WEKERLE INTERNATIONAL UNIVERSITY

TRAINING PROGRAMME SPECIFICATIONS

Academic Year 2026-2027

1. MASTER'S DEGREE PROGRAMMES IN THE ACADEMIC YEAR 2026-2027

1.1 MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

Title of the programme	MBA master's degree programme
Programme leader	Dr. Gergely Tóth
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

1. Name of the master's programme:
Master of Business Administration (MBA)
2. Title of award and qualification as they appear on the degree

Title of award: master's degree (magister, master; abbreviated: MSc)

qualification in Hungarian: okleveles közgazdász MBA szakon (Certified Economist in MBA)

English Title of the qualification: Economist

3. Field of training:
Economic Sciences
4. Accepted as pre-requisite for admission to the master's programme
4.1. Bachelor's degree programmes from the field of Economic Sciences, as well as:
Engineering field: Engineering Manager BSc; Agricultural field: Rural Development Agricultural Engineering BSc; IT field: Business Informatics BSc; Medical and Health Sciences field: Health Care Management BSc

4.2. According to point 9.3, those bachelor's and master's programmes — including programmes under Act LXXX of 1993 on Higher Education — that are accepted by the institution's Credit Transfer Committee based on the comparison of previously acquired knowledge and competencies.

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5. Duration of studies in semesters:
4 semesters
6. Total number of credits required for obtaining the master's degree:
120 credits

Orientation of the programme: balanced (40–60 percent)

Credits assigned to thesis writing and participation in project work: **15 credits**

Minimum credits for optional courses: **at least 5% of the total credits required for the degree**

7. ISCED study field classification of the qualification:
345/0413

8. Aim of the master's programme and professional competencies
The aim of the programme is to train economists who, based on their knowledge of all major areas of business, are capable of developing a strategic mindset that ensures the survival and development of organizations and enterprises.
They understand the main trends of the international economy and are capable of managing human resources as well as the activities of organizations and enterprises in general.
Another goal is **career acceleration** supported by strong theoretical foundations.
Graduates are prepared to continue their studies in doctoral programmes.

8.1. Professional competencies to be acquired

8.1.1. An economist graduating from the MBA programme shall meet the following requirements.

a) Knowledge
He / She

- Has mastered the concepts, theories, processes, and characteristics of economic sciences and the economy at both micro and macro levels; knows key economic facts.
  Understands the structure, functioning, and domestic/international relations of business organizations, including their informational and motivational elements, with particular attention to the institutional environment.
- Knows the European integration process and the EU policies related to its activities.
- Possesses modern, theoretically rigorous mathematical, statistical, econometric, and modelling methods for problem recognition, formulation, and solving, as well as information collection and processing; also understands their limitations.
  Knows the planning and management principles, professional norms, and ethical standards of enterprises, business organizations, and projects.
- Understands the factors influencing economic activities and the methods used to influence them, as well as decision-making and decision-support techniques.
- Has comprehensive knowledge of the most important connections between the economic system and other subsystems of society.
- Has broad leadership and organizational knowledge and possesses relevant, comprehensive social and public knowledge beyond the world of work.
- In addition to a high-level command of general language, has a mastery of business terminology, expression, and formulation techniques in the native language and at least one foreign language.
- Has mastered professional and effective written and oral communication methods, including tabular and graphical data presentation, and the use of info-communication technologies.
- Understands the possibilities, conditions, tools, and methods of career planning in a broad context, including tools and systems for supporting and motivating others.

b) Skills
He / She

- Formulates independent conclusions, original ideas, and solutions; is capable of applying advanced analytical and modelling methods; develops strategies for solving complex problems;

makes decisions in changing domestic and international environments and organizational cultures.

- After gaining practical experience, can manage medium and large enterprises and complex organizational units; performs comprehensive economic functions; plans and manages complex economic processes and resource allocation.
- Is capable of effective work in international and multicultural environments.
- Develops individual standpoints based on independent analysis and can represent them in debates.
- Is able to develop strategies aimed at solving complex problems, plan solutions, make decisions, and provide professional advice to economic actors.
  Applies interdisciplinary approaches when necessary.
- Actively participates in social and public life with relevant knowledge; is capable of recognizing and understanding social problems and analysing new phenomena.
- Participates in economic processes, projects, and group problem-solving; as a leader, plans, directs, organizes, coordinates, and evaluates activities.
- Prepares professional summaries, analyses, presentations, and participates in professional debates, also in a foreign language.
- Through lifelong learning, develops and manages an individual strategy for self-development and career building; as a leader, plans and organizes the professional development of colleagues and subordinates.

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c) Attitudes

He / She

- Critically evaluates own and subordinates' work and behaviour; demonstrates innovative and proactive behaviour in handling economic issues.
- Is open and receptive to new results in economic science and practice.
- Displays civilized, ethical, and objective intellectual behaviour in interactions with individuals and social issues; considers broader social, sectoral, regional, national, and European values (including social, ecological, and sustainability aspects).
  Strives to develop own knowledge and professional relationships and supports colleagues in doing so.
- Considers it a duty to correct mistakes and improve colleagues. Supports the professional development of co-workers and subordinates.
- Shows interest in results and solutions of related disciplines; open to building professional relationships.
- Is committed to high-quality work. In projects and group tasks, behaves decisively, constructively, cooperatively, proactively, tolerantly, and inclusively.
- Is motivated by the desire to increase their professional and social knowledge and societal usefulness in planning and organizing own professional career.

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d) Autonomy and Responsibility

He / She

- Independently selects and applies relevant problem-solving methods in strategically important

areas of organizational policy and management; independently performs economic analysis, decision making preparation, and consulting tasks.

- Independently establishes, organizes, and manages large enterprises or large organizational units.
- Takes responsibility for own work, the organization or enterprise managed, and its employees.
- Independently identifies, plans, and organizes own and subordinates' professional and general development, assuming full responsibility.Represents formulated professional opinions independently in known decision-making situations; in new and complex decision-making situations, takes responsibility for environmental and social impacts as well.

