



BUDAPEST
METROPOLITAN
UNIVERSITY

GET *real* EUROPEAN EDUCATION EXPERIENCE



**2024 – 2025 MODULES FOR
GUEST STUDENTS ON CAMPUS**

ABOUT BUDAPEST METROPOLITAN UNIVERSITY



Budapest Metropolitan University was established in 2000 with state accreditation. The University has continued to grow, and in 2010 saw a major expansion of their educational portfolio - making it the largest private University in Hungary.

Budapest Metropolitan University is the **biggest private University in Hungary** with a student community of 6.500, including more than 1.200 international students. We offer a wide selection of bachelor and master degree programs in the fields of **communication, business, tourism and arts**. We have the **widest art portfolio** in Hungary.

Budapest Metropolitan University provides modern buildings, pleasant atmosphere, up-to-the-minute technologies with more than 400 computer stations, a language laboratory, a sound studio, a radio and television studio, smart boards, a multimedia library and free WiFi access on the whole area of the campus.

We have international students from **more than 70 countries** from all over the world thanks to the large selection of degree programs offered fully in English.

Students can also benefit from a wide range of internship opportunities at multinational companies and they are also offered a great variety of trainings focusing on learning by doing.

We offer study abroad opportunities with scholarship at **more than 120 partner institutions** on **five continents**.

Our degrees are internationally recognized and highly acclaimed by the business world. Renowned academics, top business professionals are also recruited to our lecturing team.

For more information click on the links! →

ABOUT OUR GUEST STUDENT PROGRAMS



Budapest Metropolitan University provides Guest Student Programs for students who would like to experience a real European University during one or more semesters.

WE PROVIDE TO OUR GUEST STUDENTS

- **High standard education** programs in the field of business and arts
- European higher education experience in an **authentic environment**
- European **certificate** about the visitor semester
- **Maximum 33 credits** could be chosen from any programs from business, communication, tourism and art (approximately 7 subjects)
- Tuition fee: **3000 EUR/Semester**
- Registration Fee, Enrolment Fee: **Free of charge**

ONCE STUDENTS FINISH THE GUEST STUDENT PROGRAM THEY WILL RECEIVE

- Record of credits
- Certificate of completion

After completing the semester, students are able to continue their studies with an additional semester as Guest Students or they are able to transfer their studies to Budapest Metropolitan University.

Key highlight: Participation in our Guest Student Program can add an attractive element into the CV as a freshly graduated university student.

COURSES OFFERED BY METROPOLITAN

Incoming students **can only choose one module** and they can also take extra subjects from the English module.

ADMISSIONS REQUIREMENTS

English Interviews and Math test will not be required for students joining our Guest Student Program. Conditional Acceptance Letter (CAL) will be sent to students upon submission of the required application documents (Passport, Certificate of student status and Transcript).

PAYMENT

Students will be required to pay the Tuition fees to the university's designated bank account upon receipt of the CAL.

If students require health insurance, visa assistance, and accommodation from the university, they will need to pay the appropriate fees according to the invoices received, otherwise, the university cannot provide the appropriate services to the students.

ENROLMENT

Students will have to take the course themselves at the given time. They will take the subjects from the course offerings **in the Neptun study system**. Once registered in the Neptun, student must submit the registration form.



DORMITORY



METU offers **2 contracted dormitories** and apartments all over Budapest.

The prices are between **230 – 350 EUR/month**.

CEU Residence Center is **a hotel style dormitory** and Nova Inn is close to the university, in the city centre, just a few metro stops away from the campuses.



APPLICATION DEADLINE



30th June 2024

for students from the following countries:

- | | |
|--------------|--------------|
| ■ China | ■ Uzbekistan |
| ■ Azerbaijan | ■ Iran |
| ■ Kazakhstan | ■ Turkey |
| ■ Kyrgyzstan | ■ Russia |

15th August 2024

for students from EU and non-visa countries





COMMUNICATION BA

Communication I.

Institute of Communication Studies

BN-COMMU1-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Teaching objectives of course-unit (description of 2-3 lines) (sample unit): The course provides a general introduction to the main notions of interpersonal, social, mass, verbal communications. It discusses the basic terms of human communication, like social norm, social role, coding, decoding, source, receiver, noise, gatekeeper, regulator, filter etc. It also describes the main channels of communication: verbal, nonverbal, visual.

