

# **WEKERLE BUSINESS SCHOOL**



## **TRAINING PROGRAMME SPECIFICATIONS**

**Academic Year 2022-2023**

# 1. BACHELOR'S PROGRAMMES IN THE ACADEMIC YEAR 2022-2023

## 1.1. Human Resources Bachelor's Training Programme

Title of the programme	Bachelor's degree programme in human resources
Programme leader	Dr Andrea Kunsági
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

## TRAINING AND OUTCOME REQUIREMENTS

### 1. Name of the bachelor's programme:

bachelor's degree programme in human resources

### 2. Title of award and qualification as they appear on the degree

- **title of award:** bachelor's degree (baccalaureus, bachelor; abbreviated: BSc)
- **qualification:** Economist in the Human Resources Bachelor's Programme
- **English Title of the qualification:** Economist in Human Resource Management

### 3. Field of training:

Economic Sciences

### 4. Duration of studies in semesters:

7 semesters

### 5. Number of credits required for obtaining the bachelor's degree:

180 + 30 credits

- programme orientation: balanced (40–60 percent)
- minimum credit value of continuous external practical training: 30 credits, of which 10 credits are assigned to the preparation of the thesis
- minimum credit value for elective subjects: 10 credits

### 6. ISCED study field classification of the qualification:

345/0413

### 7. Aim of the bachelor's programme and professional competencies

The aim of the programme is to train economic professionals who are well-grounded in economic sciences, methodologically prepared, and possess appropriate professional and general knowledge.

Based on their social science, economic, business, and management knowledge, they are capable of performing functional tasks in human resource management, analysing labour markets, and coordinating interest reconciliation processes.

They are able to carry out planning, organizing, analytical, decision-preparatory, and service tasks in the relevant areas, manage human resources in small economic organizations, or independently manage and supervise subfields in larger organizations, as well as participate effectively in projects.

Graduates are prepared to continue their studies in master's programmes.

## **7.1. Professional competencies to be acquired**

### **7.1.1. An economist graduating from the Human Resources Bachelor's Programme shall meet the following requirements.**

#### **a) Knowledge**

##### **He / She**

- Possesses knowledge of the fundamental and comprehensive concepts, theories, facts, and national and international interrelations of economic sciences, relevant economic actors, functions, and processes.
- Has mastered the basic theories and characteristics of the micro- and macro-level organization of the economy and possesses basic methods of information collection, mathematical and statistical analysis. Knows the rules and ethical norms of cooperation in projects, teams, and work organizations, and of project management.
- Is familiar with the concepts, interrelations, modern procedures, planning, analytical, and evaluation methods related to the management of resources, especially human resources.
- Knows the organizational and information systems of human resource management, their functioning, role in decision-preparation, and their connections to other functional areas.
- Understands the impact of competence development on individual and organizational capabilities and the examination of human capital investments and returns.
- Knows and understands the basic objectives, functions, and interrelations of economic policy and of policies related to human resource management.
- Knows the analysis and coordination of labour market, interest reconciliation, and human resource development processes and the solution of associated decision-preparatory tasks in all areas of the economy.
- Knows the legislation related to human resource management and its changes and takes these into account when conducting analyses, formulating proposals, and making decisions.

#### **b) Skills**

##### **He / She**

- Plans and organizes economic activities and projects, manages and controls small enterprises and economic organizations.  
By applying the learned theories and methods, reveals, structures, and analyses facts and basic interrelations; formulates independent conclusions and critical observations; prepares decision-preparatory proposals and makes decisions in routine and partly unknown domestic and international environments.
- Follows and interprets global economic and international business processes, as well as changes in economic policy and related sectoral policies and legislation relevant to the field, evaluates their effects, and takes them into account in analyses, proposals, and decisions.
- Is capable of independently understanding and applying the latest professional knowledge in human resource management in their work.
- Is able to perform planning, organizing, management, and control tasks related to the employment and development of human resources in organizations and enterprises operating in different areas of the economy.
- Is able to communicate and present professionally in an appropriate way both orally and in writing in the native language and in a foreign language.

### c) Attitudes

#### He / She

- For the sake of quality work, shows problem sensitivity and a proactive attitude; in projects and group tasks acts constructively, cooperatively, and with initiative.
- Is receptive to new information, professional knowledge, and methodologies; open to undertaking new tasks and responsibilities requiring independence and cooperation. Strives to develop own knowledge and professional relationships and to cooperate with colleagues in this.
- Is open and receptive to new knowledge and changes related to human resource management.
- In decision-making, in addition to complying with legal regulations, takes ethical norms into account, acts with empathy, and considers aspects of social responsibility.
- Is committed to reliable, high-quality work in a multicultural environment.
- Strives for self-development that supports the improvement of professional and personal competencies.

### d) Autonomy and Responsibility

#### He / She

- Under general professional supervision, independently performs and organizes the tasks defined in their job description. Independently organizes the analysis of economic processes and the collection, structuring, and evaluation of data. Takes responsibility for analyses, conclusions, and decisions.
- Independently leads, organizes, and manages organizational units, work groups, or enterprises/smaller economic sections within an economic organization, while taking responsibility for the whole organization and its employees.
- In solving professional tasks, independently selects and applies appropriate methods.
- Liaises with trained professionals in their field and with leaders and members of other organizational units are characterized by cooperation and responsibility.
- Independently identifies training and development needs and organizes their professional and general development.

## 8. Characteristics of the bachelor's programme

### 8.1. Professional characteristics

#### 8.1.1. Disciplines and fields of study forming the basis of the qualification:

- **Economic, methodological, and business knowledge**  
(mathematics, statistics, informatics, micro- and macroeconomics, international economics, finance, business economics, economic law, marketing, accounting, management, business communication, professional language, environmental economics, and other basic business studies)  
**80–90 credits**
- **Social science knowledge**  
(philosophy, sociology, psychology, political science, law, economic history, demography, economic policy, European Union studies, and other professional and social science knowledge)  
**10–20 credits**

- **Professional knowledge in human resource management**

(labour market studies, organizational and work sociology, workplace and labour market training, system of labour relations, labour law, competence and incentive management, business communication and negotiation techniques, personnel activities, HR information systems, HR controlling, organizational behaviour, social psychology, organizational communication, regional development, education policy, case studies in human resource management, occupational safety and ergonomics, regional labour management, project management, and optional specializations)

**70–90 credits**

**8.1.2.** The proportion of credits for specialized knowledge in subfields corresponding to the needs of the human resource management profession may be a **maximum of 30 credits** within the entire programme.

**8.2. Foreign language requirement**

In order to obtain a bachelor's degree, students must pass a nationally recognized intermediate-level (B2) complex foreign language examination in a language relevant to their field of study, or a nationally recognized, advanced-level (C1) complex general language examination, or submit an equivalent secondary school degree or certificate.

**8.3 Requirements of the professional internship**

The professional internship lasts one semester and consists of a minimum of twelve weeks of continuous practice, as specified in the curriculum of the higher education institution.

