Master of Arts in MASTER OF BUSINESS ADMINISTRATION

Detailed program description

Academic Year 2013-2014
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1. THE CORVINUS MBA PROGRAMME

1.1 PROGRAMME AIMS

The programme aims to train specialists who are able to create a strategic mindset that ensures the survival and the development of the companies, based on their knowledge at all relevant areas of business. They are familiar with the main trends of the international economy, and they are capable of managing human resources and organizations or companies in general. Another purpose is to accelerate careers, combined by the appropriate theoretical background, and to provide the necessary knowledge to follow master studies with doctoral studies.

“At Corvinus, the extremely diverse student body combined with the knowledgeable and internationally respected professors creates a truly global atmosphere and unique class experience.”

Thomas (USA), full-time MBA class of 2011

“Located in the very heart of Europe, highly recognized Corvinus not only offers an exceptional academic knowledge, but also a good understanding of cultural differences and their impact on the business world.”

Lilla (Hungary), full-time MBA class of 2011

“The international dimensions of Corvinus allowed me develop a unique perspective on the current business decisions of the world. The strength of the Corvinus MBA lies within its diverse student body.”

Carlos (Mexico), full-time MBA graduate 2010

1.2 PROGRAMME OUTCOMES

Graduates of this programme are qualified to plan, to organize, to manage, and to lead the operations of the organizations, both in the business and in the public sector, and at domestic and international level; to manage business processes, to conduct analyses, to prepare reports, and to work as an individual and as a team member too; to support decisions on recognizing and solving business problems, and to gather and analyze the necessary information; to raise and answer strategic questions.

1.3 PROGRAMME DESCRIPTION

The four semesters of the programme covers all the functional areas of management. Most of the curriculum builds on required core courses, with some further elective courses addressing specific topics of leadership and management.
Following the main components of the curriculum the graduates of the programme should be able to:

– Think about business and research at a master level (Quantitative Methods, Business Economics, Business Law)
– Coach your people and manage yourself (Management and Organization, Human Resource Management)
– Understand your business environment (Comparative Economic Policy, Corporate Sustainability)
– Finance your business and measure the results (Corporate Finance, Understanding Financial Statements, Management Accounting)
– Optimize your internal processes (Management of Information Resources, Process Management and IT, Supply Chain and Operations Management)
– Manage the market (Marketing Management, International and Intercultural Marketing)
– Find the best way to the targets (Strategic Thinking, Strategy Tools)

1.4 PROGRAMME STRUCTURE

4 academic semesters
Academic credits altogether: 120

1.5 PROGRAMME MANAGEMENT

Academic Director:
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Managing Director:
Senior Assistant Prof. Péter MÓRICZ
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Program Coordinator:
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1.6 COURSE DESCRIPTIONS

Please visit our homepage for up-to-date details on courses:
http://corvinus-mba.hu/programmes-academics/courses/
2. FURTHER RULES OF THE PROGRAMME

2.1 ATTENDANCE

You will have to comprehend and compose a substantial volume of material, all in English. Visiting the lectures is essential not only for you, but also for your fellow students with whom you will work closely. The presentation of cases made by teams is an important part of your studies, and is evaluated by the teachers. Midterm results are counted into your semester grades, so your active contribution to teamwork influences not only your results, but those of your fellow students’ as well. At the beginning of the classes you are requested to sign an attendance register. Please kindly note that if your overall attendance is below the required 80%, the instructor of the course can refuse to evaluate your performance.

2.2 HOMEWORK

From time to time you will have to present homework to your professors. According to the course syllabus, or upon the request of your instructor, homework can be submitted in a paper form, or via e-mail to the professor, or by uploading to the Moodle e-learning system. Deadlines are considered strictly. In addition, the homework should meet the scientific standards of citation and documentation. In the homework the source of information should be referred to by giving the name of the author(s) from whom the quotation is made and the date(s) when the work(s) referred to were published. Internet references should be given as well: be sure to indicate the website address and the date of the downloading.

2.3 COURSE REQUIREMENTS

At the beginning of each course you get a course description (syllabus). Apart from a brief description of the subjects, the weekly allocation of materials and the reading list, it also specifies the requirements for completing the given course. You are requested to read all course syllabuses thoroughly.

