Bachelor of Arts in
BUSINESS AND MANAGEMENT

A detailed programme description
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1. PROGRAMME INFORMATION

1.1 PROGRAMME AIMS

In today’s world of globalisation, students wishing to achieve a career in business will almost certainly work in an international environment. The bachelor programme in “Business and Management” offered in English by the Faculty of Business Administration of the Corvinus University of Budapest and coordinated by the International Study Programs (ISP) Office prepares students for precisely such a professional career. In the course of their studies students not only obtain the sound knowledge and skills needed to work in an international environment, but will also have experiences on what it is like to work with students and professors coming from other countries and cultures. Needless to say, they will also be equipped to continue their studies at the Master’s (and later PhD) levels should they so decide.

1.2 MAJOR LEARNING OUTCOMES

– Theoretical and practical knowledge in micro-, macro- and international economics.
– Well founded knowledge in the various fields related to the business and to the management of a company or organisation (accounting, finance, organisational behaviour, marketing, human resource management, etc.)
– A general overview and the ability to position a company or organisation not only at the national or regional level, but also at an international level.
– Knowledge and practice in working in an international environment.
– Practice in conducting negotiations.
– The ability to work individually, as well as the ability to work in the frame of an international team.

1.3 PROGRAMME DESCRIPTION

The Programme consists of the following blocks: foundation courses, general business courses, specialization business courses, elective courses. The teaching methodology focuses on a combination of lectures (to provide the necessary theoretical knowledge required) and seminars (where students can apply the theory in practice). Seminars include interactive discussions, small group work, student projects and presentations, case studies and other business problem related issues. In addition to business, economics and social science elective courses, students are also offered the possibility to study foreign languages. The curriculum thus provides a sound theoretical basis for the students’ future career, as well as combining theoretical knowledge with hands-on practice. In the course of their studies students will also complete a one semester internship giving them the opportunity to apply their knowledge in real life.

The Programme and all the courses offered are taught in English by outstanding professors from the Corvinus University of Budapest, experts from the Hungarian and foreign business world, and last but not least, by visiting professors from all over the world (e.g. USA, Singapore, Switzerland, Austria, UK, Italy, Poland, etc.).
### 1.4 STRUCTURE OF STUDIES

6 academic semesters and 1 semester placement (internship)
Academic credits altogether: 180
Placement (internship) credits: 30
Credits altogether: 210

### 1.5 PROGRAMME STRUCTURE

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# CURRICULUM – BACHELOR OF ARTS IN BUSINESS AND MANAGEMENT

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* C = core, S = specialization  
** h = hours per week  
Total 210 credits  
6 credit courses have 45 contact hours per semester, 3 credit courses have 22.5 contact hours per semester (except the English for Specific Purposes course, which is worth 3 credits but has 45 contact hours per semester)

**PLACEMENT/INTERNSHIP**

In the course of their studies students have to complete a mandatory internship at a company or organisation to apply in practice what they had learnt in the course of their studies and to provide them with real life experience in the world of business. The internship and the experiences collected during this period will assist the student in deciding which size of a business they wish to deal with in the long term. The internship can take place both in or outside of Hungary, but the choice of company or organisation must be approved by the Programme Director in advance.
1.6 THE ADVANTAGES OF STUDYING IN AN ENGLISH LANGUAGE PROGRAMME AT THE CORVINUS UNIVERSITY OF BUDAPEST

– The Faculty of Business Administration of the Corvinus University of Budapest is internationally acknowledged to be one of the most outstanding higher educational institutions in the CEE region in the field of business and economics. This excellence is supported by the international rankings (Financial Times), various internationally acknowledged educational awards, as well as membership in such organizations as the Community of European Management Schools (CEMS), Partnership in International Management (PIM), EDAMBA, EFMD, CEEMAN.

– Students acquire knowledge from highly qualified and acknowledged professors and experts from the Hungarian and international business world within the frame of an internationally accredited programme. The BA in Business and Management programme was accredited by the European Foundation for Management Development (EFMD) within the frame of the European Programme Accreditation System (EPAS) for business programmes for 5 years in April, 2009.

– Students have the opportunity to live and study in a truly international environment (each semester we have students from close to 50 different countries).

– Students have the advantage of studying in a university with widespread international contacts providing them with a large number of study abroad opportunities, while conducting their studies in a small, family-like atmosphere.

