



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**.

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: **3300 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

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

**Key highlight:** Participation in our Guest Student Program can add an attractive element

## 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 designated university's bank account upon receipt of the CAL.

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

## ENROLMENT

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



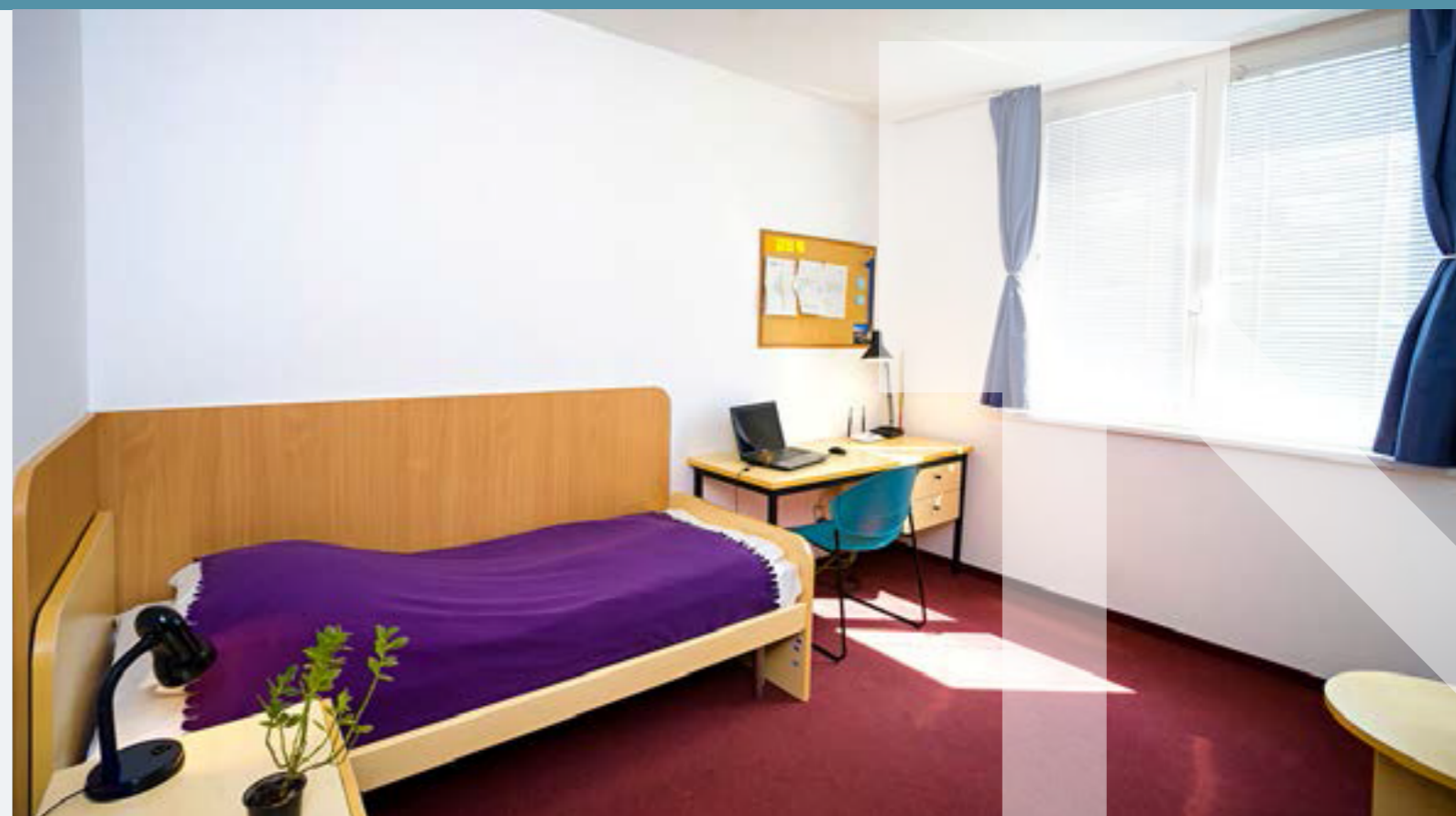
# DORMITORY



**Budapest Metropolitan University** offers you a place at one of its contracted partner hostel in Budapest.

The prices are between **270 – 440 EUR/month**.

The **CEU Residence Center** is located only a few minutes away from our Nagy Lajos campus and offers extra services.



# APPLICATION DEADLINE



**30th June 2024**  
for students from non-EU countries

**15th August 2024**  
for students from EU and non-visa countries





# COMMUNICATION BA



## Basic Media Studies

Institute of Marketing and Communication

### BN-ONMEST-04-GY

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

This course is designed to give an introduction to media ethics, the role that the media currently plays in our social lives, and the impact of media on the mentality, attitude, behaviour of media conglomerates.

