

**I. Accounting**

Supervisor	Topic	Description of Topic	Related Courses
Barts Gábor	Analysis of financial statements	Understanding and analysis of information in the financial statements of a company or a group: The research question can focus among others on the impact of R+D activities or strategical decisions or local/state regulations or changes of the economic environment on the disclosed information in the financial statements.	Accounting II.
	Disclosure of accounting information	Comparable analysis of information presented in financial statements of companies or groups: The research can focus among others on the disclosures characteristic for accounting systems or the comparison of financial statements of companies working in the same industry.	Accounting II.
Búdy Zoltán	Internal audit	The objective is to introduce the role and regulatory environment of internal audit, as well as, the internal audit process, applying best practices.	
	Analysis of financial statements	Understanding and analysis of information in the financial statements of a company or a group: The research question can focus among others on the impact of R+D activities or strategical decisions or local/state regulations or changes of the economic environment on the disclosed information in the financial statements.	Accounting II.
	IFRS financial statements	Analysis, evaluation and processing of financial statements of public listed companies. The public listed financial statements might be Hungarian or any international companies.	Accounting II.
Fortvingler Judit	Auditing practices	Practices of external auditing with an optional emphasis on fraud, forensic accounting, auditor's responsibility.	
	Analysis of financial statements	Understanding and analysis of information in the financial statements of a company or a group: The research question can focus among others on the impact of R+D activities or strategical decisions or local/state regulations or changes of the economic environment on the disclosed information in the financial statements.	Accounting II.
Lakatos Mária	Tax avoidance in the practice of international companies	Description of tax optimization practices of multinational companies, BEPS measures and analysis of expected effects	Taxation and International Taxation
	The effects of e-commerce on taxation: principles and new problems	Description and classification of the reported tax problems of e-commerce, description and analysis of possible solutions.	Taxation and International Taxation
	Social political features of personal income taxation	Analysis of the impact of the measures included in the PIT, which are considered as social policy aspects - eg family benefits, employment benefits - on economic and social processes.	Taxation and International Taxation
Rózsa Ildikó	Lease accounting	Presentation, evaluation and analysis of Hungarian and international rules of lease accounting, based on financial statements.	
	IFRS financial statements	Analysis, evaluation and processing of financial statements of public listed companies. The public listed financial statements might be Hungarian or any international companies.	Accounting II.
	Disclosure of accounting information	Comparable analysis of information presented in financial statements of companies or groups: The research can focus among others on the disclosures characteristic for accounting systems or the comparison of financial statements of companies working in the same industry.	Accounting II.
Szívós László	Analysis of financial statements	Understanding and analysis of information in the financial statements of a company or a group: The research question can focus among others on the impact of R+D activities or strategical decisions or local/state regulations or changes of the economic environment on the disclosed information in the financial statements.	Accounting II.

## II. Argumentation and marketing

Supervisor	Topic	Description of Topic	Related Courses
Forrai Gábor	Measuring Advertising Effectiveness	Comparative investigation in a given product category or in a given target group	
	Environmental aspects in consumer behaviour	How important environmental aspects are to consumers of a given product category/brand and how this is reflected in their behaviour.	
Hlédik Erika	Consumer expectations and preferences	Understanding and measuring consumer expectations and preferences for a given product category.	
Magyar Mária	B2B marketing	Analysis of a company's business relationships	
Zemplén Gábor	Reputation management in challenging environments	Study of processes of crisis-communication for specific actor(s) and period(s), focusing on analysis of content and reception	
	History of Methodology	The effect of changes of methodology, management, and data-gathering on business actors	Transdisciplinarity and Expertise

**III. Business law**

Supervisor	Topic	Description of Topic	Related Courses
Fazekas Éva	EU Law	The sources of law in the European Union, primary and secondary sources, the importance and role of the primary legal sources in business law	Business Law I, II
	Tort law - damages and compensation:	Non-contractual liability, liability for damages caused by high risk activities, immaterial damages	Business Law I, II
Pap András László	Business and human rights	The socio-legal context of business, with special attention on human rights	Business Law I, II
Pétervári Kinga	Contracts	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the CCHU	Business Law I, II
	Business Associations	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the CCHU	Business Law I, II
	International Trade (Law)	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the WTO agreements	Business Law I, II
	EU trade (Law)	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the EU laws	Business Law I, II

#### IV. Comparative economic

Supervisor	Topic	Description of Topic	Related Courses
Dombi Ákos	Issues in international trade	In the frame of this specialization, such issues on international trade can be researched which are actual, relevant and subject of ongoing debates: e.g., the nexus of international trade with economic catch-up, or the critical survey of the world trade regime in the WTO era.	Foreign Economic Policy
	Issues in Hungarian economic policy	In the frame of this specialization, such issues on Hungarian economic policy can be researched which are actual, relevant and subject of ongoing debates: e.g., the fight against public debt, the operation of the developmental state, or the challenges of the redistributive systems (such as health care).	Foreign Economic Policy
Molnár Márk	Industry analysis	Market analysis of an industry (leader) using elements of the SCP approach	Industrial Organisation
	Game theoretical analysis of economic conflicts	Analysis of corporate or international trade conflicts, debates, interactions with game theoretical tools	Foreign Economic Policy
Pál Tamás	Actual issues of the eurozone	Within this topic area, you can address questions related to the financial governance of the Eurozone. The selected theme and approach can be either general or specific to a particular country or group of countries.	International Finance and Economics
	Actual issues in monetary policy	Within this topic area, you can delve into the issues of monetary policy and the institutional framework of central banks. The selected theme may focus either on general questions in monetary policy or on the practice of a selected country or country group.	International Finance and Economics, Economic Policy