– Budapest, a gateway between the EU and non-EU states, offers a rich cultural and social programme to those living here. In addition to their studies, students will also have the opportunity to have fun and discover Budapest, Hungary and the European Union.

– An enthusiastic and helpful staff to assist students with any problem they may encounter during their studies.
## 2. SPECIAL PRACTICAL INFORMATION

### 2.1 THE INTERNATIONAL STUDY PROGRAMMES OFFICE – CONTACT DETAILS

Address: 1093 Budapest, Fővám tér 8.  
Fax: +36 1 482–5449  
Website: [http://isp.uni-corvinus.hu](http://isp.uni-corvinus.hu)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Contact Information</th>
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<tr>
<td>Dr. Zita ZOLTAY PAPRIKA</td>
<td>Programme Director</td>
<td><a href="mailto:zita.paprika@uni-corvinus.hu">zita.paprika@uni-corvinus.hu</a></td>
</tr>
<tr>
<td></td>
<td><em>Bachelor of Arts programme</em></td>
<td><em>phone: 482–5268</em></td>
</tr>
<tr>
<td></td>
<td>in Business and Management</td>
<td><em>1st floor, Room 153</em></td>
</tr>
<tr>
<td>Doris KESZTHELYI</td>
<td>Head of Office</td>
<td><a href="mailto:doris.keszthelyi@uni-corvinus.hu">doris.keszthelyi@uni-corvinus.hu</a></td>
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<tr>
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<tr>
<td>Mónika CSIZMÁR</td>
<td>Graduate Programme Coordinator</td>
<td><a href="mailto:monika.csizmar@uni-corvinus.hu">monika.csizmar@uni-corvinus.hu</a></td>
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<td>Anna SZOMBATHELYI</td>
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<td><a href="mailto:anna.szombathelyi@uni-corvinus.hu">anna.szombathelyi@uni-corvinus.hu</a></td>
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<tr>
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2.2 ENTRANCE REQUIREMENTS

The Programme is open to students – irrespectively of their nationality, who have successfully completed secondary school and are entitled to continue their studies at the higher educational, i.e. Bachelor level. An assessment test in Mathematics and proof of English language proficiency is required from all non-EEA nationals. [http://isp.uni-corvinus.hu/index.php?id=23336](http://isp.uni-corvinus.hu/index.php?id=23336)

2.3 APPLICATION DEADLINES

In keeping with the Hungarian regulations, **Hungarian (and preferably EEA nationals) applicants** must apply by the February 15th deadline through the Educational Office. EEA nationals missing this deadline can apply directly to the ISP (their applications and acceptance will be conducted fully in keeping with that of the Hungarian and other EEA applicants), however, in this case, they will be eligible to apply only on a tuition-fee paying basis.
Non-EEA nationals can apply directly to the International Study Programmes (for application details please check out the ISP website “Admissions”: http://isp.uni-corvinus.hu/index.php?id=18926).

For detailed information please visit the ISP website and check under the appropriate programme: http://isp.uni-corvinus.hu/

### 2.4 FEES

Tuition fee for degree students: 690.000 HUF/semester for EEA nationals and 2900 EUR/semester for non-EEA nationals.

Tuition fee for free-mover/non-degree students: 650 EUR/course for bachelor level courses
750 EUR course for master level courses

For more details please check:
http://isp.uni-corvinus.hu/fileadmin/user_upload/hu/gazdakodastudomanyi_kar/files/ISP/Fees.pdf

Administrative fees: in keeping with the regulations of the Faculty of Business Administration (updated version is always available on the ISP website).

### 2.5 CLASS ATTENDANCE AND CLASS PARTICIPATION

Class attendance is mandatory in the case of all ISP coordinated courses (for lectures and seminars alike). In cases of absences exceeding 25% of the classes, the professor has the right to fail the student.

Students’ performance in a given course is assessed on the basis of their quiz and exam results, class participation, as well as projects or group work to be achieved in the course of the semester.


### 3. COURSE DESCRIPTIONS

Course descriptions for the BA in Business and Management Core courses and all other courses offered by the International Study Programs Office of the Faculty of Business Administration can be found here:

http://isp.uni-corvinus.hu/fileadmin/user_upload/hu/gazdalkodastudomanyi_kar/g/Course_catalogue.pdf
descriptions

Please note that All course descriptions are subject to change. It is always the course syllabus handed out in the first class of the given course that is valid for the given semester!