3-3 students/seminar

## Contrastive Cultures I.

Institute of Foreign Languages

### BN-ONMEST-04-GY

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

The course is the first semester of a two-semester survey of the English-speaking community with the first semester focusing on two major themes: English as a globalized phenomenon and introduction to American studies including the origins and early spread of English, globalization and the rise of English as lingua franca, language contact, issues and attitudes; cultural narratives and myths, basic facts about the USA, the American Dream and American football as a way to understand American culture and society.

Max 10 Students

## Economic Communication

Institute of Methodology and Foreign Languages

### BN-ONMEST-04-GY

Lecture 2  
Seminar 0  
Credits 5  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

This course offers insight into the most important issues of economic communication providing students with the basic concepts and practices of the subject. This interactive subject is an integral part of the International Communication specialization aiming to improve skills that are critical for a well-prepared business communicator. By completing the course, students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. They will have a clear understanding of issues arising from the syllabus content. They will be able to apply this knowledge and critical understanding of problems in everyday business situations. Students will be able to analyse issues and distinguish between facts and opinion. They will be able to explain trends, the likely cause of the issues in question, and examine the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data.

Max 25 Students

## Global Cultural Anthropology

Institute of International Relations and Political Sciences

### BN-ONMEST-04-GY

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Cultural Anthropology studies human nature, as well as the countless imagined realities humans have created: religion, state, money, morality etc. By now, globalization has become a fact and not an option that can no longer be stopped or reversed. It has unified mankind into one civilization but has also created tremendous tension in most human communities and is endangering the future of our planet. In a truly multidisciplinary fashion, using the latest knowledge gained from Biology, Psychology, Genetics, Sociology, Cognitive Neuroscience, Economics and Game Theory, the course will try to synthesize our current scientific understanding of humanity and human societies. Every one of us feels that mankind is approaching a crossroad and either we must find solutions for the globalized world order or we will perish. Students will be expected to contribute finding answers and solutions.

Max 10 Students

## History of Modern International Relations

Institute of International Relations and Political Sciences

### BN-ONMEST-04-GY

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The goal of this course is to provide an overview of the major transformations in international history since around 1500 that shaped our present. The approach adopted here blends the need to cover the major historical developments over a relatively long time period with a focus on a selected number of issues central to contemporary global politics.

Max 5 students

## International Organizations

Institute of International Relations and Political Sciences

### BN-ONMEST-04-GY

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The course aims to provide students with a general overview as well as substantial knowledge of the ways the world is governed by international organizations and other forms of global governance. The course introduces the major theoretical approaches to international governance as well as the history of the field. The largest part of the course is taken up by the discussion of issue specific domains and the relevant institutional organizations and regimes. The course places special emphasis on the move from international government to international governance, and on the relations and tensions between these two forms of governing the world. By the end of the course students should be familiar with, and have a critical understanding of, the global regimes regulating our life. Students who complete this course successfully will be able to:

- understand the role and impact of global governance on our life
- understand the difference between international organization and global governance approaches
- recognize a number of crucial political problems posed by global governance
- better appreciate how power functions in international politics

Max 5 students



# COMMUNICATION BA



## Media Market and Media Law

Institute of Marketing and Communication

### BN-MEMALA-04-EA

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

The course provides basic introduction in the operation of European media law. In the framework of this the course

- reviews the main characteristics of the media market which are determining the regulation of audio-visual media activities.
- gives a historical background to understand European and Atlantic media policy.
- gives an overview about the theories behind media regulation.
- provides a typology on media systems.
- reviews the European media regulatory systems.
- studies the different areas EU's media regulation.

## News Editing

Institute of Marketing and Communication

### BN-NEWSED-03-GY

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

The aim of this course is to equip students with the necessary writing skills to successfully write their thesis or dissertation in English. Throughout this course, students will develop their academic language and writing style as they are walked through the process of writing a research paper in their chosen discipline. The topics and order in which they are taught are subject to change based on students' needs.

3-3 students/seminar

## Public Affairs

Institute of International Relations and Political Sciences

### BN-PUBAFF-05-GY

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

This course offers a basic English terminology in public affairs. The lessons from general principles of the modern public institutions go over the development process of the emerging of interest group society. The course provides understanding of differences in British and American use of basic political science terms of the lobbying, the government relations of businesses and corporate social responsibility. During the classes the students are developing their skills in cooperation with colleagues from different countries and cultures, they improve their presentation methods and performance as well as the individual analytical capacities.