**V. Finances**

Supervisor	Topic	Description of Topic	Related Courses
Bohák András	Market analysis of a selected financial asset	Explore the key players, market infrastructure and trends in the market of a chosen financial asset (can range from bonds to derivatives). Use publicly available historical data to identify and analyse trends in the chosen market.	International Financial Management
	Bond ETFs and fixed income liquidity	Bond ETFs played a crucial role to make fixed income investments easily available for retail investors. The task is to analyse the effect of ETF's growth on bond market liquidity.	International Financial Management
Lamanda Gabriella	Risk management in banking	Methods for management of credit risk, liquidity risk and operational risk	Financing and Investment
	Financial intermediaries	Role of financial intermediaries in economic growth	Financing and Investment
Walter György	Capital Budgeting Analysis	NPV-based capital budgeting analysis for a business project.	Corporate Finance 2.
	Valuation of the firm	Basic methodology and presentation of a corporate valuation case	Corporate finance 1-2.

**VI. Human resource and strategic management**

Supervisor	Topic	Description of Topic	Related Courses
Bárány Mónika	Environmental performance evaluation	Evaluating the implementation of environmental management systems in a specific organization	Corporate Management Systems, Corporate Environmental Management
	Sustainability performance improvement	Improving the environmental performance of an organization, products, and operations throughout the entire value chain	Corporate Management Systems, Corporate Environmental Management
	Sustainability performance and communication	Sustainability strategy and communication, sustainability reporting, credible communication / greenwashing	Corporate Management Systems, Corporate Environmental Management
Daruka Eszter	Human Resource Management	Analyzing and improving an HRM function in a specific organization	Fundamentals of Human Resource Management
	Introduction to Management	Examining and improving management-specific (e.g., motivational or structural) problems of a given organization	Introduction to Management
Finna Henrietta	Organizational Culture	The examination of organizational and national culture; impact of culture on organizational processes and the attitudes and performance of employees	Introduction to Management
	Modern management theories	Leader-follower relationship, types and management of followers, charismatic leadership, leadership in the changed world of work	Leadership and organizational studies
	Human Resource Management and Labor Market	Labor market trends and their impact on HRM (performance appraisal, learning and development, etc.)	Fundamentals of Human Resource Management
Hofmann Piroska	Strategic planning	The role and impact of the mission and vision statement on corporate goal, organizational identity and strategy; its impact on the short-, mid-, and long-term strategy and tactics.	Introduction to management
	Environment of organization in strategy formulation	Examination of an organization's strategy creation methods: analysis of the business environment, their appearance in the definition of the company goal and in the company strategy (including today's most important challenges, such as social responsibility, sustainability, ethical competition, etc.).	Introduction to management
Kozák Anita	Organizational culture	The examination of organizational culture; the relationship between organizational culture and leadership	Introduction to Management
	Modern management theories	Leader-follower relationship, transformational leadership, servant leadership, ethical leadership	Leadership and organizational studies
	Human Resource Management and Labor Market	Labor market trends and their impact on HRM (planning, hiring, carrier management, etc.)	Human Resource Management
Pádár Katalin	Solving Modern Management Challenges	The examination of the problems of an organisation/organizations through the lens of management and its/their solution with the help of the tools of management	Introduction to Management

**VII. Process and quality management, operations management and statistics**

Supervisor	Topic	Description of Topic	Related Courses
Árva Gábor	Applying statistical tools for management purposes	Supporting managerial decisions on the basis of quantitative methods with a special emphasis on novel methods used for measuring customer satisfaction	Business statistics
	Applying quality management tools	Supporting the continuous improvement of processes by means of quality management tools	Business statistics, Process and Quality Management
	Applying soft-computational techniques to measure customer satisfaction	Establishment of fuzzy-logic-based rating scales with the purpose of measuring customers satisfaction and overcoming the weaknesses of Likert-scale-based evaluation	Business statistics
	Operations and production management	Solving issues related to operations management (economic order or production quantity, capacity planning, etc)	Corporate Management Systems
Jónás Tamás	Modelling and simulation of business processes	Mathematical modelling and statistical analysis of business processes	Business statistics
	Optimization of production and service processes	Application of operational research methods	Business statistics, Corporate Management Systems
Tóth Zsuzsanna	Process Management	Business Process Improvement with process management tools	Corporate Management Systems
	Applying quality management tools	Supporting the continuous improvement of processes by means of quality management tools	Business statistics, Process and Quality Management
	Quality Management	Quality improvement in production / service processes, measuring and evaluating quality	Corporate Management Systems