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9. Characteristics of the master's programme
9.1. Professional characteristics
9.1.1. Disciplines and areas of study forming the basis of the qualification

- **Economic and methodological knowledge**
  (quantitative methods, organizational behaviour, accounting, corporate finance, marketing, production management, human resource management)
  at least 25–40 credits

- **Economics and management professional knowledge**
  (quantitative methods, organizational behaviour, accounting, corporate finance, marketing, production management, HR management, business economics, strategic management, corporate communication, business law, change management, quality management, project management, decision-making/problem solving, international finance, investments, information management, compulsory electives)
  20–30 credits

9.1.2. Optional specializations

Special knowledge may be acquired in:
banking, healthcare management, economic policy, stock market futures and options, environmental management, public economics, logistics, macroeconomic finance, international (multinational) management, psychology, technology management, production organization, business ethics, advanced business law, business policy.
Credit value of elective knowledge: **25–65 credits**

9.2. Requirements of the professional internship

A professional internship may be included in the programme.
Its requirements are defined by the institution's curriculum.

9.3. Knowledge areas required for credit recognition

- **Methodological knowledge:** mathematics, statistics, informatics
- **Economics knowledge:** micro- and macroeconomics, international economics, environmental economics, economic theory, economic statistics, history of economic schools of thought, economic modelling, economic policy, sectoral and functional economics, public economics, global and European economics, public policy
- **Business knowledge:** business economics, finance, business law, decision theory and methodology, business ethics, business communication
- **Social sciences:** European Union studies, general and economic law, economic history, sociology, psychology, philosophy
- **Professional knowledge:** organizational behaviour, accounting, corporate finance, marketing, production management, leadership and organization, controlling, strategic planning, HR management

CURRICULUM
Master of Business Administration
Full-time Programme
for the Academic Year of 2026-2027

Sem.	Subject	No. of hours	Theory	Practice	Credits	Assessment	Pre-requisites	Type	Cat.
			weekly arrangement						
1,	Modern Economics	60	2	2	6	E		C	EMeth
	Methods of Quantitative Analysis	60	0	4	6	T		C	EMeth
	Human Resource Management	60	2	2	6	E		C	EMeth
	Business Economics	60	2	2	6	E		C	EMan
	Trends and Models in Economic Policy	30	2	0	3	E		C	E
	Macro-economic Finance	60	2	2	6	E		C	E
	Altogether	330	10	12	33				
2,	Managerial Accounting and Controlling	60	0	4	6	T		C	EMeth
	Marketing Management	60	2	2	6	E		C	EMeth
	Corporate Finance	60	2	2	6	T		C	EMan
	Activity Management	60	2	2	6	E		C	EMan
	Organisational Behaviour	30	0	2	3	E		C	EMan
	International Economics	30	1	1	3	E		C	E
	Optional (1 subject)	30	0	2	3	T		O	O
	Global Economic Trends								
	Planning Logitics Processes								
	Altogether	330	7	15	33				
3,	Strategic Management	60	2	2	6	E		C	EMan
	Money and Capital Markets	30	1	1	3	T	Corporate Finance	C	E
	Elective (1 subject)	30	1	1	3	T		E	EMan
	Sales Management								
	Current Issues in Social Policy								

	Specialization in Sustainable Competitiveness								
	Business Informatics	30	0	2	3	T		C	E
	Competition Law	30	2	0	3	E		C	E
	Artificial Intelligance	30	1	1	3	T		C	E
	Thesis Work 1	15	0	1	6	R	60 credits	C	
	Altogether	225	7	8	27				
4,	Business Planning and Risk Management	60	2	2	6	V		C	E
	Specialization in Sustainable Competitiveness							C	
	The Business Environment of the Future	30	0	2	3	F		C	E
	Market and Competition Analysis	30	0	2	3	F		C	E
	Data-Driven Marketing	30	0	2	3	F	Methods of Quantitative Analysis	C	E
	Thesis Work 2	30	0	2	9	B	Thesis Work 1		
	Optional (1 subject)	30	0	2	3	F		O	E
	Supply Chain Management								
	Business Communication in a Foreign Language[1]								
	Altogether	210	2	12	27				
	Altogether	**1095**	**26**	**47**	**120**				

[1] *Business Communication in a Foreign Language* = other than the language of instruction (English or German) with the exception of the English-language programme

E=Exam mark, T=Term mark, R=Report

Type of subject: C=Compulsory, E=Elective, O=Optional

Category of subject: EMeth=Economics and Methodology, EMan=Economics and Management, E=Elective, O=Optional, TW=Thesis Work

Credits: EMeth=30, EMan=30, E=39, O=6, TW=15

1.2 Marketing Strategy and Innovation Master's Programme

Title of the programme	Master's degree programme in marketing strategy and innovation
Programme leader	Dr. Ibolya Rózsa Pénzes
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

TRAINING AND OUTCOME REQUIREMENTS

1. Name of the master's programme:

a) In Hungarian: *marketingstratégia és -innováció mesterképzési szak*
b) In English: *marketing strategy and innovation master's degree programme*

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2. Qualification awarded as it appears on the degree:

a) In Hungarian: *okleveles marketing menedzser marketingstratégia és -innováció szakon*
b) In English: *marketing manager in marketing strategy and innovation*

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3. Classification of the master's programme:

3.1. Classification by training field:

Economic Sciences

3.2. Classification of the qualification level:

- Master's degree (magister, master of science, abbreviated: MSc)
- According to ISCED 2011: Level 7
- According to the European Qualification Framework: Level 7
- According to the Hungarian Qualification Framework: Level 7

3.3. ISCED-F 2013 classification (field of study):

0414

3.4. Classification by orientation:

balanced (40–60 percent)

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4. Duration of study in semesters:

2 semesters

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5. Number of credits required for obtaining the qualification:

60 credits

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6. Aim of the programme and professional competencies, learning outcomes

6.1. Aim of the programme:

The aim of the programme is to train future leaders who are capable of making complex marketing strategic decisions across various sectors and types of enterprises in both local and international markets. The programme seeks to prepare graduates to perform marketing experts' and marketing managers' tasks within specific marketing subfields.
Graduates will be able to represent the marketing function within the enterprise and collaborate effectively with other functional units and external marketing service providers.
The programme places strong emphasis on developing:

- analytical thinking based on the understanding of economic relationships,
- strategic mindset,
- customer-centric approach.