Max 5 students

## Public Diplomacy

Institute of International Relations and Political Sciences

### BN-PUBDIP-06-KG

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

Max 5 Students

Public diplomacy is a government-sponsored effort aimed at communicating directly with foreign publics. Due to rapidly changing environment, public diplomacy is facing major challenges in the 21st century. Its effectiveness is under scrutiny and its concepts are debated - whilst the necessity to build reliable international relationships and understand cultures and attitudes is increasing. The so called new public diplomacy, in order to enhance the effectiveness of traditional public diplomacy efforts, focuses on soft power approaches, like cultural diplomacy. Cultural diplomacy is regarded as a convincing state instrument to improve communication, nation branding and influence.

New information technologies and often unpredictable political dynamics force every government to constantly look beyond current public diplomacy methods. This course aims to help participants form an understanding of what public diplomacy is, understand relevant concepts, analyse issues and organisations in the field. The course takes the position that cultural diplomacy - distinguished from propaganda and advertising notions - is of central importance to successful public engagement.

By the end of the course student will be able to:

- understand the concept of public diplomacy and related terminologies including: culture, identity, influence, soft power, nation branding, propaganda, trust, mutuality and E-diplomacy;
- identify and analyse current challenges and practices with special attention to cultural diplomacy and related tools;
- recognise the context: networks, globalization, non-state actors, technology and social media;
- compare public diplomacy strategies defined by different perspectives;
- discuss goals and impacts through selected case studies with the aim to calculate future directions.



# COMMUNICATION BA



## Radio Studies

Institute of Marketing and Communication

**BN-RADSTU-03-GY** Practical knowledge about radio studies

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Max 3 students

## Social Studies II. Project

Institute of International Relations and Political Sciences

**BN-SOSTP2-03-GY** The aim of the course is to focus students attention to some of the important areas of interaction and conflict between citizens and the various institutions they have to deal with throughout their lives. The course also aims to increase students! cultural and historical awareness and self-understanding.

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Max 3 students





# BUSINESS BA



## Globalization and Regions in World Economics

Institute of International Relations and Political Sciences

### BN-ONMEST-04-GY

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program

(Category): Non-Art  
[Bachelor](#) / Master

Max 10 students

The courses will focus on historical and contemporary trends in world economy. Familiarisation with different connections to world economy. Great eras of the global development. Different economic models of the global development and the divergence and convergence both regionally and historically. Successful and not successful convergence models in the different great regions.

## Human Resources Management

Institute of Management and Finance

### BN-HUREMA-03-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program

(Category): Non-Art  
[Bachelor](#) / Master

Create an understanding of the concepts and functions of human resource management, and also how relate the management of human resources to a firms business strategy have taken three approaches: matching personnel activities with strategies, forecasting manpower requirements given certain strategic objectives and presenting means for integrating human resource management into the overall effort to match strategy and structure.

## International Business Strategies and Competitiveness

Institute of Management and Finance

### BN-INBUST-03-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program

(Category): Non-Art  
[Bachelor](#) / Master

Competitiveness is one of the most used and abused words in economics. The aim of the course is to give students an introduction to the theory and practice of competitiveness. The course builds on a political economic thinking and focuses on economic, political, social and technological factors behind international competitiveness of countries, regions and firms.

## International Trade and Finance

Institute of Management and Finance

International business transactions demand more and more special skills and understanding of international problems from managers and entrepreneurs. This course focuses not only on the multinationals, but medium- and small sized firms and their usual and practical problems as well. The general topics covered are: theories of international trade, finance and investment and application of management of international business transactions, terms of delivery, terms of payments.

### BN-INTRFI-03-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program

(Category): Non-Art  
[Bachelor](#) / Master

## Logistics

Institute of Management and Finance

Objective of this course is to introduce the terms, fundamental methods, processes and ways of thinking of the logistics

### BN-LOGIST-03-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program

(Category): Non-Art  
[Bachelor](#) / Master

## Market Research

Institute of Marketing and Communication

The course will explore the various techniques and processes of marketing research including secondary and primary research methodologies, data collection methods. Students will learn how to design and conduct marketing-related research projects using a wide array of research tools and methods. Students will also be taught how to evaluate research reports and how to write and interpret the presented data. Thus, students will learn how to make informed marketing decisions based on valid and reliable research data.

### BN-MARKRS-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program

(Category): Non-Art  
[Bachelor](#) / Master





# BUSINESS BA



## Project Management

Institute of Management and Finance

### BN-PROJMA-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Objective of the course is to give practical experience in project work elaborating small project planning processes in teams, besides getting introduced into some theoretical foundations.