**CURRICULUM**  
**BSc IN HUMAN RESOURCE MANAGEMENT**  
for the academic year of 2022-2023  
**FULL-TIME PROGRAMME**

Semester	Course	Number of contact classes/ semester	Theory	Practice	Credits	Assessment	Pre-requisites	Type of subject	Category of requirements
			weekly contact classes						
1,	Mathematics 1	45	1	2	6	E		C	EMB
	Informatics	30	0	2	4	T		C	EMB
	Economics 1	45	1	2	6	E		C	EMB
	Law	30	1	1	3	E		C	SS
	Foreign language 1	45	0	3	0	S		CR	EMB
	Study and Research Methodology	30	0	2	3	T		C	EMB
	Psychology and Economic Psychology	30	1	1	3	E		C	SS
	Optional course 1	15	0	1	3	T		O	O
	In total	270	4	14	28				
2,	Mathematics 2	45	1	2	6	E	Mathematics 1	C	EMB
	Economics 2	45	1	2	6	E		C	EMB
	Fundamentals of Corporate Economics	45	2	1	6	E		C	EMB
	Business Communication	30	1	1	3	T		C	EMB
	Accounting	45	1	2	5	T		C	EMB
	Management	30	1	1	4	E		C	EMB
	Foreign language 2	45	0	3	0	S	Foreign language 1	CR	EMB
	In total	285	7	12	30				
3,	Statistics	45	1	2	6	T	Mathematics 2	C	EMB
	International Economics	30	1	1	5	E		C	EMB
	Finance	45	2	1	6	E		C	EMB
	Sociology	30	1	1	3	T		C	SS
	Marketing	45	2	1	6	E		C	EMB
	Business English 1	45	0	3	3	T		C	EMB
	Optional course 2	15	0	1	3	T		O	O
	PE	30	0	2	0	S		CR	EMB
	In total	285	7	12	32				

Semester	Course	Number of contact classes/ semester	Theory	Practice	Credits	Assessment	Pre-requisites	Type of subject	Category of requirements
4,	Environmental Economics	45	1	2	5	T		C	EMB
	The European Union and Economic Policy	30	1	1	3	T		C	SS
	Economic History and Economic Philosophy	30	1	1	3	T		C	SS
	The Labour Market	45	2	1	5	E		C	PS
	Social Psychology	30	1	1	4	E	Psychology and Economic Psychology	C	PS
	Strategy and Project Management	30	1	1	4	E	Management	C	PS
	Business English 2	45	0	3	3	T		C	PS
	Optional course 3	15	0	1	3	T		O	O
	In total	270	7	11	30				
5,	Organizational Behaviour	30	1	1	3	E		C	PS
	Organization and Work Sociology	30	1	1	5	E	Sociology	C	PS
	Regional Development and Regional Labour Management	45	2	1	5	E		C	PS
	Elective courses	30	1	1	4	T		E	PS
	<i>Work Safety and Ergonomics</i>								
	<i>Education Policy</i>								
	<i>Recruitment, Selection, Placement</i>								
	<b>Career Counselling-Coaching Specialization</b>						Minimum 110 credits		
	<i>Self-awareness and Personality Studies</i>	45	1	2	5	T		C	PS
	<i>Life Path and Career Planning</i>	30	1	1	5	T		C	PS
	<b>Social Security Specialization</b>						Minimum 110 credits	E	PS
	<i>The Administrative System of Public Administration and Social Security</i>	45	2	1	5	E		C	PS
	<i>Social Policy and Social Law</i>	30	1	1	5	T		C	PS
In total	210	7/8	7/6	27					

Semester	Course	Number of contact classes/ semester	Theory	Practice	Credits	Assessment	Pre-requisites	Type of subject	Category of requirements
6,	Project Work	30	0	2	4	T	Minimum 130 credits	C	PS
	Personnel Informatics	30	0	2	4	T		C	PS
	Human Resource Management and Administration	45	1	2	4	E		C	PS
	Competence and Incentives Management	30	1	1	4	E		C	PS
	Personnel Controlling	45	1	2	4	E		C	PS
	Optional Courses 4	15	0	1	3	T		O	O
	<b>Career Counselling-Coaching Specialization</b>						Minimum 130 credits		
	Supportive Relationships and Guided Conversation Methods	45	1	2	5	T		C	PS
	Analysing Interpersonal Problems	30	0	2	5	T		C	PS
	<b>Social Security Specialization</b>						Minimum 130 credits		
	Health Insurance and Pension Systems	45	2	1	5	E		C	PS
	Payroll Tasks	30	0	2	5	T		C	PS
In total	270	4/5	14/13	33					
7,	Thesis Consultation	15	0	1	0	S	Minimum 180 credits	CR	I
	Thesis	0	0	0	10	T	Minimum 180 credits	C	I
	Internship	400 (12 weeks)	0	-	20	T	Minimum 180 credits	C	I
	In total	415	0	1	30				
semesters 1-7 in total		2005	540/570	1465/1435	210				

Assessment: T=term mark, E=exam mark, S= signature

Type of subject: C= compulsory, CR= criterion, E= elective, O=optional

Category of requirements: EMB=Economics, Methodology, Business, SS=Social Sciences, PS=professional skills, O=optional, I=internship

Credit values: EMB=80, SS=15, PS=73, O=12, I=30

## 1.2. Bachelor's programme in Business Informatics

Title of the programme	Bachelor's programme in Business Informatics
Programme leader	Dr. Rózsa Horváth-Bokor
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

### TRAINING AND OUTCOME REQUIREMENTS

#### 1. Name of the bachelor's programme:

business informatics

#### 2. Title of award and qualification as they appear on the degree

- **title of award:** bachelor's degree (baccalaureus, bachelor; abbreviated: BSc)
- **qualification:** Business Informatics Specialist
- **English Title of the qualification:** Business Informatics Engineer

#### 3. Field of training:

Informatics

#### 4. Duration of studies in semesters:

7 semesters

#### 5. Number of credits required for obtaining the bachelor's degree:

210 credits

- programme orientation: balanced (40–60 percent)
- credits assigned to the thesis: 15 credits
- minimum credit value for elective subjects: 10 credits

#### 6. ISCED study field classification of the qualification: 481

#### 7. Aim of the bachelor's programme and professional competencies

The aim of the programme is to train business informatics professionals who, within the conditions and value system of the information society, are able to understand real business processes and the problems embedded in those processes and to solve them;

to manage IT tasks that support value-creating processes;

to use the modern possibilities of information technology to increase organizations' knowledge base and business intelligence;

to model info-communication processes and technologies based on cooperation;

to regulate and plan processes;

to identify problems and define the problem space;

to develop and operate applications and supervise their functioning in accordance with expected quality requirements.

Graduates are prepared to continue their studies in master's

##### 7.1. Professional competencies to be acquired

##### 7.1.1. Business Informatics Specialists are expected to meet the following requirements.

###### a) Knowledge

He / She

- Knows and understands the basic concepts and interrelations of analysis, probability theory, linear algebra, operations research, statistics, and computer science, as well as formal models of routine problems related to application fields.