Creative Communication I.

Institute of Communication Studies

BN-CRECO1-03-GY

Lecture 0
Seminar 2
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 3 Students

To discover how the communication patterns influence the problem creating and resolution. To overrun the oral and written toolbar of assertive and problemsolving communicaton and learn the principles of the storytelling.

Network Communication I.

Institute of Communication Studies

BN-NEWCO1-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

This course is an introduction to network communication in the information society of today and tomorrow. Using the second edition of Paul Levinsons book "New New Media" students will get a many-sided overview of the different aspects of the information society and network communications. The basic question of the semester is: how do social networking sites take over functions of traditional media? An important aspect of the semester will be the comparison between Hungarian and international/US developments. Each student will choose (or will be given) a topic from the list below and will give a brief presentation during class.

Podcast

Institute of Communication Studies

BN-PODCAS-04-GY

Lecture 0
Seminar 2
Credits 4
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 5 Students

Based on their special interest the students decide on the topic of their podcast, and they plan the first episode in detail. They make research in the given field, find their interviewees, elaborate the questions and make the interviews. In the second half of the semester editing is done, and with the narration added the first episode of their podcast is ready.

Social Studies I. Project

Institute of Social Sciences and International Relations

BN-SOSTP1-06-GY

Lecture 0
Seminar 4
Credits 6
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

5-5 Students/Seminar

The aim of this introductory course into social studies is to sensitize students to some of the major problems of society, to increase students' cultural and historical awareness and self-understanding, and to develop their research and analytical skills.

Sports Journalism

Institute of Communication Studies

BN-SPOJOU-03-GY

Lecture 0
Seminar 2
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

The aim of this course is to introduce students to the world of sports journalism – the students will get to know the main sports journalistic genres and styles, learn about fieldwork and the history of the profession and they will have opportunities to develop their skills in sports writing.



COMMUNICATION BA

Online Media Studies

Institute of Communication Studies

BN-ONMEST-04-GY

Lecture 0
Seminar 2
Credits 4
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 3 Students

Practical knowledge about online journalism.

Television Studies

Institute of Communication Studies

BN-TELSTD-03-GY

Lecture 0
Seminar 2
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

3-3 students/seminar

The aim of the subject is to give an overall view of how to produce television news programmes. It includes teaching the basic knowledge of television programming, how to read out news items in front of a camera or recording live short interviews.

Writing Articles

Institute of Communication Studies

BN-WRIART-04-GY

Lecture 0
Seminar 2
Credits 4
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 5 Students

In this 12-week course, students are taught to basic principles of writing for classical, high-quality print media. Subjects covered include the importance of considering and writing for the target audience, the need for context and comparisons when presenting numbers or performance claims, the use of percentages when presenting trends (and common errors encountered with percentages), what a press release tells you and what it doesn't, the different possible approaches between news and feature stories, the use of 'colour' leads, story structure and the importance of the 'nut' paragraph to guide and focus reader attention.

Regional Studies II. - Central Europe and the Visegrad Cooperation / Latin America

Institute of Social Sciences and International Relations

Regional Studies II. is subdivided into several region-specific courses from which to choose - Central Europe and The Visegrad Cooperation celebrated its 30th anniversary of its foundation in 2021. This cooperation, though not an institutional regional integration in a traditional sense, has always meant to be a good platform to find and synergize the common interest of the four countries and to synchronize our efforts on the European and global level. Common decision-making based on a more robust cooperation is inevitable and the students need to understand our region better. The cooperation should be based on common values and interests, common roots, culture, identity, history, and a coherent position inside the EU. With globalization proceeding, today the regional development in many areas may be more convenient, but, on the other hand, it is also experiencing serious problems (disappearing diversity, missing inclusion and solidarity, during the economic downturn, environmental devastation and resource depletion, etc.) / Latin America - This is a multidisciplinary course that will introduce students to the fundamental geographic, historical, cultural, demographic, social and economic dimensions of Latin America (LATAM) and the Caribbean, and the implications of these dimensions on political tendencies and international relations of LATAM countries both at national and regional level. This course is intended for students interested in improving their understanding of the region.