## Strategic Planning

Institute of Management and Finance

### BN-STPLAN-05-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The Strategic Planning course describes strategy as a future oriented way of thinking. Analysing business environment, stakeholder model is the starting point of methodologies. We learn strategic documents forming a pyramid management and action plans. Classical strategic methodologies are in the centre of the course, such as stakeholder model, competition analysis with five forces, value chain model, generic strategies, balanced scorecard system. There are some less known strategic topics also part of the course, such as future-oriented technology analysis, hype cycle, organization's behavior in strategy forming. After this course students will be able to understand typical situations of firms and suggest a strategy for them.





# TOURISM BA



## Hotel Management

Institute of Tourism

### BN-HOTMAN-07-KG

Lecture 2  
 Seminar 2  
 Credits 6  
 Semester Spring  
 Program  
 (Category): Non-Art  
 Bachelor / Master

Students will learn about the history of the hotel industry, commercial accommodations and their qualification criteria, the characteristics of the hotel, the operation of the equipment and personnel conditions, forms and those carrying out the methods, management and other areas of work tasks, the hotel workflows, the operation of the hotel sector of activity the most important and most current professional knowledge related to the management of the most important requirements related to operation. The learned basic skills in the theoretical frameworks are synthesized in the implementation of various practical tasks within the framework of the seminar trainers help.

## Introduction to Health Tourism

Institute of Tourism

### BN-INHETO-03-EA

Lecture 2  
 Seminar 0  
 Credits 3  
 Semester Spring  
 Program  
 (Category): Non-Art  
 Bachelor / Master

This course focuses on the development of health tourism. This includes wellness and spa hotels, thermal baths, and spa destinations and resorts. There will firstly be an analysis of typologies of health tourism, for example, medical tourism, spa tourism and wellness tourism. Typical destinations and products will be identified, as well as target markets. The course will also examine the nature of planning for health and wellness tourism, including developing and designing wellness hotels, spa resorts and medical tourism destinations.

## Leisure and Tourism Studies II.

Institute of Tourism

### BN-LETRS2-03-EA

Lecture 2  
 Seminar 0  
 Credits 3  
 Semester Spring  
 Program  
 (Category): Non-Art  
 Bachelor / Master

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 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 Destination Management

Institute of Tourism

### BN-TOUDEM-03-GY

Lecture 0  
 Seminar 2  
 Credits 3  
 Semester Spring  
 Program  
 (Category): Non-Art  
 Bachelor / Master

In this course, it is shown that the destination lies at the core of the travel and tourism system. The relationship between the destination and the wider tourism industry is discussed and contextualized. The course introduces a range of issues relating to the management and marketing of destinations before concluding with a series of thoughts for the future. A seminar session is adjoining to the topics of these lectures. The Leisure and Tourism Studies courses are prerequisites to this course. Participation is strongly advised.

## Tourism Marketing

Institute of Tourism

### BN-TOUMAR-03-GY

Lecture 0  
 Seminar 2  
 Credits 3  
 Semester Spring  
 Program  
 (Category): Non-Art  
 Bachelor / Master

During the following practical sessions, students do not deal with the so-called mainstream tourism marketing definitions, but they dive into the practical challenges and implementation of tourism brand communication. Today, this type of approach is particularly on the agenda, as tourist destinations and attractions have made more or little use of the potential of tourism branding as an increasingly strong trend in the world over the past twenty years due to the reorganization of national and local tourism management agencies. Brand communication has become such a top priority. This complete turnaround subject also involves the task of first understanding what successful branding is all about, and secondly, acquiring the capabilities of profiling with truly unique attributes.





# BUSINESS MA



## Consumption Theory and Customer Behaviour

Institute of Marketing and Communication

### MN-CTCBEH-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The terms corporate finance and corporate financier are also associated with investment banking. The typical role of an investment bank is to evaluate the company's financial needs and raise the appropriate type of capital that best fits.

Open for MA level students only

## Human Resource Management-Systems

Institute of Management and Finance

### BN-HUREMA-03-EA

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The practice of human resource management (HRM) is concerned with all aspects of how people are employed and managed in organizations. It covers activities such as strategic HRM, human capital management, corporate social responsibility, knowledge management, organization development, resourcing (human resource planning, recruitment and selection, and talent management), performance management, learning and development, reward management, employee relations, employee well-being and health and safety and the provision of employee services.

Open for MA level students only

## Logistics - Supply Chain Management

Institute of Management and Finance

### MN-LOGSCM-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Describe the main types of supply chains. Define the supply chain topologies, introducing transportation and facility location problems also one zone and multi zone FLP-s. Planning the supply chain element as distribution center, loading plans, and packages.