Its goal is to equip students with competencies enabling them to respond to the challenges of a digitalizing marketing environment.
Graduates are prepared to continue their studies in doctoral programmes.

6.2. Professional competencies to be acquired
6.2.1. Graduates of the programme shall meet the following requirements.

a) Knowledge:

He / She

- Understands the general and specific characteristics of the marketing field, its boundaries, key development directions, and its connections with related disciplines; knows the vocabulary of marketing and the main forms, methods, and characteristics of written and spoken communication.
- Knows the principles for building marketing information and knowledge systems that support corporate decision-making; understands basic and advanced analytical methods used in market research and interprets research results comprehensively.
- Understands the role of different marketing subfields in value creation processes and the impact of digitalization on their effectiveness.
- Knows the main innovation theories and technology acceptance models; interprets innovation in an ecosystem context involving inter-organizational, corporate and consumer elements.
- Identifies and understands customer experiences embedded in products, brands, and services; is aware of the concept of customer experience and the ways in which it can be designed.
- Understands digital trends shaping marketing communication; knows the legal, data protection, and ethical implications of digital communication.
- Understands the role of supply chains in marketing value creation and the approaches to designing sales channels.
- Knows resource-based corporate theories, essential marketing resources and capabilities, and the concept of strategic marketing and their interrelations; understands shareholder-value-based approaches to marketing strategy.
- Is familiar with the concepts of customer value and corporate value, methods of measuring customer value, and processes and organizational forms supporting customer orientation.

b) Skills:

He / She

- Represents the importance of marketing knowledge within the organization and applies marketing communication and knowledge-transfer techniques; operates and develops the marketing function.
- Designs and coordinates marketing information and knowledge systems supporting marketing and other corporate functions.
- Makes data-driven decisions in marketing and carries out market research projects routinely.
- Consciously shapes customer and brand experience, designs and builds customer–seller interactions and the consumer journey; plans and implements actions to enhance customer experience based on consumer insights; analyses and improves online customer experience.
- Plans digital marketing activities and uses digital solutions and applications in work processes.
- Creates innovative business models and implements innovation projects with consideration for marketing perspectives.

- Makes business development proposals and justifies decisions using information obtained from accounting systems.
- Develops and implements action plans to strengthen corporate sustainability practices.
- Creates synergies among different marketing subfields.

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c) Attitudes:

He / She

- Critically evaluates own and subordinates' work and behaviour; adopts an innovative and proactive approach to economic issues; is open and receptive to new findings in economic science and practice.
- Values data-supported decision-making and aims for maximum precision in analyses.
- Demonstrates cultured, ethical, and objective intellectual behaviour in personal and societal interactions; considers broad societal, sectoral, regional, national, and European values (including social, ecological, and sustainability aspects).
- Strives to develop own knowledge and professional relationships and encourages co-workers to do the same.
- Communicates the comprehensive and detailed areas of the profession authentically.
- In complex, strategic decision-making situations or unexpected circumstances, strives to act in full compliance with laws and ethical norms.
- Is open to applying design-thinking approaches in marketing decisions; views emerging problems as opportunities.
- Values tolerance towards cultures, inclusivity, and equal opportunity.
- Takes initiative to serve the community through the profession; has a developed professional marketing identity and professional commitment, which is represented toward the professional and wider social community.

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d) Autonomy and Responsibility:

He / She

- Independently selects and applies relevant problem-solving methods; independently performs economic analysis, decision preparation, and consulting tasks.
- Independently establishes, organizes, and manages large enterprises or larger organizational units.
- Takes responsibility for own work, the organization or enterprise managed, and their employees.
- Independently identifies, plans, and organizes own and subordinates' professional and general development and assumes full responsibility.
- Represents formulated marketing professional opinions independently in known decision making situations; assumes responsibility for environmental and social impacts in new, complex decision making situations.
- Participates in research and development projects and mobilizes theoretical and practical knowledge collaboratively within project teams.

- Designs professional communication in accordance with the situation and the needs and expectations of the audience.
- Demonstrates proactive and responsible behaviour in social and public matters with respect to colleagues and stakeholders.
- Communicates effectively and professionally across all areas of marketing work.

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7. Professional characteristics of the programme; fields of study and credit ratios

7.1. Marketing research and marketing decision-making support methodological knowledge: 4–8 credits

Marketing research planning and methodology, communication skills

7.2. Marketing strategy professional knowledge: 22–42 credits

Marketing strategy planning and implementation, customer and service experience, data-driven marketing decisions, distribution management, product and brand strategies, marketing innovation, online marketing communication

7.2.1. Within this block, the credit value of optional professional modules is:

18 credits

7.3. Credits assigned to thesis/dissertation writing:

9 credits

7.4. Minimum credits for optional subjects:

3 credits

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8. Requirements for professional internship and practical training:

not specified

9. Distinctive special characteristics of the programme:

not specified

10. Required level of foreign language proficiency for studies conducted in a foreign language:

not specified

MASTER'S DEGREE PROGRAMME IN
MARKETING STRATEGY AND INNOVATION
Full-time education
The following curriculum is valid from the Academic Year of 2026-2027