BN-REGST2-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 10 Students



BUSINESS BA



Commerce and Trade

Institute of Marketing

BN-TRADEC-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

The objective of course is to introduce students to the current trends and developments in international trade and commerce. The course examines the recent changes in the international business environment, the impact of globalization, the regulatory landscape and institutions. The role and responsibility of multinational enterprises, as well as the cultural and ethical context of doing business is reviewed. Students get acquainted with the variety distribution channel options, various forms, trends and strategies of the retail market and the opportunities presented by e-commerce.

Controlling

Institute of Marketing

BN-CONTRL-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Students get an overview on the conceptual basics, objectives and contents of Controlling. They learn to understand the triangle of controlling targets: result, liquidity and value. Moreover, the difference between management accounting and financial accounting is being explained. The underlying methods of business process and business performance analysis are being practiced and the basic approaches of budgeting and cost management are discussed.

Integrated Marketing Communications

Institute of Marketing

BN-INTMKA-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

The aim of the course is to provide students with an understanding of integrated marketing communications. The lectures will deal with classical and new tools of communication and focus will also be given to new tools of communication that allow for customer feedback. The integration of marketing tools and communication tools are essential in the 21st century and students completing this course will understand and be able to evaluate the necessity of each communication tool and their integrated application. The lectures will also introduce the relationship of successful brands and integrated marketing communications.



International Economics

Institute of Marketing

BN-INTECO-07-KG

Lecture 2
Seminar 2
Credits 7
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 10 Students

Students will be familiarized with the basic ideas and concepts of the international economics. The main topics are crossborder activities, international specialization, foreign trade, flow of capital and international finances. The course gives some historical perspective of these topics, and some ideas of the consequences of the ongoing processes in the future.



BUSINESS BA

Management and Organization

Institute Management

BN-MANORG-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

For each course, students will have a number of readings assigned. The reading assignments are compulsory for all students. The reading materials will be given out at least 1 week in advance and will be on the specific topic of that week. The course is designed to facilitate a better understanding of the theoretical concepts of organizations and the processes of management. The key concepts of the course include basic management functions, behavioural aspects of management, as well as contemporary tendencies in the theory of organizational management.

Managerial Accounting

Institute of Economic Sciences

BN-MANACK-06-EA

Lecture 2
Seminar 0
Credits 6
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

The object of the subject is to make the students aware that the accounting is not a separate activity in the firm, but it is an information system to provide different type of information in an effective way to the internal and external users of annual report. The communication role of accounting will be familiarized with the student, stressed out the importance of methodology of accounting in business life.

Principles of Accounting

Institute of Economic Sciences

BN-PRIACC-07-KG

Lecture 2
Seminar 2
Credits 7
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 10 Students

Students will learn the essence, main features, subfields and most basic concepts of accounting work. They get an exact and comprehensive picture of what an accounting professional does and what activities they may be able to perform after completing their studies. Students will gain some insight in the philosophy and role of accounting and start to learn about the accounting recognition and valuation methods, rules.

Principles of Marketing

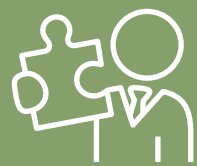
Institute of Marketing

BN-PRINCM-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Principles of Marketing provides an introductory study of the marketing process in organisations and society. Among other topics, the course examines the marketing environment, consumer behaviour, market research, and the marketing mix.





TOURISM BA



Attractions Management and Experience Design

Institute of Tourism

The aim of this course is to analyse how attractions are managed and how they design exciting experiences for visitors. The typology of attractions will include museums, heritage sites, arts venues, festivals and events, circuses, zoos and wildlife parks, themed hotels and restaurants, theme parks, spas and waterparks. Students will learn how to create unique and innovative experiences in a range of contexts focusing on the different needs of visitors according to age, gender, lifestyle, culture and other factors.

BN-AMEXDE-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

Catering and Gastronomy Studies

Institute of Tourism

Providing basic knowledge about the catering and hospitality businesses, introducing the history and development of Hungarian and international catering, their milestones, definition, content, goals and duties, areas of activities, areas of business inside catering, personal and technical assets, and also the specific features of hospitality and culinary businesses/outlets. Trends in gastronomy, national, fusion and international cuisines and beverages and their future visions. Healthy food and drink concept (also Organic goods), religious requirements and special needs for people with allergies and food sensitivity.

