 - an entrepreneur has to know the obligations to pay taxes
 - an entrepreneur has to know the basic knowledge about **duties** and **social security**

ENTERPRISES IN PRACTICE

- Courses:
 - Entrepreneurial best practice
 - Case study
 - Management of enterprises
- Function:
 - students have to experience the way an entrepreneurship works through the practice of concrete enterprises

FINANCING ENTERPRISES

- Course:
 - Finance
- Functions:
 - foreshowing the students the way an entrepreneur thinks about debt financing,
 - foreshowing the way the debt financiers – mainly the banks – think about it

BUSINESS ETHICS

- Courses:
 - Social responsibility of entrepreneurs,
 - Business ethics,
 - Philosophy
- Functions:
 - introducing to entrepreneurs higher-level values and aspects than profit-realization,
 - presenting both the economic and social mode of action of entrepreneurial activity,
 - introduction of the non-economic effects of different economic decisions

FURTHER OPTIONS FOR BACHELOR

- Courses:
 - Small Business Marketing,
 - Team-building,
 - Management and control of enterprises

THE MASTER LEVEL

MASTER LEVEL OF ENTREPRENEURSHIP EDUCATION

- We train people who deal with entrepreneurships
- Focus is on the different entrepreneurial policies:
 - The master level has many meta-subjects, which do not focus on enterprises directly, but compose the assumptions of enterprise-friendly economic policy.



specialist does not have to know, how to control directly a business association, but has to understand the entrepreneurial behavior

ENTERPRISE-COUNSELLING

- Course:
 - The contents depend on the qualification of the teachers
- Function:
 - introducing to the students the main tendencies of the sector and the different forms of favors

ENTREPRENEURIAL RELATIONSHIP WITH BUDGET

- Functions:
 - examines in complex way taxation,
 - examines in complex way social security,
 - examines in complex way different allowances that an entrepreneur can get or can have resort to,
 - has to deal with invitations for tenders and subsidies

ENTERPRISE-FRIEND ECONOMIC POLITICS

- Function:
 - someone who is going to form the system of entrepreneurial functioning has to acquire the necessary skills and knowledge

FINANCE

Bachelor Finance ≠ Master Finance

- Bachelor level:
 - how to solve financial problems in the most effective way
- Master level:
 - the different financing techniques are presented

SMALL AND MEDIUM SIZED BUSINESS ASSOCIATIONS IN GLOBALIZATIONAL ECONOMY

- Course:
 - points at the international definiteness of the entrepreneurial economic policy
- Function:
 - introducing the main international tendencies,
 - introducing the adjustment strategies of enterprises

STRATEGY

- Courses:
 - Strategy – in the capital city
 - Regional and entrepreneurial development – in the countryside
- Reason:
 - In the capital city – two main target groups: the function of state administration and central banks, and the training of the necessary labour force
 - In the countryside - necessity of qualified labour force for banks and regional institutes is huge

THE PhD LEVEL

PhD LEVEL OF ENTREPRENEURSHIP EDUCATION

teaching of teachers



students have to get the consummate skills in order to be able to teach and to research in higher education

ENTREPRENEURSHIP EDUCATION IN PRACTICE

Entrepreneurship ≠ Science



the pieces of entrepreneurial knowledge rather need focus on practice, than theoretical acquirement

- Bachelor level:
 - students establish so-called “spin off enterprises”, or meet entrepreneurs in another way.
- Master level:
 - students have to meet the results of counseling and establishing.
- PhD level:
 - students have to take part both in counseling and training.

THREE LEVELS OF EDUCATION = THREE LEVELS OF HEGELIAN DIALECTIC

Bachelor level:

Thesis is the enterprise “*an sich*”

Master level:

Antithesis is the enterprise “*für uns*”

PhD level:

Synthesis is the enterprise “*für sich*”

**THANK YOU FOR YOUR
ATTENTION!**

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