Open for MA level students only



## Offline and Online Services Marketing

Institute of Marketing and Communication

Students will gain understanding of the distinctive aspects of services marketing and will focus on strategic and managerial issues specific to marketing services. They will learn how to apply marketing strategies to create, communicate, and deliver customer value in the service economy. To achieve these objectives, classroom sessions will involve a mixture of lectures, student discussions and presentations, videos, case analyses and applied problem solving.

### BMN-OFSEMA-03-GY

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Open for MA level students only



# BUSINESS MA



## Product and Brand Management in Practice

Institute of Marketing and Communication

This course provides the students with understanding and practical examples of product and brand management in the field of marketing. As a core skill, marketing professionals need to be able to strategically build and manage a brand through the full lifecycle from a business perspective. They will learn that the focus needs to be put on building and maintaining a brand that will maximize its business potential in the marketplace through proper concept and positioning. The course will strengthen this skill through up to date practical, real life examples.

### MN-PRBMAP-03-GY

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Open for MA level students only

## Project Management

Institute of Management and Finance

Objective of the course is to give practical experience in project work elaborating small project planning processes in teams, besides getting introduced into the theoretical background and the most up to date methods.

### MN-PROMNA-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Open for MA level students only

## Strategic Management

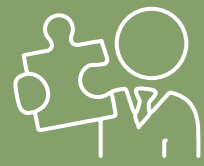
Institute of Management and Finance

The target of the course: to understand the business approach of coming to a strategic decision. The course describes the main factors influencing a strategic decision like behavior and cognition, the necessary step by step approach, analytical work, usage of methods and tools and a convincing communication.

### MN-STRMNA-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Open for MA level students only



# TOURISM MA



## Creative Industries

Institute of Tourism

### MN-CREIND-06-KG

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

This course provides an introduction to cultural and creative industries, which includes the arts, heritage, museums, galleries, festivals, events, music, media, film, design, architecture, fashion, and more. The focus is on the economic and social value of the cultural and creative industries; policy making for the cultural and creative sectors; the development of cultural and creative tourism, and the role of the cultural and creative industries in urban regeneration. There is also emphasis on developing creative thinking, problem-solving and innovation. Students will learn how to apply creative thinking in business development and entrepreneurship, as well as in the cultural and arts sectors.

Open for MA level students only

## Health Tourism: wellness and spas

Institute of Tourism

### MN-HETOWE-03-GY

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

The aim of this course is to examine health tourism development, management and marketing, including spas, wellness hotels and medical tourism facilities. The course starts by looking at definitions and typologies of health tourism, followed by the history of health tourism, cultural differences in traditions, and the geography of resources. Students will learn how to identify the target markets for health tourism as well as some of the leisure and lifestyle trends that impact on demand and motivation. Emphasis will also be placed on the planning and development of health tourism destinations and the management of facilities.

Open for MA level students only

## Tourism Destination Management

Institute of Tourism

### MN-TOURDM-06-KG

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

In this course, it is shown that the destination lies at the core of the travel and tourism system. The relationship between the destination and the wider tourism industry is discussed and contextualized. The course introduces a range of issues relating to the management and marketing of destinations before concluding with a series of thoughts for the future. A seminar session is adjoining to the topics of these lectures. The Leisure and Tourism Studies courses are prerequisites to this course. Participation is strongly advised.

Open for MA level students only



## Strategic Management

Institute of Management

The target of the course: to understand the business approach of coming to a strategic decision. The course describes the main factors influencing a strategic decision like behavior and cognition, the necessary step by step approach, analytical work, usage of methods and tools and a convincing communication.

### MN-STRMNA-06-KG

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

Open for MA level students only



# OTHER COURSES

## Academic Writing

Institute of Methodology and Foreign Languages

**BN-ACADW-03-GY**

**MN-ACADWR-03-GY**

Lecture 0

Seminar 2

Credits 3

Semester Spring

Program

(Category): Non-Art

Bachelor and Master

Max 5 Students

The aim of this course is to equip students with the necessary writing skills to successfully write a dissertation or thesis in English. Throughout the course students will develop organizational skills, academic language, and writing style as they are walked through the process of writing a research paper in their chosen discipline. An emphasis will be placed on technical skills, along with argumentation skills. The topics of the course and the order in which they are taught are subject to change based on student needs.

## Advanced English

Institute of Methodology and Foreign Languages

**BN-ADVENG-04-GY**

Lecture 0

Seminar 4

Credits 4

Semester Spring

Program

(Category): Non-Art

Bachelor and Master

Max 7 Students

The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will be able to understand actual and up-to-date social issues and trends, they will be able to debate, compare and contrast, argue for and against at an advanced level of English. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate, e.g. projects or available data and they will also be able to design and give a presentation and write essays.