- Knows and understands basic micro- and macroeconomic concepts and relationships; can interpret data of indicators measuring national economic performance and the interrelations between them.
- Knows and understands the activity system of the enterprise, the basic concepts of the value chain and supply chain, the principles of process-oriented corporate operation, and the concept and components of corporate strategy.
- Knows and understands the functional structure of the enterprise and the basic concepts and procedures related to value-creating processes.
- Possesses basic knowledge related to information systems; understands architectural design principles and is able to interpret the components of computing and information architecture in their interrelations.
- Knows the theoretical components of IT infrastructure, the conceptual structure of hardware components, communications and system software, and the areas of data management, including fundamental concepts of databases, data processing, representation, and visualization.
- Knows the basic characteristics of the various layers of information architecture (transaction processing, operational support, decision support, group work, workflow) and the interrelations among them.
- Is familiar with basic programming structures, software development methodology, and the main programming environments.
- Has general knowledge of the regulatory issues and problems of the information society.
- Possesses basic knowledge of all areas of information management, including the conceptual systems and interrelations of IT strategy, process management, system development, knowledge management, IT service management, project management, risk management, performance management, IT asset management, information security, and IT auditing.
- Their English language proficiency reaches the level required for the programme, for understanding and processing English-language professional literature, and for performing professional tasks related to the qualification, as well as for continuous professional self-development.

#### **b) Skills**

##### **He / She**

- Is able under real business and organizational conditions to identify preconditions for application operation, assess and communicate advantages, threats, and risks, by applying the learned IT procedures and methods
- Is capable of understanding and analysing business processes and preparing and executing requirement specifications for software applications supporting their execution, as well as carrying out relatively simple programming tasks.
- In cooperation with business and IT professionals, is able to develop alternative solutions to economic problems by utilizing the most effective IT solutions and to initiate and implement IT support and development.
- Is capable of performing tasks related to database management and solving simple data migration tasks.
- Is able to adapt business applications and to initiate and participate in organizational changes necessary for implementing IT applications.
- Is able to apply system development principles and methods and to use development tools (business modelling and computer-aided development tools).
- Possesses the ability to identify and research problems characteristic of business informatics and to explore and collect the resources needed for their solution and management.
- Manages the organization's IT department and operates service processes.

- Identifies and analyses operational and operational risk factors.
- Plans and manages smaller development projects.
- Cooperates in performing tasks related to IT audits.
- Is capable of operating business applications and providing user support services.
- Is able to resolve IT-related conflict situations that arise in the economic environment.

### **c) Attitudes**

**He / She**

- Assumes and authentically represents the professional principles of the IT and application domain (enterprise, public administration, or public service organization).
- Is open to learning about and adopting professional and technological developments and innovations related to IT and its application field.
- Regards it as important to communicate IT professional results to professional partners and other representatives of the application field.
- Accepts and adapts to the work and organizational culture of the environment and observes professional ethical principles.
- Reflects on own professional competencies and activities.
- Strives for continuous professional training and general self-education.
- Aims to make self-education a tool for achieving professional goals.
- Regards the communication and realization of environmentally conscious behaviour as important.
- Raises their voice against the emergence within an organization, or the preparation for development, of technologies, procedures, methods, and developments that conflict with generally accepted human rights or are suitable for discriminatory treatment, or that go against social and environmental norms.

### **d)Autonomy and Responsibility**

**He / She**

- Takes responsibility for professional activities performed independently or in a group.
- In a leadership role, assumes responsibility for the professional work of subordinates.
- In performing tasks, besides enforcing professional aspects, holds and expresses an independent opinion concerning the economic, social, and security impacts and consequences of IT systems.
- Performs tasks by enforcing professional considerations, while always taking into account their own independent opinion regarding the environmental and sustainability-related impacts and consequences of the operation of IT systems.

## **8. Characteristics of the bachelor's programme**

### **8.1. Professional characteristics**

#### **8.1.1. Disciplines and fields of study forming the basis of the qualification:**

- **Natural science knowledge**  
(analysis, probability theory, linear algebra, statistics, operations research, computer science)  
**20–40 credits**
- **Economic and human knowledge**  
(economics, business economics, management and organization, law, accounting, controlling)  
**30–40 credits**
- **Professional knowledge in business informatics**  
(enterprise architecture, software technology, databases, programming, system development, IT security, information management, infrastructure management, business intelligence, quality, audit)  
**65–110 credits**

**8.1.2.** Taking into account possible specializations, special knowledge may be acquired in subfields corresponding to the needs of the IT profession.

The credit value of the specialization offered by the training institution is at least **40 credits**.

### **8.2. Foreign language requirement**

In order to obtain a bachelor's degree, students must pass a nationally recognized intermediate-level (B2) complex foreign language examination in a language relevant to their field of study, or a nationally recognized, advanced-level (C1) complex general language examination, or submit an equivalent secondary school degree or certificate.

### **8.3. Requirements of the professional internship**

The professional internship must be completed individually or in group work at a suitable organization or at the higher education institution's training site.

It is a project-structured internship lasting at least **eight weeks**, comprising **320 certified working hours**.

**CURRICULUM**  
**BSc IN BUSINESS INFORMATICS**  
for the academic year of 2022-2023  
**FULL-TIME PROGRAMME**

Sem.	Subject	Contact hours per semester	Theory	Practice	Credits	Assessment methods	Pre-requisites	Type of subject	Category of requirement
			Weekly contact hours						
1,	Mathematics 1	45	1	2	6	exam mark		mandatory	NS
	Information Management	30	2	0	4	exam mark		mandatory	PS
	Law	30	1	1	3	exam mark		mandatory	EH
	IT Security	30	1	1	4	exam mark		mandatory	PS
	Economics 1	45	1	2	6	exam mark		mandatory	EH
	Foreign Language 1	45	0	3	0	signature		criterion	EH
	Operating Systems	30	1	1	5	term mark		mandatory	PS
	<i>Optional course unit 1</i>	15	0	1	3	term mark		optional	O
	<b>Total</b>	<b>270</b>	<b>7</b>	<b>11</b>	<b>31</b>				
2,	Mathematics 2	45	1	2	6	exam mark	Mathematics 1	mandatory	NS
	Economics 2	45	1	2	6	exam mark		mandatory	EH
	Linear Algebra	30	1	1	5	exam mark	Mathematics 1	mandatory	NS
	Quality Management and IT	30	1	1	3	term mark		mandatory	PS
	Mathematical Statistics 1	30	1	1	5	term mark	Mathematics 1	mandatory	NS
	Foreign Language 2	45	0	3	0	signature	Foreign Language 1	criterion	EH
	Fundamentals of Corporate Economics	45	2	1	6	exam mark		mandatory	EH
	<b>Total</b>	<b>270</b>	<b>7</b>	<b>11</b>	<b>31</b>				
3,	Operations Research	45	1	2	4	exam mark	Linear algebra	mandatory	NS
	Programming 1	45	2	1	4	term mark		mandatory	PS
	Infrastructure Management	30	2	0	3	exam mark		mandatory	PS
	Mathematical Statistics 2	30	1	1	3	term mark	Mathematics 2 Mathematical statistics 1	mandatory	NS
	Finance	45	2	1	6	exam mark		mandatory	EH
	<i>Optional course unit 2</i>	15	0	1	3	term mark		optional	O
	Business English 1	45	0	3	3	term mark		mandatory	PS
	Physical Education	30	0	2	0	signature		criterion	EH
	Computer Science (Algorithm theory) 1	15	1	0	3	exam mark		mandatory	NS
	<b>Total</b>	<b>300</b>	<b>9</b>	<b>11</b>	<b>29</b>				