Sem.	Subject	Contact hours per semester	Theory	Practice	Credits	Assessment method	Pre-requisite	Category of requirements
			Contact hours per week					
1st	The Planning of Marketing Research	45	1	2	3	Term mark		SSMRMD
	Innovation Management	45	2	1	3	Exam mark		MSK
	Value Creation and Consumer Experience	45	2	1	3	Term mark		MSK
	The Planning and Implementation of a Marketing Strategy	45	1	2	3	Term mark		MSK
	Distribution Management	30	1	1	3	Exam mark		MSK
	The Planning of Integrated Marketing Communication	45	1	2	3	Term mark		MSK
	Marketing Communication in a Foreign Language[1]	45	0	3	3	Exam mark		MSK
	Elective subject (One subject)	30	0	2	3	Term mark		
	Marketing Strategy Case Studies							E
	Current Socio-Political Issues							E
	Project Management for Marketing							E
	Thesis Work 1	15	0	1	3	Assignment		TW
	Semester Total	**345**	**8**	**15**	**27**			

Sem.	Subject	Contact hours per semester	Theory	Practice	Credits	Assessment method	Pre-requisite	Category of requirements
			Contact hours per week					
2nd	Systems to Support Marketing Decisions	30	0	2	3	Term mark		SSMRMD
	Data-Driven Marketing Decisions	30	1	1	3	Term mark	The Planning of Marketing Research	MSK
	Product- and Brand-Strategies	30	1	1	3	Exam mark	The Planning and Implementation of a Marketing Strategy	MSK
	Elective modules (One module)							
	Digital Innovation in Marketing							MSK
	The use of AI in Marketing	60	2	2	6	Exam mark		MSK
	Digital Marketing	60	2	2	6	Exam mark		MSK
	The Legal and Ethical Aspects of Digital Marketing	60	2	2	6	Exam mark		MSK
	The Innovation of the Supply Chain							MSK
	Trade Marketing	60	2	2	6	Exam mark		MSK
	Retail Marketing	60	2	2	6	Exam mark		MSK
	International Marketing Management	60	2	2	6	Exam mark		MSK
	Marketing Challenges in Practice							
	The use of AI in Marketing	60	2	2	6	Exam mark		MSK
	Result-oriented Strategic Marketing	60	2	2	6	Exam mark		MSK
	Marketing Strategies for New Technologies, New Industries and New Models	30	1	1	3	Term mark		MSK
	Innovation of Service Marketing	30	1	1	3	Term mark		MSK
	Thesis Work 2	15	0	1	6	Assignment		TW
	Semester Total	**285**	**8**	**11**	**33**			
	Programme Total	630	16	26	60			

Marketing Communication in a Foreign Language[1] = in a foreign language other than the language of the programme except the English language

programme
Assessment method: T= Term mark, E=Exam mark, A= Assignment
Type of subject: M=Mandatory, E=Elective but one of them is mandatory
Category of requirements: SSMRMD= Systems to Support Marketing Research and Marketing Decisions, MSK=Marketing Strategy Knowledge, TW=Thesis Work
Required credit values: SSMRMD=6, MSK=42, TW= 9, E=3

2. BACHELOR'S DEGREE TRAINING PROGRAMMES IN THE ACADEMIC YEAR 2026-2027

2.1 Bachelor's degree programme in Human Resource Management

Title of the programme	Bachelor's degree programme in Human Resource Management
Programme leader	Dr. Andrea Bencsik
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:

human resources bachelor's degree programme

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 optional 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) Attitude

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.

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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. 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 2026-2027
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	5	E	Mathematics 1	C	EMB
	Economics 2	45	1	2	5	E		C	EMB
	Fundamentals of Corporate Economics	45	2	1	5	E		C	EMB
	AI in the Economy	30	1	1	3	T	Informatics	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	315	8	13	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	Foreign language 2	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	Foreign language 2	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
	Work Safety and Ergonomics								
	Education Policy								
	Recruitment, Selection, Placement								
	Career Counselling-Coaching Specialization						Minimum 110 credits		
	Self-awareness and Personality Studies	45	1	2	5	T		C	PS
	Life Path and Career Planning	30	1	1	5	T		C	PS
	Social Security Specialization						Minimum 110 credits	E	PS
	The Administrative System of Public Administration and Social Security	45	2	1	5	E		C	PS
	Social Policy and Social Law	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
	Career Counselling-Coaching Specialization						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
	Social Security Specialization						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		2035	555/585	1480/1450	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

2.2. Bachelor's degree programme in Business Informatics

Title of the programme	Bachelor's degree programme in business informatics
Programme leader	Dr. István Gerják
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 (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 optional subjects: 10 credits

6. ISCED study field classification of the qualification: 481

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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 programmes.

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.

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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. 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 2026-2027
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
	Optional course unit 1	15	0	1	3	term mark		optional	O
	Total	270	7	11	31				
2,	Mathematics 2	45	1	2	5	exam mark	Mathematics 1	mandatory	NS
	Economics 2	45	1	2	5	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	5	exam mark		mandatory	EH
	Artificial Intelligence in the Economy	30	1	1	3	term mark		mandatory	EH
	Total	300	8	12	31				
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
	Optional course unit 2	15	0	1	3	term mark		optional	O
	Business English 1	45	0	3	3	term mark	Foreign language 2	mandatory	PS
	Physical Education	30	0	2	0	signature		criterion	EH
	Computer Science (Algorithm theory) 1	15	1	0	3	exam mark		mandatory	NS
	Total	300	9	11	29				

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
	Optional course unit 3	15	0	1	3	term mark		optional	O
	Business English 2	45	0	3	3	term mark	Foreign language 2	mandatory	PS
	Elective course units (1 subject)	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
	Elective course units (1 subject)	30	1	1	4	term mark		elective	PS
	Web Systems Programming								
	Software Management								
	Specialization in Business Data Analysis						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	
	Integrated Company Management Systems	45	2	1	2	exam mark		mandatory	PS
6,	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
	Optional course unit 4	15	0	1	3	term mark		optional	O
	Specialization in Business Data Analysis						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
	Total	330	12	10	30			mandatory	
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
	Total	335	0	1	30				
Semesters 1 to 7 total		2105	825	1280	210				

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

2.3. 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. Petra Benedek
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	Englsih

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 optional subjects: 10 credits

6. * ISCED study field classification of the qualification:
345/0413

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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 programmes.