## Between East and West

Institute of Methodology and Foreign Languages

**BN-BETWEW-03-GY**

Lecture 0

Seminar 2

Credits 3

Semester Spring

Program

(Category): Non-Art

Bachelor and Master

Max 15 Students

This course is designed to appeal to students who would like to understand and integrate into local culture by becoming familiar with the concept, ideas and realities of Central Europe as a distinct region between Eastern and Western Europe through milestones in its social and political history. By completing the course, students will be able to apply a multidisciplinary approach; to define, identify and verify the existence of regions based on clearly set criteria; to use a comparative approach to appraise sets of historical conflicts based on the concepts of physical and symbolic geography; explain the role and influence of powerful countries in Central Europe; compare and explain similarities and differences between regions. By reading academics representing various schools of thought and relying on above theoretical concepts, students will be able to collect and arrange relevant data to understand the roots of past and present ethnic and national conflicts and hypothesize about potential solutions as to their resolution and management.

The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Intercultural Communication through Central European Film and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe.

## Business and Economic Terminology

Institute of Methodology and Foreign Languages

**BN-BECTEA-07-GY**

Lecture 0

Seminar 4

Credits 7

Semester Spring

Program

(Category): Non-Art

Bachelor and Master

Max 5 Students

This interactive course is tailored to give insight into the most important issues of business and economic terminology, and it provides the students with the basic concepts of the subject. The subject forms an integral part of the training programme for International management. The key skills students will develop are critical for a well-prepared manager and business communicator. Students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. Students will acquire a critical understanding of the issues arising from the syllabus content and they will be able to distinguish between facts and opinion, explain trends and the likely cause of the issues in question, and the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data.





## OTHER COURSES

### Business English

Institute of Methodology and Foreign Languages

#### BN-BUSNEN-05-GY

Lecture 0  
Seminar 4  
Credits 5  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Max 5 Students

The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will understand the basics of the operation and principles behind the economy. They will be able to debate, compare and contrast, argue for and against on a higher level of business language skills. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate e.g. projects or available data and they will also be able to design and give a presentation and write essays.

### Hungarian as a Second Language I.

Institute of Methodology and Foreign Languages

#### BN-HUSLA1-04-GY

Lecture 0  
Seminar 4  
Credits 4  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor and Master

Max 5 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.

The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe.

### Hungarian as a Second Language II.

Institute of Methodology and Foreign Languages

#### BN-HUSLA1-04-GY

Lecture 0  
Seminar 4  
Credits 4  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor and 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 Methodology and Foreign Languages

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.

The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe.

#### BN-INCEUF-04-GY

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

Max 20 Students

### International Negotiation Techniques

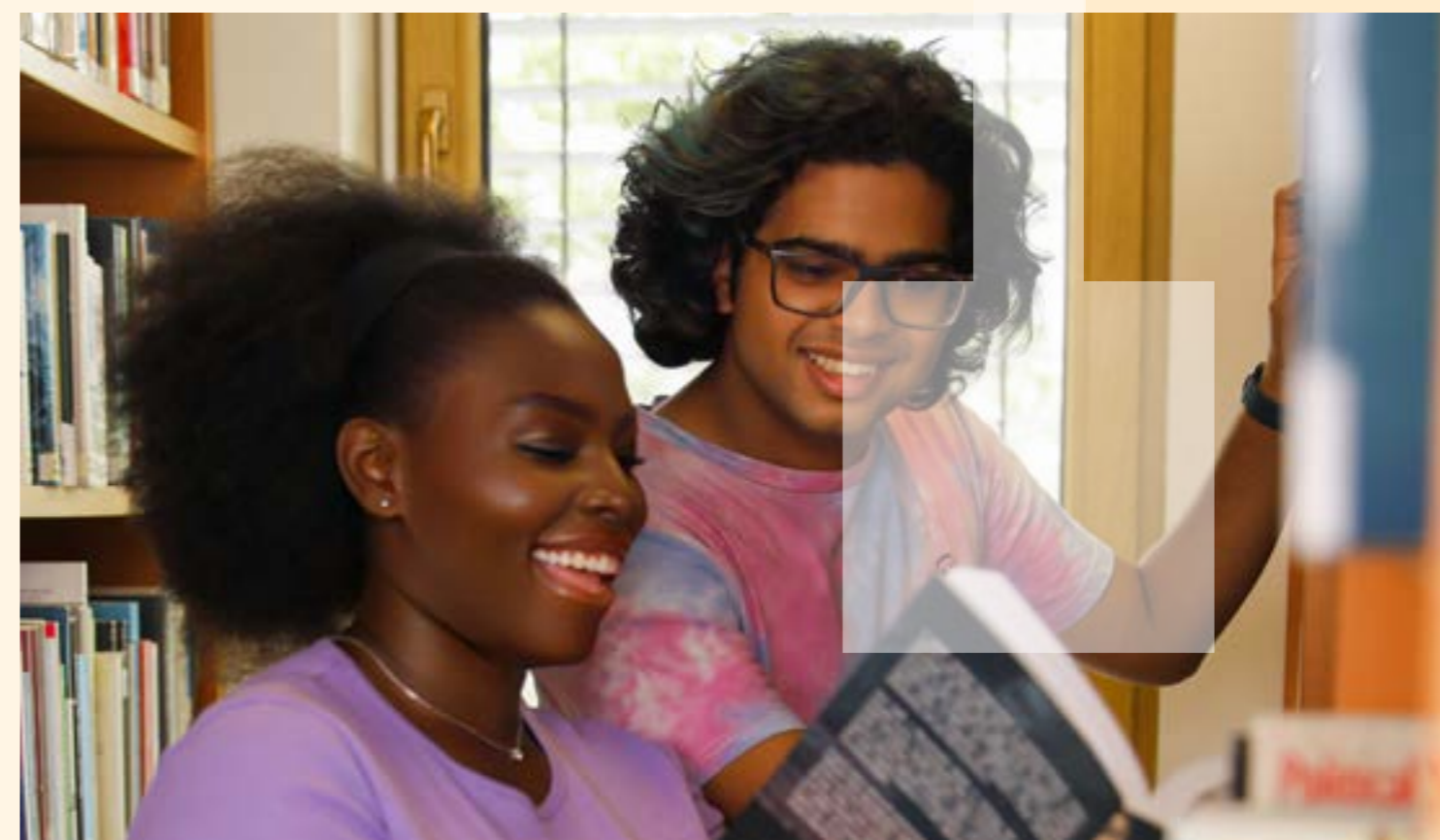
Institute of International Relations and Political Sciences