BN-CATSTU-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

Food and Beverage Management in the Hospitality Industry

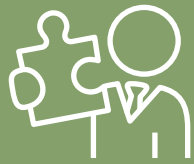
Institute of Tourism

To provide specific knowledge to students about the food and beverage department and its services in the hospitality industry. To inform them about the place and role of the inside a hotel operation, about the most important activities, personal and asset requirements and also the related responsibilities. Practical sides and samples are in the focus.

BN-FBMAHI-04-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students



TOURISM BA

Health Destination Development and Management

Institute of Tourism

BN-HEDDEM-04-EA

Lecture 2
Seminar 0
Credits 4
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

The course aims to provide essential information on health destinations, covering all aspects of health tourism from product knowledge to management and strategic approaches. Students are expected to attend all lectures and arrive on time. Mobile phones are not permitted in the lectures. Students must pass both written and verbal exams in order to qualify for a successful pass at the end of the course.

Intermediate level wine and spirit studies

Institute of Tourism

BN-INWINS-05-GY

Lecture 0
Seminar 2
Credits 5
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

Objective of the course is to deliver a general wine culture, and spirit knowledge, according to the international standards.

The Products of Health Tourism

Institute of Tourism

BN-TPRHET-04-GY

Lecture 0
Seminar 2
Credits 4
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

The aim of this course is to provide a detailed overview of the different types of Health Tourism products that exist around the world, including their history, contemporary developments, typical markets and destinations. Examples will also be given of some of the evidence or research that has been undertaken to prove the benefits of different types of treatments and therapies.

Leisure and Tourism Studies I.

Institute of Tourism

BN-LETRS1-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

The subject provides an overview of the essence of Leisure and Tourism as a socio-economic, socio-cultural and environmental phenomenon, and of the system. Completing the course, the student is able to view the tourism market system and see its relationship with the leisure market. The student is capable to interpret tourism statistics and to draw conclusions from them regarding the operation of one's own or another enterprise. He or she understands the processes and positive impacts of tourism on the quality of life, and to consciously increase his/her quality of life. Not only is the student able to recognize the types of tourists, but also the motivational factors of their demand, so that he or she is able to offer them tourism products accordingly. Students get an insight into the process of tourism product development (types of resources, attractions, elements of infrastructure and superstructure, and their construction). He or she is able to draw conclusions from the past and present characteristics of the tourism market for the near future, i.e. to recognize trends and adapt to them.

Tourism Geography

Institute of Tourism

BN-TOUGEO-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Max. 15 Students

During the course students get acquainted with relationships between tourism and elements of its physical and human environment. Besides recognising the geographical principles of travelling and the spatial distribution of the main sights, tourist activities will also be discussed. The primary objective of the course is to appreciate the role of tourism in the past, the present and the future in terms of its importance to places, countries and individuals. Evaluating the impacts of tourism is a further aim of the course. Students will learn about the physical and human geographical endowments of the world's top tourism destinations, the main outbound markets and Hungary. In addition, focus will be put on constructing and reconstructing tourism places and spaces considering the conditions of supply and demand in the tourism sector.



COMMUNICATION MA

Anthropology of Communication

Institute of Communication Studies

MN-ATHRCO-04-EA

Lecture 2
Seminar 0
Credits 4
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

The aim of the course is to discover the origins of cultural diversity and the reasons for its increase in the modern world which – as opposed to the assumption that the global village will bring about a homogeneous world – now witnesses the proliferation of different ethnic and cultural identities. During the course special attention is paid to the role of communication in the above process through investigating certain key concepts such as memory, space, contact, change, migration, conflict, boundaries and symbols as well as to various ideas related to ethnicity.

Cognitive Approach of Communication

Institute of Communication Studies

MN-COGACO-04-EA

Lecture 2
Seminar 0
Credits 4
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

The course gives an overview of cognitive processes in communication. It tackles the question of production and processing of communication act and social cognition processes that take part in different fields of communication.

Effect Mechanisms of Interpersonal Communication

Institute of Communication Studies

MN-EFMEIC-04-EA

Lecture 2
Seminar 0
Credits 4
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

The course aims to give an introduction to main questions of interpersonal communication. It covers topics such as basic processes and functions as well as application of interpersonal communication research in different contexts.



International Media

Institute of Communication Studies

MN-INTMED-05-EA

Lecture 2
Seminar 0
Credits 5
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

This seminar engages students in the international world of media.