4,	Controlling	30	0	2	4	term mark		mandatory	EH
	Auditing of Information Systems 1	30	2	0	3	exam mark		mandatory	PS
	Computer Science (Algorithm Theory) 2	15	1	0	3	exam mark		mandatory	NS
	Software Technology	30	2	0	2	exam mark		mandatory	PS
	Database Management Systems 1	30	2	0	4	exam mark	Programming 1 Linear Algebra	mandatory	PS
	Programming 2	45	2	1	3	term mark	Programming 1	mandatory	PS
	Accounting	45	1	2	3	term mark		mandatory	EH
	<i>Optional course unit 3</i>	15	0	1	3	term mark		optional	O
	Business English 2	45	0	3	3	term mark		mandatory	PS
	<i>Elective course units (1 subject)</i>	30	1	1	4	exam mark		elective	PS
	Decision Support Systems								
Market Research									
Total	315	11	10	32					
5,	Project work 1	15	0	1	2	term mark	Minimum 110 credits	mandatory	PS
	Management and Organization	30	1	1	3	term mark		mandatory	EH
	<i>Elective course units (1 subject)</i>	30	1	1	4	term mark		elective	PS
	Web Systems Programming								
	Software Management								
	<b>Specialization in Business Data Analysis</b>						Minimum 110 credits		
	Data Mining Algorithms 1	30	1	1	3	term mark	Database Management Systems 1 Programming 2	mandatory	PS
	Data Analysis, Data Visualization 1	45	2	1	4	term mark		mandatory	PS
	Database Management Systems 2	30	1	1	4	term mark	Database Management Systems 1	mandatory	PS
	Auditing of Information Systems 2	30	0	2	4	exam mark	Auditing of Information Systems 1	mandatory	PS
Business Data Mining 1	45	2	1	3	term mark		mandatory	PS	
Total	255	8	9	27			mandatory		
6,	Integrated Company Management Systems	45	2	1	2	exam mark		mandatory	PS
	Computer Networks	45	1	2	2	term mark		mandatory	PS

	Project Work 2	15	0	1	2	term mark	Project work 1	mandatory	PS
	Business Intelligence	30	1	1	2	exam mark		mandatory	PS
	<i>Optional course unit 4</i>	15	0	1	3	term mark		optional	O
	<b>Specialization in Business Data Analysis</b>						Minimum 130 credits		
	Data Mining Algorithms 2	30	1	1	4	term mark	Data mining algorithms 1	mandatory	PS
	Data Analysis, Data Visualization 2	45	2	1	4	term mark		mandatory	PS
	Communication Protocols	30	1	1	3	exam mark		mandatory	PS
	Business Data Mining 2	30	2	0	4	exam mark	Business data mining 1	mandatory	PS
	Data and Information Security of Organizations	45	2	1	4	exam mark		mandatory	PS
	<b>Total</b>	<b>330</b>	<b>12</b>	<b>10</b>	<b>30</b>			<b>mandatory</b>	
7,	Thesis writing consultations	15	0	1	0	signature	Minimum 180 credits	criterion	T
	Thesis	0	0	0	1	term mark	Minimum 180 credits	mandatory	T
	Internship	320 (min. 8 weeks)	0	-	15	term mark	Minimum 180 credits	mandatory	T
	<b>Total</b>	<b>335</b>	<b>0</b>	<b>1</b>	<b>30</b>				
	<b>Semesters 1 to 7 total</b>	<b>2075</b>	<b>810</b>	<b>1265</b>	<b>210</b>				

Form of assessment: TM = term mark, EM = exam mark, S = signature of acknowledgement

Type of subject: M = mandatory, C = criterion, E = elective, O = optional

category of subject: NS= natural science, EH = economics and humanities, PS = professional studies, O= optional, T = traineeship

Credit values: NS =35 credits, EH =38 credits, PS = 95 credits, O =12 credits, T =30 credits

### 1.3. Bachelor's degree training in Business Administration and Management

Title of the programme	Bachelor's degree training in Business Administration and Management
Programme leader	Dr. László Mádi
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

#### TRAINING AND OUTCOME REQUIREMENTS

##### 1. Name of the bachelor's programme:

Business Administration and Management

##### 2. Title of award and qualification as they appear on the degree

- **title of award:** bachelor's degree (baccalaureus, bachelor; abbreviated: BSc)
- **qualification:** Economist in Business Administration and Management Bachelor's Programme
- **English Title of the qualification:** Economist in Business Administration and Management

##### 3. Field of training:

Economic Sciences

##### 4. Duration of studies in semesters:

7 semesters

##### 5. Number of credits required for obtaining the bachelor's degree:

180 + 30 credits

- programme orientation: practice-oriented (60–70 percent)
- minimum credit value of continuous external practical training: 30 credits, of which 10 credits are assigned to the preparation of the thesis
- minimum credit value for elective subjects: 10 credits

##### 6. ISCED study field classification of the qualification:

345/0413

##### 7. Aim of the bachelor's programme and professional competencies

The aim of the programme is to train economic professionals who, based on their knowledge of economics, applied economic sciences, and methodology, as well as the knowledge acquired within the framework of specializations, are capable of understanding, planning, and analysing the operational processes and economic relations of business organizations and institutions.

After acquiring practical knowledge and experience, they are able to manage and organize economic and entrepreneurial activities and processes.

Graduates are prepared to continue their studies in master's

##### 7.1. Professional competencies to be acquired

##### 7.1.1. Economist in Business Administration and Management Bachelor's Programme

###### a) Knowledge

##### He / She

- Possesses knowledge of the fundamental and comprehensive concepts, theories, facts, and national and international interrelations of economic sciences, with regard to relevant economic actors, functions, and processes.
- Has mastered the basic theories and characteristics of the micro- and macro-level organization of the economy and possesses basic methods of information collection and mathematical and statistical analysis.

- Knows the rules and ethical norms of cooperation in projects, teams, and work organizations and of project management.
- Is familiar with the basic principles and methods related to the creation of organizations and institutions, the formation and change of their structure and organizational behaviour.
- Knows and understands the basic principles and methods for managing, organizing, and operating economic processes, the methodology of analysing economic processes, and the methodological foundations of decision-preparation and decision support.
- Knows the fundamentals of related fields (technical, legal, environmental protection, quality management, etc.) relevant to their professional field.
- Possesses basic leadership and organizational knowledge, as well as knowledge related to preparing, starting, and managing projects and small and medium-sized enterprises.
- Is familiar with the use of IT and office technology tools that support the operation of organizations and economic processes.
- Has mastered professional and effective forms of written and oral communication and the tabular and graphical presentation of data.
- Possesses the basic professional terminology of economic sciences in the native language and at least one foreign language.

