

Master Course of Business Development

The aim of the master course is to foster the development of students by providing them with relevant knowledge, and capabilities; through supporting them in attaining the adequate attitude, autonomy and responsibility regarding their chosen field of study.

Knowledge

- Acquired the basic theories and features of the micro and macro organizational levels of the economy, and knowledge of key economic facts.
- Understanding the structure and operation of economic entities, their domestic and cross-border system of relations, their information and motivation factors, all with particular regard to an institutional environment.
- Knowledge of the European integration process and EU policy areas related to their professional activities.
- In possession of state-of-the-art and theoretically also exacting mathematical and statistical, econometric and modelling methods of recognizing, formulating and solving problems, of collecting and processing information, being aware of their limitations as well.
- Knowledge of design and management rules, professional and ethical norms as applicable to businesses, economic entities, and projects.
- Knowledge and understanding of the basic and comprehensive concepts, specificities and interrelations of enterprise development, and the scientific issues raised.
- Understanding the structure and operation and system of relations of business ventures, the environmental factors determining the behavior of business ventures, the information and motivation factors of economic decisions.
- Knowledge of the assessment methods, based on professionally well-founded analyses, of the current position of businesses, taking internal properties and external environmental specificities into account.
- Knowledge of the evaluation of sources of funding as required for implementing any development (change), as well as of the analysis methods of financial returns.
- Comprehensive knowledge of management and organization.

Capabilities

- Formulate individually new conclusions, original ideas and methods for solution; able to apply exacting methods for analysis and modelling; to elaborate strategies to solve complex problems and to make decisions in a changing domestic and international environment and organizational culture.
- Having acquired practice skills and experience, they act as executives of medium-sized and large enterprises, of complex organizational units; they perform comprehensive business administrative functions in economic entities, planning and managing complex business processes and resources. Able to work efficiently in an international and multicultural environment as well.
- Able to recognize the system of interrelations and interactions of company management, as well as to assess factors to affect future profitability according to their current significance.
- Systematize and critically analyze the professional sources and data revealed, also by using infocommunication technology devices.
- Able to recognize requirements and opportunities for development derived from international trends and European policies of enterprise development.
- Formulate an individual standpoint based on own analysis, and able to present it and advocate it in a debate as well.
- Having acquired practice skills and experience, they are able to manage enterprises, to design and control complex business administrative processes, and to manage resources; all in addition to performing job-related tasks.
- Able to take part in major and complex projects and in group-based problem solving; to manage, organize and evaluate operations in acting as a manager.

Attitude

- Viewing own and subordinates' work and conduct with a critical approach; managing economic problems with an innovative and proactive mindset.

- Open and receptive to the latest results of economic science and practice.
- Characterized by a refined, ethical and objective intellectual approach in relating to people and to social problems; paying attention to broader social, industrial, regional, national and European values in their work (also including aspects of society, welfare, ecology, and sustainability).
- Efforts to develop their knowledge and work relations, also encouraging, assisting and supporting colleagues in this respect.
- Open to economic and social changes affecting enterprise development; societally and socially sensitive.
- Determined, constructive, collaborating and taking initiatives at work.

Autonomy and responsibility

- Selecting and applying relevant problem solving methods independently even in major areas of organizational policy, strategy and control; performing tasks of economic analysis, decision preparation, and consultancy.
- Establishing, organizing, and managing large enterprises, organizations, or organizational units individually.
- Taking responsibility for their own work, for the organization managed by them, for their business and employees.
- Individually identifying, planning and organizing own and subordinates' professional and general development, taking responsibility and being accountable for them.
- Individually contemplating business operation areas, strategy design, organizational processes, and personnel cooperation, both inside and outside the organization.
- Analyzing and evaluating company operation experience; handling the responsibility that the results yielded by analyses and practical procedures depend on the selected method as well.
- Taking responsibility for work and relationships with colleagues and partners.