The international media landscape is analysed along aspects of global content, transnational ownership and global financing. The changing technological transmission tools and the changing business models of media economy will play an important role during the studies in this course. Students are requested write research papers in a chosen topic individually or in pairs. In the introductory part we will have a look of the historical background of todays media, including the political, cultural, economic and technical conditions which determine the present situation. The presentations during the semester will give a many sided understanding of the merits, the weaknesses, the challenges, the development directions of the worlds news media. Even those students who till now did not use these media may feel the incentive to follow some of them.



COMMUNICATION MA



Non-verbal Communication

Institute of Communication Studies

Teaching objectives of course-unit (description of 2-3 lines) (sample unit):

The aim of the course is to offer students a glimpse into the principles of the perception of body language, the criteria of perception and the expert interpretation of signs. The course focuses on the communications significance of and possibilities offered by posture, mimicking, gestures, proxemics and paralanguage highlighting differences that can be revealed in their application by various cultures. The course also discusses in what ways and to what extent nonverbal signs may elaborate, change, enrich, substitute or even contradict verbal messages. The course has an important role in improving the efficiency of communication skills and in the conscious shaping of the congruence of verbal and nonverbal messages.

MN-NONVCO-03-GY

Lecture 0
Seminar 2
Credits 4
Semester Autumn
Program (Category):
Non-Art
Bachelor / Master

Open for MA level
students only

Theories of Identity and Otherness

Institute of Communication Studies

The subject examines the social-psychological and sociological conceptualizations of identity. We look at both individual and group identities, including national, ethnic, religious, gender and sexual identities. We pay special attention to the role of média in the representation and construction of different, primarily minority identities.

MN-THIDOR-04-EA

Lecture 2
Seminar 0
Credits 4
Semester Autumn
Program (Category):
Non-Art
Bachelor / Master

Open for MA level
students only



BUSINESS MA



Controlling Systems

Institute of Management

MN-CONSYS-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level students only

The aim of course is that the students get an overview on the conceptual basics, objectives and contents of the controlling system's concept based on accounting procedures and the management accounting knowledge. Further goals are the introduction of the budgeting process, analysis and the appropriate information system, and preparing students to be able effective role in the real organizations, develop and operate controlling system.

Coorporate Decision Support Systems

Institute of Management

MN-CODESY-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level students only

This course will introduce students to the ideas, technologies and tools related to the managerial activity, decision making through the lens of IT solutions systems developed with the specific purpose to support decision making. Organizations and individuals make decisions on a regular basis and this course intends to investigate: idea of Big Data, BI Solutions, APO, ASP, Geographic Information System, Dashboards, KPI, EIS Cockpit etc.

Creative Experience Design

Institute of Tourism and Marketing

MN-CREXDE-03-GY

Lecture 0
Seminar 2
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level students only

This course focuses on what creativity and experience can mean in a rangé of contexts, including guest experiences and leisure attractions. The framework will include an overview of experience economy as well as Creative thinking theory. The course will discuss how approaches can be implemented to actual situations. We will highlight the complexity of the preception of experiences, i.e. how many different ways one can perceive and translate the very same experience. We look at the use of technology-based and non-technology-based experiences. Attention will be paid to the needs and interests of different target segments and the role that leisure and lifestyle trends play in influencing interests and preferences, including the growth of the sharing economy. Emphasis will be placed on the need to create exciting, unique and authentic experiences. Students will also look at how any experience can be monitored and reviewed.

Cultural, Creative and Heritage Tourismn

Institute of Tourism and Marketing

MN-CUCRHT-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level students only

This course focuses on the development and management of cultural tourism, including heritage, arts and ethnic tourism, as well as Creative activities. The course will analyse product development, demand and motivation within the cultural tourism sector, as well as examining management issues relating to impacts and ethics. This will include some of the more politically sensitive aspects of interpretation and representation, especially relating to dark heritage, and indigenous and ethnic people.

Economic Policy

Institute of Economic Sciences

MN-ECOPOL-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level students only

This course focuses on the role of the government in the economy. The aim is to provide an understanding of the reasons for government intervention in the economy, analyzing the benefits of possible government policies, and the response of economic agents to the government's actions. The course covers tax policy and inequality, social insurance programs, public goods, environmental protection, and the interaction between different levels of government.