#### **b) Skills**

##### **He / She**

- Plans and organizes economic activities and projects; manages and controls small enterprises and economic organizations.
- By applying the learned theories and methods, reveals, structures, and analyses facts and basic interrelations; formulates independent conclusions and critical remarks; prepares decision-preparatory proposals; and makes decisions in routine and partly unknown domestic and international environments.
- Follows and interprets global economic and international business processes, as well as changes in economic policy and related sectoral policies and legislation relevant to the field, and evaluates and takes into account their impacts in analyses, proposals, and decisions.
- Is capable of determining the complex consequences of economic processes and organizational events.
- Applies techniques and methods for solving economic problems, taking into account their conditions of application and limitations.
- Is able to cooperate with representatives of other professional fields.
- Participates in projects and group problem-solving; after acquiring practical knowledge and experience, is able to lead, organize, evaluate, and control activities in such contexts.
- After acquiring practical knowledge and experience, is capable of managing small and medium-sized enterprises or organizational units within economic organizations.
- Presents professionally and conceptually well-founded proposals and positions orally and in writing, in Hungarian and in a foreign language, in line with the rules of professional communication.
- Is capable of using a professional foreign language at intermediate level.

### **c) Attitudes**

#### **He / She**

- Shows problem sensitivity and a proactive attitude for the sake of quality work; acts constructively, cooperatively, and demonstrates initiative in projects and group tasks.
- Is receptive to new information, professional knowledge, and methodologies; is open to undertaking new tasks and responsibilities requiring independence and cooperation. Strives to develop own knowledge and professional relationships and to cooperate with colleagues in this.
- Is open to changes in the broader economic and social environment of the given job, work organization, or enterprise; strives to follow and understand these changes.
- Is receptive to others' opinions and to sectoral, regional, national, and European values (including social, societal, ecological, and sustainability aspects).
- Accepts and recognizes the importance of career planning.
- Strives for lifelong learning both in and outside the world of work.

### **d) Autonomy and Responsibility**

#### **He / She**

- Under general professional supervision, independently performs and organizes the tasks defined in their job description.
- Takes responsibility for analyses, conclusions, and decisions.
- Independently leads, organizes, and manages organizational units, work groups, or enterprises/smaller economic organizations within an economic organization, taking responsibility for the organization and its employees.
- In an economic organization and economic position, organizes, directs, and controls economic activities in line with their qualification.
- Takes responsibility for complying with professional, legal, and ethical norms and regulations related to work and behaviour.
- As a member of projects, group work, and organizational units, performs assigned tasks independently and responsibly.
- Holds presentations and independently leads discussions. Participates independently and responsibly in professional forums both inside and outside the economic organization.

## **8. Characteristics of the bachelor's programme**

### **8.1. Professional characteristics**

#### **8.1.1. Disciplines and fields of study forming the basis of the qualification:**

- **Economic, methodological, and business knowledge**  
(mathematics, statistics, informatics, micro- and macroeconomics, international economics, finance, business economics, economic law, marketing, accounting, management, business communication, professional language, environmental economics, and other basic business studies)  
**80–90 credits**
- **Social science knowledge**  
(European Union studies, general and economic law, economic history, sociology, psychology, philosophy)  
**10–20 credits**

- **Professional knowledge in business administration and management**

(corporate finance, financial statement analysis, human resource management, marketing management, leadership and organization, management of value-creating processes, decision theory and methodology, controlling, business ethics, strategic planning, production management, process and quality management, human resource management, team management, public management, organizational methodology, information management, and optional specializations)

**70–90 credits**

**8.1.2.** The proportion of credits for specialized knowledge in subfields corresponding to the needs of economists with business administration and management knowledge may be **a maximum of 30 credits** within the entire programme. The professional internship lasts for one semester and consists of a minimum of twelve weeks of continuous practice, as specified in the curriculum of the higher education institution.

## **8.2. Foreign language requirement**

In order to obtain a bachelor's degree, students must pass a nationally recognized intermediate-level (B2) complex foreign language examination in a language relevant to their field of study, or a nationally recognized, advanced-level (C1) complex general language examination, or submit an equivalent secondary school degree or certificate.

## **8.3 Requirements of the professional internship**

The professional internship lasts for one semester and consists of a minimum of twelve weeks of continuous practice, as specified in the curriculum of the higher education institution.

**CURRICULUM**  
**BSc IN BUSINESS ADMINISTRATION AND MANAGEMENT**  
for the academic year of 2022-2023  
**FULL-TIME PROGRAMME**

Sem	Subject	Contact hours per semester	Theory	Practice	Credits	Assessment	Pre-requisites	Type of subject	Category of subject
			weekly contact hours						
1,	Mathematics 1	45	1	2	6	E		mandatory	EMB
	Informatics	30	0	2	4	T		mandatory	EMB
	Economics 1	45	1	2	6	E		mandatory	EMB
	Law	30	1	1	3	E		mandatory	SS
	Foreign Language 1	45	0	3	0	S		criterion	EMB
	Study and Research Methodology	30	0	2	3	T		mandatory	EMB
	Psychology-Economic Psychology	30	1	1	3	E		mandatory	SS
	Optional 1	15	0	1	3	T		optional	O
	Altogether	270	4	14	28				
2,	Mathematics 2	45	1	2	6	E	Mathematics 1	mandatory	EMB
	Economics 2	45	1	2	6	E		mandatory	EMB
	Fundamentals of Corporate Economics	45	2	1	6	E		mandatory	EMB
	Business Communication	30	1	1	3	T		mandatory	EMB
	Accounting	45	1	2	5	T		mandatory	EMB
	Management	30	1	1	4	E		mandatory	EMB
	Foreign Language 2	45	0	3	0	S	Foreign Language 1	criterion	EMB
	Altogether	285	7	12	30				
3,	Statistics	45	1	2	6	T	Mathematics 2	mandatory	EMB
	International Economics	30	1	1	5	E		mandatory	EMB
	Finance	45	2	1	6	E		mandatory	EMB
	Sociology	30	1	1	3	T		mandatory	SS
	Marketing	45	2	1	6	E		mandatory	EMB
	Business English 1	45	0	3	3	T		mandatory	EMB