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.

#### BN-INTNET-03-GY

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Max 5 Students





## OTHER COURSES

### International Protocol and Etiquette

Institute of Marketing and Communication

#### BN-INPROE-04-EA

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

The course provides the students with theoretical and practical information referring to business etiquette and protocol in international environment. The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will understand the basics of the operation and principles behind the economy. They will be able to debate, compare and contrast, argue for and against on a higher level of business language skills. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate e.g. projects or available data and they will also be able to design and give a presentation and write essays.

### Japanese Business and Culture

Institute of Methodology and Foreign Languages

#### BN-JABUCU-03-GY

Lecture 0  
Seminar 2  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor and Master

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.

Max 15 Students







# ENTREPRENEURSHIP

## Business and Competition Policy

Institute of International Relations and Political Sciences

### MN-BUCOPO-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The goal of the course is that the students have an overall picture of the main directions and trends of the international and local Hungarian business policies. Understand the importance of the modern business and competitive drivers, and the current challenges we face globally. They will be able to broaden their views, take into account the various local and international cultural, sociological, ethical and legal aspects of their business environment and the effects of these factors to business organizations and operations. With completing this course, students will become more competitive entrepreneurs and high level managers on an international level.

## Business Economics

Institute of International Relations and Political Sciences

### BN-BUSNEC-07-KG

Lecture 2  
Seminar 2  
Credits 7  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Building on microeconomic studies, students become familiar with the economic laws that influence corporate operations and gain insight into game theory methods essential to strategic business decisions. During the semester, we briefly review the key areas of business operations (finance, marketing, HR) and their connections, as well as the decision-making issues that arise in these areas. Finally, students will learn how to apply game theoretic models in some important strategic business situation (merger, acquisition, forming joint ventures, etc.)

## International Business Culture

Institute of International Relations and Political Sciences

### BN-INBUCL-06-GY

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

By the end of the course, students have to recognise not only the different elements of culture when they meet / work in an international team, but they also will be able to monitor the main "critical points" of cooperation to avoid cultural misunderstandings.

## Introduction to E-business

Institute of International Relations and Political Sciences

### BN-INTEBU-03-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The objective of the course is to equip students with the necessary tools to be able to turn their ideas of starting an online business to reality. The subject describes from a business point of view how to plan, operate, design and finance a successful internet based business.

## Organizational Behaviour and Leadership

Institute of International Relations and Political Sciences

### MN-ORBELE-03-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

Leadership can be defined as the ability of the management to make sound decisions and inspire others to perform well. It is the process of directing the behaviour of others towards achieving a common goal. In short, leadership is getting things done through others. In the Organizational Behaviour and Leadership (OBL) class we'll analyze the main processes that influence the work and the performance of the organizations at the level of individuals, groups and organization. Not only the impact of each separate factor, but also their various interactions will be examined.