Managerial (Business) Economics

Institute of Economic Sciences

MN-MANBEC-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level students only
Max. 10 students

The subject provides an overall view of all the business functions that enable a company to operate. It begins with the analysis of the business environment and then proceeds to the topic of customer needs, market research and marketing. It continues with a practical approach to how the financial procedures of a company are influenced by real business events. Based on this general view, the subject outlines some basic steps for creating a business plan for a company. The subject also covers some important human resource management-related questions and examines how HR policy can affect the customer value that the company delivers to its consumers.



BUSINESS MA

Managerial Accounting

Institute of Economic Sciences

MN-MANAC-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only
Max. 10 students

The students learn the basis of the planning procedures, correspondences, analysis of budgets and costs. After learning the methods of calculations, the students will learn the book-keeping of the whole production activity, using nature of costs, cost centres and cost objects. It will give them a wider and deeper understanding of cost recognition and analysis. Students will be able to determine and understand the role of the Managerial Accounting and will be prepared to realize the connection between Managerial Accounting and Controlling.

Marketing and Communication Management

Institute of Marketing

MN-MACOMA-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

Management Accounting study gives a summary on information which need to the management to make different decisions. The aim is to teach the student what kind of information and data are necessary to the management, in what level these shall be provided and which division in the business activity. The students learn the basis of the planning procedures, correspondences, analysis of budgets and costs. After learning the methods of calculations, the students will learn the book-keeping of the whole production activity, using nature of costs, cost centres and cost objects. It will give them a wider and deeper understanding of cost recognition and analysis. Students will be able to determine and understand the role of the Managerial Accounting and will be prepared to realize the connection between Managerial Accounting and Controlling.

Modern Corporate Finance

Institute of Economic Sciences

MN-MOCOFI-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

Corporate finance is an area of finance dealing with financial decisions business enterprises make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximize corporate value while managing the firms financial risks. Although it is in principle different from managerial finance which studies the financial decisions of all firms, rather than corporations alone, the main concepts in the study of corporate finance are applicable to the financial problems of all kinds of firms.

Research Methodology

Institute of Social Sciences and International Relations

MN-RESMET-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

Research Methodology is one of the most basic subjects in the entire curriculums of universities, regardless of the specialisation of the students. All professional knowledge is so "professional or scientific," its results are so authentic as its methods make it so. The aim of this course is to summarise the essentials of Research Methodology that all students with a degree in social sciences ought to have today, focusing especially on leisure and tourism. Achieving this goal includes challenges because students need to be familiar with the philosophical foundations of methodology; they need to learn good questioning, research design, professional data collection and processing, i.e., the methodologically relevant application-level techniques of statistics. In addition, they should be familiar with the possibilities of qualitative methodology, be able to draw sound conclusions, and at the same time, adhere to the ethical rules of the profession. If any of these are neglected or unknown to them, the professional credibility of their work will be at stake. We will address all of the issues mentioned throughout the course, thereby preparing students for the methodological challenges and assessment standards of project works.



TOURISM MA



Creative Experience Design

Institute of Tourism

MN-CREXDE-03-GY

Lecture 0
Seminar 2
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

This course focuses on what creativity and experience can mean in a range of contexts, including guest experiences and leisure attractions. The framework will include an overview of experience economy as well as Creative thinking theory. The course will discuss how approaches can be implemented to actual situations. We will highlight the complexity of the perception of experiences, i.e. how many different ways one can perceive and translate the very same experience. We look at the use of technology-based and non-technology-based experiences. Attention will be paid to the needs and interests of different target segments and the role that leisure and lifestyle trends play in influencing interests and preferences, including the growth of the sharing economy. Emphasis will be placed on the need to create exciting, unique and authentic experiences. Students will also look at how any experience can be monitored and reviewed.

Attractions Management and Experience Design

Institute of Tourism

BN-AMEXDE-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)

Open for MA level
students

The aim of the course is to equip students with the skills that they need to manage attractions and to design experiences for visitors. By the end of the course students will be able to position attractions within the wider context of tourism management and to understand their importance for attracting visitors to destinations. After completing the course, students will be able to provide a detailed typology of attractions and their different characteristics, as well as being able to tackle the challenges of managing them for a wide range of visitor segments. They will know how to provide a diversity of creative and exciting experiences. By the end of the semester, students will be able to work in the attractions sector based on their knowledge and experience derived from this course.