	Optional 2	15	0	1	3	T		optional	O
	PE	30	0	2	0	S		critierion	EMB
	Altogether	285	7	12	32				
4,	Environmental Economics	45	1	2	5	T		mandatory	EMB
	The European Union and Its Economic Policies	30	1	1	3	T		mandatory	SS
	Economic History and Economic Philosophy	30	1	1	3	T		mandatory	SS
	Corporate Finance	45	1	2	6	E	Finance	mandatory	PS
	Business English 2	45	0	3	3	T		mandatory	PS
	Marketing Management	45	1	2	5	E	Marketing	mandatory	PS
	Strategy and Project Management	30	1	1	4	E	Management	mandatory	PS
	Optional 3	15	0	1	3	T		optional	O
	Altogether	285	6	13	32				
5,	Management and Organisation	30	1	1	3	T		mandatory	PS
	Quality Management and Value Creation Processes	45	2	1	4	E		mandatory	PS
	Decision Theory and Methodology	30	1	1	3	E		mandatory	PS
	Production and Service Management	30	1	1	4	T		mandatory	PS
	Elective course units (1 unit)	30	1	1	4	T		elective	
	<i>Internal audit</i>								PS
	<i>Financial Management of Budgetary Institutions</i>								PS
	<i>Logistics</i>								PS
	<b>Specialization in Financial Institutions</b>						Minimum 110 credits		
	<i>Insurance Transactions</i>	45	1	2	5	T		mandatory	PS
	<i>Business Data Mining</i>	30	1	1	5	T		mandatory	PS
	Altogether	240	8	8	28				
6,	Project Work	30	0	2	4	T	Minimum 130 credits	mandatory	PS

	Human Resources Planning and Management	45	1	2	4	E		mandatory	PS
	Controlling	30	0	2	4	T		mandatory	PS
	Business Planning	45	1	2	5	E		mandatory	PS
	Optional 4	15	0	1	3	T		optional	O
	<b>Specialization in Financial Institutions</b>						Minimum 130 credits		
	Credit Transactions and Risk Management	45	1	2	5	T		mandatory	PS
	Financial Case Studies	30	0	2	5	T		mandatory	PS
	<b>Altogether</b>	<b>240</b>	<b>3</b>	<b>13</b>	<b>30</b>				
7,	Thesis Writing Consultations	15	0	1	0	S	Minimum 180 credits	criterion	T
	Thesis Work	0	0	0	10	T	Minimum 180 credits	mandatory	T
	Internship	400 (12 weeks)	0		20	T	Minimum 180 credits	mandatory	T
	<b>Altogether</b>	<b>415</b>	<b>0</b>	<b>1</b>	<b>30</b>				
<b>Semesters 1-7 altogether</b>									
		2020	525	1495	210				

Assessment: T= term mark, E= exam mark, S= signature

Type of subject: M=mandatory, CR=criterion, E=elective, O=optional

Category of subject: EMB=economic, methodology, business studies, SS=social science studies, PS=profession-related studies, O=optional,

T=traineeship/internship

Credits: EMB=80, SS=15, PS=73, O=12, T=30

## 1.4. Bachelor's Degree Programme in Commerce and Marketing

Title of the programme	Bachelor's Degree Programme in Commerce and Marketing
Programme leader	Dr Ibolya Rózsa Péntzes
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

### TRAINING AND OUTCOME REQUIREMENTS

#### 1. Name of the bachelor's programme:

Commerce and Marketing

#### 2. Title of award and qualification as they appear on the degree

- **title of award:** bachelor's degree (baccalaureus, bachelor; abbreviated: BSc)
- **qualification:** Economist in the Commerce and Marketing Bachelor's Programme
- **English Title of the qualification:** Economist in Commerce and Marketing

#### 3. Field of training:

Economic Sciences

#### 4. Duration of studies in semesters:

7 semesters

#### 5. Number of credits required for obtaining the bachelor's degree:

180 + 30 credits

- programme orientation: practice-oriented (60–70 percent)
- minimum credit value of continuous external internship (practical training): 30 credits, of which 10 credits are assigned to the preparation of the thesis
- minimum credit value for elective subjects: 10 credits

#### 6. ISCED study field classification of the qualification:

341/0416

#### 7. Aim of the bachelor's programme and professional competencies

The aim of the programme is to train economic professionals with commercial and marketing expertise and skills, as well as economic and business knowledge, who are capable of demand-driven procurement and sales of various products and services and of organizing and managing the commercial activities of small and medium-sized enterprises. Graduates are prepared to continue their studies in master's programmes.

##### 7.1. Professional competencies to be acquired

##### 7.1.1. Economist in Commerce and Marketing Bachelor's Programme

##### a) Knowledge

He / She

- Possesses knowledge of the fundamental and comprehensive concepts, theories, facts, and national and international interrelations of economic sciences, with regard to relevant economic actors, functions, and processes.
- Has mastered the basic theories and characteristics of the micro- and macro-level organization of the economy and possesses basic methods of information collection and mathematical and statistical analysis.
- Knows the rules and ethical norms of cooperation in projects, teams, and work organizations and of project management.

- Has comprehensive knowledge of the basic facts, directions, and boundaries of the field of commerce and marketing, the structure, operation, and network of economic and sectoral organizations, the behaviour of actors, and the external and internal environmental, behavioural, decision-making, informational, and motivational factors that determine that behaviour.
- Knows the most important interrelations and theories linked to the field of commerce and marketing and the conceptual system on which these are built.
- Knows the concept, philosophy, toolkit, and methodology of marketing in both the business and non-profit sectors. Knows the role of marketing in the functioning of the company or institution and the relationship between marketing and other organizational processes and functions.
- Knows the processes of consumer and buyer behaviour and the field of consumer protection.
- Knows the processes, legal and ethical requirements of sales and business negotiation activities. Knows the operation and organization of commercial enterprises, the main workflows and techniques of commercial activity, and logistics processes.
- Knows the methods and background of e-business.
- Possesses the basic professional terminology of economic sciences in the native language and at least one foreign language.

#### **b) Skills**

#### **He / She**

- Plans and organizes economic activities and projects; manages and controls small enterprises and economic organizations.  
By applying the learned theories and methods, reveals, structures, and analyses facts and basic interrelations; formulates independent conclusions and critical remarks; prepares decision-preparatory proposals; and makes decisions in routine and partly unknown domestic and international environments.
- Follows and interprets global economic and international business processes, as well as changes in economic policy and related sectoral policies and legislation relevant to the field, and evaluates and takes into account their impacts in analyses, proposals, and decisions.
- Performs a basic analysis of the concepts and ideas that constitute the body of knowledge in commerce and marketing, synthesizes relationships, and carries out adequate evaluation activities.
- Is capable of orienting themselves within the short- and medium-term decision-making processes of marketing and sales, recognizing rapid market changes, and adapting to them.
- Is able to prepare marketing research tasks that support marketing and commercial decisions, formulate research plans and conduct the research, and analyse fundamental relationships.
- Is capable of managing corporate commercial and marketing databases, analysing secondary marketing research information and data, and using the necessary specific software.
- Is capable of effective work in economic, marketing, and commercial projects and in economic organizations.
- Is able to lead marketing and commercial organizational units or enterprises.
- Understands and uses the typical online and printed professional literature of the field of commerce and marketing in Hungarian and in foreign languages.
- Is able to present professionally and conceptually well-founded proposals and positions orally and in writing, in Hungarian and in a foreign language, in accordance with the rules of professional communication.

- Is capable of identifying economic, marketing, and commercial problems, planning and implementing their solutions.
- Is able to cooperate with other fields of knowledge and with other social and economic subsystems.
- Is able to communicate in writing and orally and by using modern info-communication tools, also in a foreign language.