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 behavior.
- Knows and understands the basic principles and methods for managing, organizing, and operating economic processes, the methodology of analyzing 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.

8.2. 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 BUSINESS ADMINISTRATION AND MANAGEMENT
for the academic year of 2026-2027
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	5	E	Mathematics 1	mandatory	EMB
	Economics 2	45	1	2	5	E		mandatory	EMB
	Fundamentals of Corporate Economics	45	2	1	5	E		mandatory	EMB
	Artificial Intelligence in the Economy	30	1	1	3	T	Informatics	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	315	8	13	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	Foreign language 2	mandatory	EMB

	Optional 2	15	0	1	3	T		optional	O
	PE	30	0	2	0	S		criterion	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	Foreign language 2	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	
	Internal audit								PS
	Financial Management of Budgetary Institutions								PS
	Logistics								PS
	Specialization in Financial Institutions						Minimum 110 credits		
	Insurance Transactions	45	1	2	5	T		mandatory	PS
	Business Data Mining	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
	Specialization in Financial Institutions						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
	Altogether	240	3	13	30				
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
	Altogether	415	0	1	30				
Semesters 1-7 altogether		2050	540	1510	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

2.4. Bachelor's Degree Programme in Commerce and Marketing

Title of the programme	Bachelor's Degree Programme in Commerce and Marketing
Programme leader	Dr. Anikó Danyi-Boll
Location of training	Budapest, Hungary
Mode of training	full-time
Language of instruction	English

TRAINING AND OUTCOME REQUIREMENTS
1. Name of the bachelor's program:
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 optional subjects: 10 credits

6. *ISCED study field classification of the qualification:
341/0416

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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 analyze 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.

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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. 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 COMMERCE AND MARKETING
for the academic year of 2026-2027
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	5	E	Mathematics 1	mandatory	EMB
	Economics 2	45	1	2	5	E		mandatory	EMB
	Fundamentals of Corporate Economics	45	2	1	5	E		mandatory	EMB
	Artificial Intelligence in the Economy	30	1	1	3	T	Informatics	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	315	8	13	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	Foreign language 2	mandatory	EMB

	Optional 2	15	0	1	3	T		optional	O
	PE	30	0	2	0	S		criterion	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	Foreign language 2	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
	Data Driven Marketing								
	Commercial Law								
	In-store Marketing								
	Marketing Planning and Strategy Specialization						Minimum 110 credits		
	Methods of Marketing Planning	45	1	2	5	T		mandatory	PS
	Comparative Analysis of Marketing Strategies	30	1	1	5	T		mandatory	PS
	Specialization in Trade Management						Minimum 110 credits		

	E-Commerce	45	1	2	5	T		mandatory	PS
	Organization of Goods Traffic	30	1	1	5	T		mandatory	PS
	Altogether	285	8	11	30				
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
	Marketing Planning and Strategy Specialization						Minimum 130 credits		
	Practical Marketing Research	45	1	2	5	T		mandatory	PS
	Characteristics of Online Marketing	30	0	2	5	T		mandatory	PS
	Specialization in Trade Management						Minimum 130 credits		
	Innovation in Business Models in Retai	45	1	2	5	T		mandatory	PS
	Commercial Informatics	30	0	2	5	T		mandatory	PS
	Altogether	240	3	13	28				
7,	Thesis Writing Consultations	15	0	1	0	A	Minimum 180 credits	criter ion	T
	Thesis Work	0	0	0	10	F	Minimum 180 credits	mandatory	T
	Internship	400 (12 weeks)	0		20	F	Minimum 180 credits	mandatory	T
	Altogether	415	0	1	30				
Semesters 1-7 altogether		2110	540	1570	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

2.5. Bachelor's Programme in International Business Economics

Title of the programme	Bachelor's Programme in International Business Economics
Programme leader	Dr. Zoltán Eperjesi
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:
international business economics

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 International Business Economics Bachelor's Program
- **English Title of the qualification:** Economist in International Business

3. Field of training:
Economic Sciences

4. Duration of studies in semesters:
8 semesters

5. Number of credits required for obtaining the bachelor's degree:
180 + 60 credits

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

6. ISCED study field classification of the qualification:
313/0312

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7. Aim of the bachelor's programme and professional competencies
The aim of the program is to train economic professionals who are capable of negotiating at a high level also in foreign languages, and who, based on their knowledge of economics, applied economic sciences, methodology, and the knowledge acquired within specializations, are able to perform and manage international business activities.
Graduates are prepared to continue their studies in master's programmes.

7.1. Professional competencies to be acquired

7.1.1. 'Economist in International Business Economics' 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.
- Knows and understands the foundations of expert knowledge suitable for identifying international forwarding and international financial processes, as well as information-gathering, analytical, and problem-solving methods relevant to the field, along with their conditions of application and limitations.
- Knows the basics of other fields related to international business (law, regional development, education).
- Knows and understands the basic functions, determinants, and objectives of economic policy, foreign trade processes, and foreign economic policy. Possesses the knowledge necessary for effective work related to the operation of the European Union.
- Is familiar with 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 two foreign languages.

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 forwarding and foreign trade processes.
- In an economic organization and economic position, plans and organizes economic activities related to forwarding and foreign trade processes.

- Presents professionally and conceptually well-founded proposals and positions orally and in writing, in Hungarian and in foreign languages, in accordance with the rules of professional communication. Understands and uses the typical online and printed professional literature of the field in Hungarian and foreign languages.
- 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. Is able to cooperate with representatives of other professional fields (engineers, foreign trade specialists).
- Understands the specific characteristics of working in an international, multicultural environment.
- After acquiring practical knowledge and experience, is capable of managing small and medium-sized enterprises or organizational units within economic organizations.
- Is capable of using intermediate-level professional foreign language skills.