Creative City Development

Institute of Tourism

MN-CRECYD-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

The main aim of this course is to understand how cities can develop creatively to improve local quality of life and become competitive tourism destinations. This includes evaluating initiatives related to heritage, architecture, arts, gastronomy, literature, films, music, design and festivals. During the course, students will analyse case studies of cities that are part of the UNESCO Creative Cities network and are World Heritage Sites as well as popular tourism destinations. By the end of the course, students will understand the role that attractions and events play in the development of cities and will know how to manage and market them creatively.

Trends in Tourism Product Development

Institute of Tourism

MN-TETUPD-06-KG

Lecture 2
Seminar 2
Credits 6
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

The course will explore latest trends in tourism product development. Students will acquire a critical understanding of how contemporary social and cultural processes influence consumer trends in the related areas of tourism. A special focus will be given to identify and assess how the expectations of Millennial and Generation-Z travellers are changing the design of travel experiences. Students will also explore the ways in which the expansion of the digital ecosystem (including travel review sites and price comparisons) and the emergence of the sharing economy change the nature of travel products.

Cultural, Creative and Heritage Tourism

Institute of Tourism

MN-CUCRHT-03-EA

Lecture 2
Seminar 0
Credits 3
Semester Autumn
Program (Category):
Non-Art
Bachelor / [Master](#)

Open for MA level
students only

This course focuses on the development and management of cultural tourism, including heritage, arts and ethnic tourism, as well as Creative activities. The course will analyse product development, demand and motivation within the cultural tourism sector, as well as examining management issues relating to impacts and ethics. This will include some of the more politically sensitive aspects of interpretation and representation, especially relating to dark heritage and indigenous and ethnic people.



OTHER COURSES



Academic Writing

Institute of Foreign Languages

BN-ACADW-03-GY MN-ACADWR-03-GY

Lecture 0
Seminar 2
Credits 3
Semester
Autumn / Spring
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 15 students

Developing research questions; creating a thesis statement; conducting academic research; outlining research into organized sections; writing an introduction; writing body paragraphs; academic writing strategies and rules; argumentation skills; writing a conclusion; academic paper formatting; properly citing sources.

Advanced English

Institute of Foreign Languages

BN-ADVENG-04-GY

Lecture 0
Seminar 4
Credits 4
Semester
Autumn / Spring
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 14 students

The aim of the subject is to prepare students for the available and approved C1 level English exams, both for the written and oral parts, putting emphasis on incorporating the latest topics/themes. After the so-called intermediate plateau, it is a demanding task for most students to take their knowledge to a higher level, even though nowadays it is a must in an international environment. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent communication and understand even business-related texts and topics. They are also expected to do individual research into certain topics.

Between East and West

Institute of Foreign Languages

BN-BETWEW-03-GY

Lecture 0
Seminar 2
Credits 3
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max 14 Students

East and West as cardinal points, Continents, Europe, Central Europe – a definition; Physical and symbolic geography; Three Historical Regions of Europe; Fault lines in Europe; Debate on an imaginary region; The Ottoman Empire; Austro-Hungary; Cold War; Change of system in 1989; Symbols in public spaces.

Business and Economic Terminology

Institute of Foreign Languages

BN-BECT1A-07-GY

Lecture 0
Seminar 4
Credits 7
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 5 students

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic economic and financial issues: economic growth, sectors of the economy, trends in the world economy, macro-economic issues, the basic functions of the financial system, the main causes of an economic crisis.

Business English

Institute of Foreign Languages

BN-BUSNEN-05-GY

Lecture 0
Seminar 4
Credits 5
Semester
Autumn / Spring
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 10 students

This course is tailored to give insight into the basics of economic and business studies, and it provides the students with the basic concepts and practices of the subject. Students are expected to analyze texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent business communication and understand business-related texts and topics. They are also expected to do individual research into certain topics.

Business Presentation and Correspondence

Institute of Foreign Languages

BN-BUPRCO-04-GY

Lecture 0
Seminar 2
Credits 4
Semester Autumn
Program (Category):
Non-Art
[Bachelor](#) / [Master](#)
Max. 10 students

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of presentation techniques and letter writing. We are going to focus on different important topics: the structure and purpose of a talk, how to make an impressive beginning, how to maintain the level of interest of the audience, how to conclude and what techniques to use to deliver a professional presentation, e.g. dramatic language structures, etc. We are going to practice letter writing: language, structure, image and other important things to be able to project a positive image about the writer and the subject.