### **c) Attitudes**

#### **He / She**

- Shows problem sensitivity and a proactive attitude for the sake of quality work; in projects and group tasks acts constructively, cooperatively, and takes initiative.
- Is receptive to new information, professional knowledge, and methodologies; is open to undertaking new tasks and responsibilities requiring independence and cooperation.
- Strives to develop own knowledge and professional relationships and to cooperate with colleagues in this.
- Strives to make self-education a tool for achieving professional goals.
- In complex and unexpected decision-making situations, strives to make decisions in full compliance with laws and ethical norms.
- Is receptive to others' opinions and to sectoral, regional, national, and European values (including social, societal, ecological, and sustainability aspects).

### **d) Autonomy and Responsibility**

#### **He / She**

- Under general professional supervision, independently performs and organizes the tasks defined in their job description.
- Takes responsibility for analyses, conclusions, and decisions.
- Independently leads, organizes, and manages organizational units, work groups, or enterprises/smaller economic organizations within an economic organization, taking responsibility for the organization and its employees.
- Based on professional guidance, performs the consideration and elaboration of comprehensive and specific professional issues in commerce and marketing, using available resources.
- Takes responsible part in forming and justifying professional views in commerce and marketing.
- Takes responsibility for complying with professional, legal, and ethical norms and regulations related to work and behaviour.
- Holds presentations and independently leads discussions. Participates independently and responsibly in professional forums both inside and outside the economic organization.

## **8. Characteristics of the bachelor's programme**

### **8.1. Professional characteristics**

#### **8.1.1. Disciplines and fields of study forming the basis of the qualification:**

- **Economic, methodological, and business knowledge**  
(mathematics, statistics, informatics, micro- and macroeconomics, international economics, finance, business economics, economic law, marketing, accounting, management, business communication, professional language, environmental economics, basic business foundation courses)

**80–90 credits**

- **Social science knowledge**  
(European Union studies, general and economic law, economic history, sociology, political science, philosophy)  
**10–20 credits**
- **Professional knowledge in commerce and marketing**  
(corporate management, economics of commerce, marketing management, organizational behaviour, corporate finance, marketing research, foreign trade techniques, marketing communication, logistics, economics of the media, and optional specializations)  
**70–90 credits**

**8.1.2.** The proportion of credits for specialized knowledge in subfields corresponding to the needs of the commerce and marketing business profession may be a **maximum of 30 credits** within the entire program.

## **8.2. Foreign language requirement**

In order to obtain a bachelor's degree, students must pass a nationally recognized intermediate-level (B2) complex foreign language examination in a language relevant to their field of study, or a nationally recognized, advanced-level (C1) complex general language examination, or submit an equivalent secondary school degree or certificate.

## **8.3 Requirements of the professional internship**

The professional internship lasts for one semester and consists of a minimum of twelve weeks of continuous practice, as specified in the curriculum of the higher education institution.

**CURRICULUM**  
**BSc in COMMERCE AND MARKETING**  
for the academic year of 2022-2023  
**FULL-TIME PROGRAMME**

Sem	Subject	No. of hours per sem	Theory	Practice	Credits	Assessment	Pre-requisite	Type of subject	Category of subject
			weekly no. of hours						
1,	Mathematics 1	45	1	2	6	E		mandatory	EMB
	Informatics	30	0	2	4	T		mandatory	EMB
	Economics 1	45	1	2	6	E		mandatory	EMB
	Law	30	1	1	3	E		mandatory	SS
	Foreign Language 1	45	0	3	0	S		criterion	EMB
	Study and Research Methodology	30	0	2	3	T		mandatory	EMB
	Psychology-Economic Psychology	30	1	1	3	E		mandatory	SS
	Optional 1	15	0	1	3	T		optional	O
	Altogether	270	4	14	28				
2,	Mathematics 2	45	1	2	6	E	Mathematics 1	mandatory	EMB
	Economics 2	45	1	2	6	E		mandatory	EMB
	Fundamentals of Corporate Economics	45	2	1	6	E		mandatory	EMB
	Business Communication	30	1	1	3	T		mandatory	EMB
	Accounting	45	1	2	5	T		mandatory	EMB
	Management	30	1	1	4	E		mandatory	EMB
	Foreign Language 2	45	0	3	0	S	Foreign Language 1	criterion	EMB
	Altogether	285	7	12	30				
3,	Statistics	45	1	2	6	T	Mathematics 2	mandatory	EMB
	International Economics	30	1	1	5	E		mandatory	EMB
	Finance	45	2	1	6	E		mandatory	EMB
	Sociology	30	1	1	3	T		mandatory	SS
	Marketing	45	2	1	6	E		mandatory	EMB
	Business English 1	45	0	3	3	T		mandatory	EMB

	Optional 2	15	0	1	3	T		optional	O
	PE	30	0	2	0	S		mandatory	EMB
	Altogether	285	7	12	32				
4,	Environmental Economics	45	1	2	5	T		mandatory	EMB
	The European Union and Its Economic Policies	30	1	1	3	T		mandatory	SS
	Economic History and Economic Philosophy	30	1	1	3	T		mandatory	SS
	Corporate Finance	45	1	2	6	E	Finance	mandatory	PS
	Marketing Management	45	1	2	5	E	Marketing	mandatory	PS
	Marketing Research Methodology	45	1	2	4	T	Marketing	mandatory	PS
	Business English 2	45	0	3	3	T		mandatory	PS
	Optional 3	15	0	1	3	T		optional	O
	Altogether	300	6	14	32				
5,	Marketing Communication and Media Studies	45	1	2	3	E		mandatory	PS
	Logistics	30	1	1	4	T		mandatory	PS
	Consumer Behaviour	45	2	1	3	T		mandatory	PS
	Organisational Behaviour	30	1	1	3	E		mandatory	PS
	International Transactions and Foreign Trade Techniques	30	0	2	3	T		mandatory	PS
	Elective course units (1 course)	30	1	1	4	T		mandatory	PS
	<i>Data Driven Marketing</i>								
	<i>Commercial Law</i>								
	<i>In-store Marketing</i>								
	<b>Marketing Planning and Strategy Specialization</b>						Minimum 110 credits		
	<i>Methods of Marketing Planning</i>	45	1	2	5	T		mandatory	PS
	<i>Comparative Analysis of Marketing Strategies</i>	30	1	1	5	T		mandatory	PS
	<b>Specialization in Trade Management</b>						Minimum 110 credits		

