Department of Leadership and Organizational Communication

Why the founding of a new department?

> Need of the Széchenyi István University (SZE) for a seamless HR/leadership major for MSc degrees that is **fully embedded not only** in the curriculum of the Faculty of Economics but also in the curricula of the technical faculties of the SZE

> Medium-term establishment of SZE as a management campus as part of the Győr Regional Innovation Centre Initiative in partnership with Audi Hungaria and with state funding

> Mutual interests: SZE’s goals complement those of Audi Hungaria.
  > in addition to the technical training of highly specialised leaders, the development of excellent leadership skills is key to achieving the goals of the 2020 corporate strategy
  > Consistency: establishment of a further major, in the field of Leadership and Organizational Communication, at SZE, the long-standing, highly reputed cooperation partner of Audi Hungaria for technology programs
  > benefits both students at SZE and executives at Audi Hungaria
Department of Leadership and Organizational Communication
Curricular content

▶ core theories and research on leadership models and management approaches
▶ empirical and theoretical study of communication in groups as well as within and among organisations
▶ supplemented by an MBA program which integrates Finance and Economics, Management, Marketing, Leadership, Human Resource Management and Organizational Communication modules as well as numerous other departments of the SZE
▶ further utilise existing teaching content and synergies
▶ since academic research into leadership and Organizational Communication is strongly Anglo-American and Western European in character, the main language of empirical literature will be English and German
▶ courses will be offered mainly in Hungarian and German
▶ specific lectures and seminars however will be held in English
Department of Leadership and Organizational Communication
Synergies with existing curricula of the SZE

Leadership I and Organizational Communication I MA/MSc lecture course
Leadership II and Organizational Communication II MAMSc lecture course
Management Competencies lecture and seminars course
SMEs business Communication seminars
Introduction to Innovation management seminars
Chamber for Enterprises seminars

Systematic development and expansion:
1) HR program
2) Major in Management, Leadership and Organizational Communication

Speakers/guest lectures

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<thead>
<tr>
<th>Specialization</th>
<th>BA Bachelor of Arts</th>
<th>MA Master of Arts</th>
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<tbody>
<tr>
<td>Economics and Management Economist with major in economics and marketing</td>
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<tr>
<td>Commerce and Marketing Economist with commerce and marketing major</td>
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<td>International Studies Expert in international relations</td>
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<td>On-campus learning + distance learning</td>
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<td>Logistics Management Certified logistics manager</td>
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<td>Marketing Certified economist with marketing major</td>
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<td>Marketing (English) Certified economist with marketing major</td>
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<tr>
<td>Leadership and Organisation Certified economist with leadership and organisational major</td>
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<td>On-campus learning + distance learning</td>
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Further education at Univ.

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<tr>
<th>Economics and Management</th>
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<tr>
<td>Majors: Project Management, SMEs</td>
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<tr>
<td>Commerce and Marketing</td>
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<tr>
<td>Majors: Commercial Logistics, Marketing Communications, Commerce</td>
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Department of Leadership and Organizational Communication
Curricula, starting in autumn semester 2015

- Lectures and seminars
  - Leadership and Organizational Communication
  - Management competencies
- Seminars
  - SMEs Business Communication
  - Chamber for enterprises
  - Introduction to Innovation Management
- Guest Lectures by members of the management of the Audi Hungaria and other external contributors

- Executive MBA