After the lectures students will be able to:

- Define organizational behaviour, leadership.
- Describe what managers do
- Have a general understanding of the main theoretical approaches in studying leadership
- Develop a critical thinking related to the subject of "successful leadership"
- Explain the need for a contingency approach to the study of OB.
- Today's Challenges in the new Workplace



# DIGITALIZATION

## Digital Marketing Solutions (in BUS BA)

Institute of Marketing and Communication

### BN-DIMASO-06-KG

Lecture 2  
Seminar 2  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The aim of this course is to give an overview of the logic, tools and solutions of digital marketing, as well as to give a practical toolbox how to prepare, run and evaluate digital campaigns. During the semester, actual trends and latest technologies will also be reviewed.

## Infographics

Institute of Marketing and Communication

### BN-INFGRA-04-GY

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

During the course, students will learn about the genre of data journalism and acquire skills required for the genre. After completing the course, students will own the basic skills required for working in the area of data journalism and data visualisation, through weekly exercises and a final project executed either alone or in small teams.

## Media Regulation Theories

Institute of Marketing and Communication

### MN-MDRETH-04-EA

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

During this course the students get a perspective of various theories which has formed media regulation from the beginnings, until our latest technological challenges. The course builds greatly upon students' contribution, as discussion leaders in classes. They are equipped with a wide variety of sources, which are compulsory readings for all participants. Discussion leaders may rely primarily on the given source, but are encouraged to seek further resources. Students may probe their ideas and ask their questions during the lively discussions in class. Unfortunately, instead of providing them the ultimate truth, this course might well leave students with more questions and answers. May this inspire them to find the right work places where they can continue their individual search for truth!

## Multimedia Applications II.

Institute of Marketing and Communication

### BN-MUMAP2-06-GY

Lecture 0  
Seminar 4  
Credits 6  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

By completing Multimedia Application I-II. courses, through individual and group interactive activities, tasks students will be able to gain a greater understanding of the creative process, to explore the vast flexibility of mediums, and to create audiovisual contents for different platforms. Multimedia Application I. focused on the digital photo editing, the sound editing and the basics of video editing. Multimedia Application II. is based on the previous semester's knowledge, the course aims to discover further techniques of shooting and editing videos. This course is designed to help students acquire the basic rules and techniques of producing short films. They will meet different stages of production to bring their stories to screen. Students will learn the basics of film language, the possibilities of montage, rhythmic editing, cinematic techniques, setting the mood, and how to express precise messages with audiovisual content. The goal is for students to be proficient in reading visual language and to be able to confidently practise storytelling with different narratives.

## New Media Theories - in COM MA

Institute of Marketing and Communication

### MN-NEWMTH-04-EA

Lecture 2  
Seminar 0  
Credits 5  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The aim of this course is to introduce the relatively new area of new media theory. How digitalization and convergence changed the media itself and the other effects on society, participatory culture, politics and everyday life. The late modern media environment. Essay, debate and written exam included.

## Online Media Studies

Institute of Marketing and Communication

### BN-ONMEST-04-GY

Lecture 2  
Seminar 0  
Credits 3  
Semester Spring  
Program  
(Category): Non-Art  
Bachelor / Master

The students will be able to analyze and discuss social issues, formulate arguments and put together complex journalistic pieces dealing with those issues.



# SUSTAINABILITY

## Circular visions

Institute of Sustainability Studies

- The four basic types of circular economy (circular modernism, bottom-up sufficiency, planned circularity, platform economy) are presented through examples. Students will learn to place circularity in the context of sustainability theory. They understand the possibilities, constraints and their own choices. The course may also include the application of research methodologies.
- Lecture 0
- Seminar 2
- Credits 3
- Semester Spring
- Program
- (Category): Non-Art
- Bachelor / Master

## Energy policies and politics

Institute of Sustainability Studies

- new Optional Subject in the field of energy policies and politics for anyone
- Lecture 0
- Seminar 2
- Credits 3
- Semester Spring
- Program
- (Category): Non-Art
- Bachelor / Master

## Green marketing

Institute of Sustainability Studies

- new Optional Subject in the field of green marketing for anyone
- Lecture 0
- Seminar 2
- Credits 3
- Semester Spring
- Program
- (Category): Non-Art
- Bachelor / Master

## Sustainable finances

Institute of Sustainability Studies

- new Optional Subject in the field of sustainable finances for anyone
- Lecture 0
- Seminar 2
- Credits 3
- Semester Spring
- Program
- (Category): Non-Art
- Bachelor / Master



## Sustainable tourism

Institute of Sustainability Studies

- new Optional Subject in the field of sustainable tourism for anyone
- Lecture 0
- Seminar 2
- Credits 3
- Semester Spring
- Program
- (Category): Non-Art
- Bachelor / Master