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 with 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.
- Critically evaluates own and subordinates' knowledge, work, and behaviour; is willing to correct mistakes and supports colleagues in doing so.
- 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.
- Strives to take into account, in a responsible manner, others' opinions and sectoral, regional, national, and European values (including social, societal, ecological, and sustainability aspects) when making decisions.
- Strives for lifelong learning both in- and outside the world of work.

d) Autonomy and Responsibility

He / She

- Independently performs and organizes the tasks defined in their job description under general professional supervision.
- Independently organizes the analysis of economic processes and the collection, structuring, and evaluation of data.
- Takes responsibility for analyses, conclusions, and decisions.

- Takes responsibility for complying with professional, legal, and ethical norms and regulations related to work and behaviour.
- Independently monitors changes in the social, economic, and legal environment affecting their professional field.
- Semi-independently follows and applies relevant sectoral policies.
- 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, organization and management theory)
  10–20 credits

- **Professional knowledge in international business economics**
  (international trade and economic institutions, world economic processes and regions, foreign economic policy, analysis and market development, international finance, international transactions, international marketing, intercultural management, EU community policies, international negotiation techniques, international etiquette and protocol, and optional specializations)
  70–90 credits

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

8.2. 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.

8.3. Distinctive special characteristics of the programme
To strengthen its international character, a compulsory requirement of the programme is the completion of **at least one semester of studies abroad or practical training acquired in an international environment**.
In the bachelor's programme, in order to obtain the qualification, students must reach **at least intermediate (B2) level professional foreign language proficiency in two foreign languages** corresponding to the field of training.

Supplementary institutional regulations
Requirement for professional foreign language proficiency required for the practice of the professional qualification to be acquired in the major Acquiring professional foreign language proficiency other than the language of training in the major can be achieved by completing the 0-credit, signed, criterion subjects without contact hours called “Foreign Language Professional Language Competence I.” and “Foreign Language Professional Language Competence II.” The subjects are included in the 7th semester of the major’s curriculum, but their completion in the undergraduate program is recommended from the 5th semester of the program.

CURRICULUM
BSc in INTERNATIONAL BUSINESS ECONOMICS
for the academic year of 2026-2027
FULL-TIME PROGRAMME

Sem	Subject	No. of hours per sem	Theory	Practice	Credits	Assessment	Pre-requisites	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	5	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	27				
2,	Mathematics 2	45	1	2	5	E	Mathematics 1	mandatory	EMB
	Economics 2	45	1	2	5	E		mandatory	EMB
	Fundamentals of Corporate Economics	45	2	1	5	E		mandatory	EMB
	Business Communication	30	1	1	3	T	Informatics	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	27				
3,	Statistics	45	1	2	5	T	Mathematics 2	mandatory	EMB
	International Economics	30	1	1	4	E		mandatory	EMB
	Finance	45	2	1	5	E		mandatory	EMB
	Sociology	30	1	1	3	T		mandatory	SS
	Marketing	45	2	1	5	E		mandatory	EMB
	Business Foreign Language ‘A’ 1	45	0	3	3	T	B2-level foreign language skills[1]	mandatory	EMB

[1]For both foreign languages (“A” and “B”), the prerequisite for enrolling in the subjects of Business Foreign Language 1 and 2 is proof of intermediate general language proficiency (B2-level C type complex exam certificate or B2-level proficiency confirmed in the institutional assessment).

	Optional 2	15	0	1	3	T		optional	O
	PE	30	0	2	0	S		criterion	EMB
	Altogether	285	7	12	28				
4,	Environmental Economics	45	1	2	4	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 Foreign Language 'A' 2	45	0	3	3	T	B2-level foreign language skills	mandatory	EMB
	Global Economic Trends and Regions	45	2	1	5	E		mandatory	PS
	International Trade and Economic Institutions	30	1	1	5	E		mandatory	PS
	Optional 3	15	0	1	3	T		optional	O
	Altogether	285	7	12	32				
5,	Management and Organisation	30	1	1	3	T		mandatory	SS
	International Finances	45	1	2	5	E	Corporate Finance	mandatory	PS
	International Transactions and Foreign Trade Techniques	30	0	2	3	T		mandatory	PS
	Business Foreign Language 'B' 1	45	0	3	3	T	B2-level foreign language skills[2]	mandatory	EMB
	Foreign Trade Policies	45	2	1	5	E		mandatory	PS
	Elective course units (1 course)	30	1	1	4	T		elective	PS
	International Accounting								PS
	Artificial Intelligence in the Economy								PS
	Economic Relations within the European Union						Minimum 110 credits		
	The EU's Institutional and Decision-Making System	45	1	2	5	T		mandatory	PS
	The EU's Funding, Grant, and Audit System	30	0	2	5	T		mandatory	PS

[2]For both foreign languages ("A" and "B"), the prerequisite for enrolling in the subjects of Business Foreign Language 1 and 2 is proof of intermediate general language proficiency (B2-level C type complex exam certificate or B2-level proficiency confirmed in the institutional assessment).

	Altogether	300	6	14	33				
6,	International Marketing	30	1	1	4	E		mandatory	PS
	Intercultural Management	45	1	2	4	T		mandatory	PS
	Market Analysis and Development	30	1	1	3	E		mandatory	PS
	AI in the International Economic Relations	30	1	1	3	T	Informatics	mandatory	PS
	Business Foreign Language 'B' 2	45	0	3	3	T	B2-level foreign language skills	mandatory	EMB
	Project Work	30	0	2	4	T	Minimum 130 credits	mandatory	PS
	Optional 4	15	0	1	3	T		optional	O
	Economic Relations within the European Union						Minimum 130 credits		
	The EU's Position in the Multipolar Global Economy	45	2	1	4	T		mandatory	PS
	Taxation Specifics in the EU	30	0	2	5	T		mandatory	PS
	Altogether	300	6	14	33				
7,	Internship 1	400 (12 weeks)			30		Project Work	mandatory	T
	Foreign Language Professional Language Competence I.	0			0		Business Foreign Language 'A' 2	criterion	EMB
	Foreign Language Professional Language Competence II.	0			0		Business Foreign Language 'B' 2	criterion	EMB
	Thesis Consultation	15	0	1	0	S	Project Work	mandatory	PS
	Altogether	415	0	1	30				
	Thesis Work	0	0	0	10	T	Thesis Consultations	mandatory	PS
8,	Internship 2	400 (12 weeks)	0		20	T	Internship 1	mandatory	PS
	Altogether	400	0		30				
Altogether		2540	555	1985	240				