OTHER COURSES

Hungarian as a Second Language I.

Institute of Foreign Languages

BN-HUSLA1-04-GY

Lecture 0
Seminar 4
Credits 4
Semester

Autumn / Spring

Program (Category):

Non-Art

[Bachelor](#) / [Master](#)

Max. 20 students

A beginner Hungarian language course for foreigners staying in Hungary for a short period. It introduces basic communication skills, sounds, pronunciation and basic language structures. The course also presents the most important aspects of Hungarian culture and civilization. Introduction, basic activities, numbers, countries, positioning, flat, time.

Hungarian as a Second Language II.

Institute of Foreign Languages

BN-HUSLA2-04-GY

Lecture 0
Seminar 4
Credits 4
Semester

Autumn / Spring

Program (Category):

Non-Art

[Bachelor](#) / [Master](#)

Max. 5 students

The main aim of the course is to familiarize students with the principles of the Hungarian language on a higher level, making further progress through the second stage of course I. At the end of the course the students will be able to understand and use phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. basic personal and family information, shopping, local area, employment), make short conversations about the weather, seasons, items of the agenda, clothes, using the three directions by describing places and expressing purposes by using future sentences.

Intercultural Communication through Central European Film 1957-2010

Institute of Foreign Languages

BN-INCEUF-04-GY

Lecture 0
Seminar 4
Credits 4
Semester

Autumn / Spring

Program (Category):

Non-Art

[Bachelor](#) / [Master](#)

Max. 20 students

The aim of this course is awareness raising, identifying sensitive issues, observing and interpreting body language, comparing your culture with others through discussing Central European films, 1957-2018. We will survey major directors and their key films mostly from Hungary but also from Germany, Romania, the former Czechoslovakia and Yugoslavia.

International Negotiation Techniques

Institute of Social Sciences and International Relations

BN-INTNET-03-GY

Lecture 0
Seminar 2
Credits 3
Semester

Autumn / Spring

Program (Category):

Non-Art

[Bachelor](#) / [Master](#)

Teaching objectives of course-unit: This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country- specific information about the use and effectiveness of the different techniques.

International Protocol and Etiquette

Institute of Tourism and Marketing

BN-INPROE-04-EA

Lecture 2
Seminar 0
Credits 4
Semester

Autumn / Spring

Program (Category):

Non-Art

[Bachelor](#) / [Master](#)

Max. 10 students

The course provides the students with theoretical and practical information referring to business etiquette end protocol in international environment.

Japanese Business and Culture

Institute of Foreign Languages

BN-JABUCU-03-GY

Lecture 0
Seminar 2
Credits 3
Semester

Autumn

Program (Category):

Non-Art

[Bachelor](#) / [Master](#)

Max. 10 students

As Japan has become a key part of the intricate global business environment, the foreign businessperson working in Japan or with Japanese companies outside of Japan may encounter a wide variety of communication gaps arising from differences in cultural values and assumptions, business customs, and language. This course is designed to provide practical insight and strategies for navigating the seemingly opaque waters of business communication in Japan by discovering Japanese language, society, religions, economy, communication, business organizations, negotiating techniques.



OTHER COURSES

The History of Film Music

Institute of Foreign Languages

BN-HIFIMU-03-GY

Lecture 0

Seminar 2

Credits 3

Semester

Autumn / Spring

Program (Category):

Non-Art

Bachelor / Master

Max. 10 students

The first two-thirds of the course focuses on Hollywood film scoring ranging from the silent era, the early sound film, the classic studio era up to the 1958 AFM strike. The director's individual style of using film music is shown through the examples of two giants of filmmaking (Hitchcock and Kubrick). Important Hollywood composers of the recent past and present are discussed next. The last few lessons take a look at some films outside Hollywood, including the James Bond films that show the incorporation of pop music into film scores as well as some interesting European tendencies. The last lesson features examples of rejected scores where students must think with the mind of a filmmaker in making the right musical selections. Each lesson is illustrated with a rich selection of film excerpts with isolated scores, unavailable anywhere else.