	<i>E-Commerce</i>	45	1	2	5	T		mandatory	PS
	<i>Organization of Goods Traffic</i>	30	1	1	5	T		mandatory	PS
	<b>Altogether</b>	<b>285</b>	<b>8</b>	<b>11</b>	<b>30</b>				
6,	Project Work	30	0	2	4	T	Minimum 130 credits	mandatory	PS
	Corporate Management	30	0	2	3	T		mandatory	PS
	Economics of Commerce	45	1	2	5	E	Statistics	mandatory	PS
	Commercial Marketing	45	1	2	3	E		mandatory	PS
	Optional 4	15	0	1	3	T		optional	O
	<b>Marketing Planning and Strategy Specialization</b>						Minimum 130 credits		
	<i>Practical Marketing Research</i>	45	1	2	5	T		mandatory	PS
	<i>Characteristics of Online Marketing</i>	30	0	2	5	T		mandatory	PS
	<b>Specialization in Trade Management</b>						Minimum 130 credits		
	<i>Characteristics of Retail Chain Operations</i>	45	1	2	5	T		mandatory	PS
	<i>Commercial Informatics</i>	30	0	2	5	T		mandatory	PS
	<b>Altogether</b>	<b>240</b>	<b>3</b>	<b>13</b>	<b>28</b>				
7,	Thesis Writing Consultations	15	0	1	0	S	Minimum 180 credits	criteri on	T
	Thesis Work	0	0	0	10	T	Minimum 180 credits	mandatory	T
	Internship	400 (12 weeks)	0		20	T	Minimum 180 credits	mandatory	T
	<b>Altogether</b>	<b>415</b>	<b>0</b>	<b>1</b>	<b>30</b>				
<b>Semesters 1-7 altogether</b>		<b>2080</b>	<b>525</b>	<b>1555</b>	<b>210</b>				

Assessment: T= term mark, E= exam mark, S= signature

Type of subject: M=mandatory, CR=criterion, E=elective, O=optional

Category of subject: EMB=economic, methodology, business studies, SS=social science studies, PS=profession-related studies, O=optional,

T=traineeship/internship

Credits: EMB=80, SS=15, PS=73, O=12, T=30

**CURRICULUM**  
**for the Marketing Manager**  
**Post-Graduate Specialist Diploma Programme**  
**Full-time**

Subjects	Number of lessons	Credits	Grades
<b>1<sup>st</sup> semester</b>			
Operational Environment of Corporations	30	3	Exam mark
Approach and Practice of Marketing	30	3	Exam mark
Management in the 21 <sup>st</sup> Century	30	3	Exam mark
Effective Business Communication	30	3	Term mark
Consumer Behaviour and its Trends	30	3	Exam mark
Techniques and Methods of Economics and Management	30	3	Term mark
Challenges in Marketing Management	30	3	Exam mark
Online Marketing and its Trends	30	3	Term mark
Marketing Information and Market Research	30	3	Term mark
Integrated Marketing Communication	30	3	Exam mark
<b>Total</b>	<b>300</b>	<b>30</b>	
<b>2<sup>nd</sup> semester</b>			
Marketing Planning and Marketing Strategy	30	3	Term mark
Online Market Research Methodology	30	3	Term mark
Social Media Marketing	30	3	Term mark
Brand Marketing	30	3	Exam mark
Trade Marketing	30	3	Exam mark
Generation Marketing	30	2	Exam mark

Artificial intelligence in Marketing	30	3	Term mark
E business Strategy for Corporate Executives	30	2	Term mark
Thesis Consultation	0	2	Term mark
Thesis	0	6	Term mark
<b>Total</b>	<b>240</b>	<b>30</b>	
<b>1<sup>st</sup> and 2<sup>nd</sup> semester</b>	<b>540</b>	<b>60</b>	

**Curriculum**  
**for the Executive MBA Manager / Economic Specialist**  
**Post-Graduate Diploma Programme**  
**full time programme**

semester	Subject	contact hours per semester	credits	assessment methods	type of subject
1st	Modern Economics	30	5	Exam	mandatory
	Business Communication	30	4	Mid-term	mandatory
	Economic Law and Ethics	30	4	Exam	mandatory
	Managerial Studies	30	4	Exam	mandatory
	Marketing and Fundamentals of Marketing	30	5	Exam	mandatory
	Statistical Methods	30	5	Mid-term	mandatory
			180		27
2nd	Academic Skills PG 2	30	0	Mid-term	mandatory
	Accounting	30	4	Exam	mandatory
	Finance and International Finance	30	5	Exam	mandatory
	Human Resources Management	30	4	Exam	mandatory
	Marketing Management	30	5	Exam	mandatory
	Organizational Behaviour	30	4	Exam	mandatory
	Quantitative Analysis	30	5	Mid-term	mandatory
		210	27		
3rd	Academic Skills PG 3	30	0	Mid-term	mandatory
	Corporate Finance for Managers	30	6	Exam	mandatory
	Managerial Controlling	30	6	Exam	mandatory
	Managerial Information and Decision Support Systems	30	6	Mid-term	mandatory
	Research Methodology	30	4	Mid-term	mandatory
	Strategic Management	30	6	Exam	mandatory
	Value Creation Processes	30	5	Exam	mandatory
		210	33		
4th	Academic Skills PG 4	30	0	Mid-term	mandatory
	E business	30	4	Exam	mandatory
	Investment Decisions	30	4	Exam	mandatory
	Managerial Competence Development	30	3	Mid-term	mandatory
	Project Management	30	4	Mid-term	mandatory
	Quality Management	30	4	Exam	mandatory
	Strategic Case Studies	30	4	Mid-term	mandatory
	Thesis Consultation	2	2	Mid-term	mandatory

Thesis	0	8	Mid-term	mandatory
	212	33		

	Total number of contact hours	Credits
<b>PG Programme</b>	812	110
Thesis	0	10
<b>Total</b>	812	120

**Curriculum**  
**for the Program-Designer IT Specialist**  
**Post-Graduate Diploma Programme**  
**full time programme**

Semester	Subject	Contact hours per semester	Theory	Practice	Assessment method (Term or Exam mark)	Credits	Type of subject (Mandatory or Optional)	Category of requirements (BCM or DPM)*	Pre-requisites
1st	General and Business English I	32	0	32	Term mark	0	Mandatory	Professional Skills	Min. B2 level of English
	Office and IT English I	28	0	28	Term mark	2	Mandatory	DPM	Min. B2 level of English
	Fundamentals of Programming	21	14	7	Exam mark	3	Mandatory	DPM	---
	Frontend I	35	0	35	Term mark	5	Mandatory	BCM	---
	Frontend II	35	14	21	Term mark	5	Mandatory	BCM	---
	Web Applications Development	35	7	28	Exam mark	5	Mandatory	DPM	---
	Operating Systems	14	7	7	Exam mark	2	Mandatory	BCM	---
	<b>Total</b>	<b>200</b>				<b>22</b>			
2nd	Android / IOS Applications Development	35	0	18	Term mark	5	Mandatory	DPM	Web Applications Development
	IT Networks	21	14	0	Exam mark	3	Mandatory	BCM	Frontend II
	Databases	14	14	0	Exam mark	3	Mandatory	BCM	---
	Backend I	35	0	36	Term mark	5	Mandatory	BCM	Frontend II
	Backend II	35	0	36	Term mark	5	Mandatory	BCM	Frontend II
	General and Business English II	32	0	32	Term mark	0	Mandatory	Professional Skills	General and Business English I
	Office and IT English II	28	0	28	Term mark	2	Mandatory	DPM	"Office and IT English I
	Thesis	0	0	0	Term mark	15	Mandatory		---
	<b>Total</b>	<b>200</b>				<b>38</b>			
<b>All semesters total</b>		<b>400</b>				<b>60</b>			