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=83, SS=15, PS=70, O=12, T=30

2.6. Bachelor's Degree Programme in Finance and Accounting

Title of the programme	Bachelor's Degree Programme in Finance and Accounting
Programme leader	Dr. Gergely Tóth
Location of Training	Budapest
Mode of training	full time
Language of instruction	English

TRAINING AND OUTCOME REQUIREMENTS

1. **Name of the bachelor's programme**: Finance and Accounting
2. Indication of the level of qualification and vocational line in the bachelor's degree programme
- Level of qualification: Baccalaureus, bachelor's degree
- Qualification: Economist in Finance and Accounting BSc
- Indication of qualification in English: Economist in Finance and Accounting
3. **Field of study**: economics
4. **Duration of the training in semesters**: 7 semesters
5. **Number of credits to be collected for the bachelor's degree**: 180+30 credits
- orientation of the major: practice-oriented (60-70 percent)
- minimum credit value of coherent internship / practical training outside the institution: 30 credits, of which the credit value assigned to the preparation of the thesis: 10 credits
- Minimum credit value for optional subjects: 10 credits
6. * Classification of vocational lines according to the uniform classification of fields of vocational qualifications: 343/0412
7. **The educational objective of the bachelor's degree programme and the related professional competencies**

   The aim of the training is to train finance and accounting professionals who have up-to-date economic literacy in accordance with international requirements, theoretical factual and methodological knowledge for financial and accounting applications, are able to produce and utilise data in a realistic manner, to increase their knowledge as an organisational asset, to oversee, operate and develop financial and accounting systems, to make strategic decisions, to apply modern planning, management, accounting and controlling procedures and methods, to shape institutional conditions, to review and operate the information systems of international, national and regional enterprises, to assess the situation and make proposals for the realisation of their development goals, and to coordinate interest reconciliation processes. They are prepared to continue their studies in the master's programme.

7.1. Professional competencies to be acquired

7.1.1. Finance and Accounting Bachelor's Degree Program in Economics

a) Knowledge

- He/she has knowledge of the basic, comprehensive concepts, theories, facts, national economic and international contexts of economics with regard to the relevant economic actors, functions and processes.

- He/she has mastered the basic theories and characteristics of the micro and macro levels of organization of the national economy and is in possession of the basic methods of information gathering, mathematical and statistical analysis. He/she knows the rules and ethical norms of cooperation in projects, teams, work organizations, and project management.
- He/she is familiar with the basic concepts of finance and accounting, financial products and markets, the accounting information system, the components of financial statements and the accounting processes supporting them.
- He/she is familiar with financial and accounting interdependence, has an overview of the most important theoretical approaches, and has mastered the basics of financial and accounting thinking.
- He / she understands the goals and basic laws of corporate management.
- He/she is familiar with the financing, accounting and taxation subsystem of corporate management, the basic principles of corporate financing, and the forms of direct and indirect financing.
- He / she has mastered the theoretical foundations and practice of planning, organizing, directing and controlling financial and accounting processes, as well as the techniques of evaluation.
- He/she is familiar with domestic and international tax and accounting rules, as well as the accounting and financial presentation of the operation of enterprises (establishment, operation, transformation, termination).
- He/she is familiar with the structure of the financial institution system, the characteristics of each type of financial institution, the lending process, and the most important elements of the operation of the securities market.
- He / she is familiar with the tasks and structure of public finances, the basic laws of budget management, the principles and possible techniques of budget financing, as well as the Hungarian control and supervision system.

b) Skills and capabilities

- He/she plans and organizes economic activities and projects, manages and controls small businesses or business organizations. By applying the theories and methods learned, he/she explores, systematizes and analyses facts and basic relationships, formulates independent conclusions and critical remarks, prepares decision-making proposals, and makes decisions in routine and partly unknown - domestic and international - environments.
- He/she follows and interprets the global economic and international business processes, the changes in the relevant policies and legislation according to the economic policy and the field, and their effects, and takes these into account in his/her analyses, proposals and decisions.
- He/she is able to prepare financial, investment, financing and investment decisions, to prepare and evaluate loan applications, financial plans and tenders.
- Ability to use financial and accounting record systems.
- Preparing and analysing accounting reports, financial statements.
- He / she is able to determine tax, duty, customs, excise and social security obligations and prepare the related revenue statements.
- Prepares accounting policy and accounting regulations.
- Calculates economic indicators and draws conclusions from them.
- Is able to communicate in a General Language.
- Is capable of independently processing professional literature.

c) Attitude

- In order to achieve quality work, they are problem-sensitive, proactive, constructive, cooperative and proactive in projects or group assignments.
- He/she is receptive to new information, new professional knowledge and methodologies, and is open to taking on new, independent and cooperative tasks and responsibilities. He/she strives to develop his/her knowledge and working relationships, and to cooperate with his/her

colleagues in this.
- They are open to phenomena and problems affecting finance and accounting, and they are committed to solving them.
- He / she is constantly striving for self-education, updating his knowledge and knowledge.
- He / she is interested in innovations.

d) autonomy and responsibilities

- Under general professional supervision, he/she independently performs and organizes the tasks specified in their job description. He/she independently organizes the analysis of economic processes, the collection, systematization and evaluation of data. He/she assumes responsibility for the analyses, conclusions and decisions.
- Independently leads, organizes and manages an organizational unit, a working group, or a business or a smaller unit in a business organization, taking responsibility for the organization and the employees.
- Suitable for independent work (selection of methodology and technique; organization, planning, management of work; collection, systematization, analysis and evaluation of data; general and professional development).
- Assumes responsibility for the observance of professional, legal and ethical norms and rules related to his/her work and conduct, as well as for the consequences, suggestions and decisions of his/her activities.
- His / her work is characterized by quality and accuracy.
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8. Features of the bachelor's degree programme

8.1. Professional characteristics

8.1.1. The disciplines leading to the professional qualification, the specialties from which the specialisation is composed:

- Economic, methodological and business knowledge (mathematics, statistics, information technology, micro- and macroeconomics, international economics, finance, business economics, business law, marketing, accounting management, business communication, technical language, environmental economics, other basic business knowledge) 80-90 credits;
- Social sciences (European Union, general and economic law, economic history, sociology, psychology, philosophy) 10-20 credits;
- financial and accounting professional knowledge (finance, law, financial calculations and financial markets, taxation knowledge, company valuation, financial accounting, basics of management accounting, methodology of analysis and control, business planning, financial and accounting informatics, special accounting cases, accounting knowledge and optional specializations) 70-90 credits.

8.1.2. The maximum credit ratio of the special knowledge that can be obtained in the fields that meet the needs of the profession in the field of finance and accounting is a maximum of 30 credits within the entire training.

8.2. * Internship Requirements

The internship is one semester, with a minimum of twelve weeks of continuous internship as defined in the curriculum of the higher education institution.

CURRICULUM
BSc in IN FINANCE AND ACCOUNTING
Academic year 2026-2027
FULL-TIME

Semester	Name of the course	Semester hours	Theory	Practice	Credit	Assessment	Prerequisite	Item Type	Nature of the object
			Weekly Lessons						
1.	Mathematics 1	45	1	2	6	E		M	EMB
	Informatics	30	0	2	4	T		M	EMB
	Economics 1	45	1	2	6	E		M	EMB
	Law	30	1	1	3	E		M	SS
	General Language 1	45	0	3	0	S		CR	EMB
	Study and Research Methodology	30	0	2	3	T		M	EMB
	Psychology - Economic Psychology	30	1	1	3	E		M	SS
	Optional 1	15	0	1	3	T		O	O
	Total	270	4	14	28				
2.	Mathematics 2	45	1	2	5	E	Mathematics 1	M	EMB
	Economics 2	45	1	2	5	E		M	EMB
	Fundamentals of Corporate Economics	45	2	1	5	E		M	EMB
	Artificial Intelligence in Business	30	1	1	3	T	Informatics	M	EMB
	Business Communication	30	1	1	3	T		M	EMB
	Accounting	45	1	2	5	T		M	EMB
	Management	30	1	1	4	E		M	EMB
	General Language 2	45	0	3	0	S	General Language 1	CR	EMB
	Total	315	8	13	30				
3.	Statistics	45	1	2	6	T	Mathematics 2	M	EMB
	International Economics	30	1	1	5	E		M	EMB
	Finance	45	2	1	6	E		M	EMB
	Sociology	30	1	1	3	T		M	SS
	Marketing	45	2	1	6	E		M	EMB

	Business English 1	45	0	3	3	T	General Language 2	M	EMB
	Optional 2	15	0	1	3	T		O	O
	Physical Education	30	0	2	0	S		CR	EMB
	Total	285	7	12	32				
4.	Environmental Economics	45	1	2	5	T		M	EMB
	The European Union and its Economic Policies	30	1	1	3	T		M	SS
	Economic History and Economic Philosophy	30	1	1	3	T		M	SS
	Corporate Finance	45	1	2	6	E	Finance	M	PS
	Financial Markets	45	2	1	4	E		M	PS
	Business English 2	45	0	3	3	T	General Language 2	M	PS
	Optional 3	15	0	1	3	T		O	O
	Total	255	6	11	27				
5.	Financial Accounting	45	1	2	6	E	Accounting	M	PS
	Taxation	45	1	2	6	E		M	PS
	Company evaluation	30	1	1	4	E		M	PS
	Elective Subjects	30	1	1	4	T		E	PS
	Internal audit								
	Financial Management of Budgetary Institutions								
	Logistics								
	Financial Institutions Specialization						Minimum 110 Credit		
	Insurance Transactions	45	1	2	5	T		M	PS
	Business Data Mining	30	1	1	5	T		M	PS
	Total	225	6	9	30				
6.	Project work	30	0	2	4	T	Minimum 130 Credit	M	PS
	Managerial Accounting	45	1	2	4	E	Accounting	M	PS
	Financial and Accounting Informatics	30	0	2	3	T		M	PS
	Controlling	30	0	2	4	T		M	PS

	Business planning	45	1	2	5	E		M	PS
	Optional 4	15	0	1	3	T		O	O
	Financial Institutions Specialization						Minimum 130 Credit		
	Credit transactions and risk management	45	1	2	5	T		M	PS
	Financial Case Studies	30	0	2	5	T		M	PS
	Total	270	3	15	33				
7.	Thesis consultation	15	0	1	0	S	Minimum 180 Credit	CR	T
	Thesis	0	0	0	10	T	Minimum 180 credits	M	T
	Internship	400 (12 weeks)	0		20	T	Minimum 180 credits	M	T
	Total	415	0	1	30				
1-7 semesters in total		2035	510	1525	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=economics, 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
1st semester			
Operational Environment of Corporations	30	3	Exam mark
Approach and Practice of Marketing	30	3	Exam mark
Management in the 21st 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
Challanges 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
Total	**300**	**30**	
2nd semester			
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
Total	**240**	**30**	
1st and 2nd semester	**540**	**60**	

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**
PG Programme	**812**	**110**
Thesis	**0**	**10**
Total	**812**	**120**

CURRICULUM
Program-Designer IT Specialist
Post-Graduate Diploma Programme
Full-time

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	---
	Total	**200**				**22**			
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		---
	Total	**200**				**38**			
All semesters total		**400**				**60**			