Most of the courses have a balanced performance measurement system with different weights for class participation, group presentations, mid-term or final exam etc. Details, including the grading scale may vary at each course.

Most subjects require an examination, which can be oral or written, “open-book” or, more often, “closed-book”. In certain cases you may simply get a grade on the basis of your midterm performance. Exam dates — that will be taken place in the exam periods — will be announced by instructors based on consultations with students. Depending on the time you spend with preparations you may choose from exam dates. If someone fails, he/she can sign up to a make-up exam.
2.4 ABSOLUTORY

Having fulfilled your studies, you will get an absolutory, a certificate of your academic record proving that you have fulfilled your tasks and have complied all the necessary requirements to submit your thesis and to take your final exam.

2.5 MASTER THESIS

In the fourth semester of the programme you should prepare your thesis work. You will be provided with a detailed thesis guide before you start to work on the thesis. It is highly recommended, however, to choose a topic, to ask for a thesis supervisor, and to outline your ideas early in the third semester. Thesis papers should be presented in typewritten form in English in two hard copies and also sent to the MBA office via e-mail. A thesis should be either
- Classical Thesis: 50-70 pages in length not including illustration, tables, etc.

2.6 FINAL EXAM – DEFENSE OF THE THESIS

The final exam is an oral exam that consists of two parts. A Final Examination Board that has three members asks you a comprehensive question regarding your studies (Complex Examination). It is followed by the “Thesis defence” part where you shows a 15-minute-long presentation (in case of the case-thesis this is a shortened version of the printed one), and you have to answer the committee’s questions. Your performance will be evaluated on the basis of the reviews of your thesis and the committee’s decision. (Students receiving an unsatisfactory evaluation will not obtain their degree.)

2.7 GRADUATION

The final grade is calculated on the basis of the average of the courses, the grade of the comprehensive exam, and the grade of the thesis defence (which carries a double weighting).

MBA students will receive the degree: “Master of Science Degree with Master of Business Administration major” that is a Bologna-master degree accredited by the Ministry of Education in Hungary.
3. ABOUT CORVINUS SCHOOL OF MANAGEMENT

3.1 CORVINUS UNIVERSITY OF BUDAPEST

Corvinus University of Budapest is committed to providing the highest quality of education in Hungary and the region. This commitment to excellence is reflected by many of our alumni who, since the regime change in 1990, have taken up key leadership positions in Hungary: 10 Ministers of Finance, 7 Ministers of Economy, 4 Governors of the Hungarian National Bank, the presidents of the State Audit Office, several CEOs and Chairmen of major Hungarian companies. Faculty of Business Administrations with its 230 academic employees and around 6500 students is the number one in Hungary in the field of scientific research on business, and business education. The famous cultural heritage main building of Corvinus University of Budapest is located right in the city center on the bank of Europe’s longest river, Danube.

3.2 CORVINUS SCHOOL OF MANAGEMENT

As a flagship department of the Faculty of Business Administration of the Corvinus University of Budapest, Corvinus School of Management (CSM) is one of the top institutions offering MBA, Executive MBA, in-house and international programmes in Central and Eastern Europe. The board of Corvinus School of Management, chaired by Konrad Wetzker, former chairman of The Boston Consulting Group, Budapest, is comprised of a mixture of internationally respected business leaders and academics. Our commitment to quality of education is reflected on our external relationships with practicing managers. Corvinus School of Management is supervised by a Curatorium consisting of three dozen business leaders from cutting-edge Hungarian and multinational corporations. Corvinus School of Management enjoys the access to the superior 21st century MBA classrooms equipped with high-level facilities in the historical building of Corvinus University.

3.3 MBA AND EXECUTIVE EDUCATION

CSM programmes utilize an integrated curriculum that reflects the latest business challenges in the field of leadership, performance management, marketing, IT, corporate sustainability, and strategy. Small classroom size and carefully selected student body enable a proactive teaching methodology with case studies, class discussions, and teamwork with learning from peers. Beyond the classic MBA curriculum, CSM puts special emphasis on the Central European business environment and practice. CSM offers MBA programmes, customized programmes for companies, and residency modules for international business schools.
**EXECUTIVE MBA (PART-TIME)**
The Executive MBA (EMBA) is a part-time programme designed for students with substantial work experience. Classes are scheduled for every second weekend (Friday afternoons and Saturdays plus an intensive week per semester) and allow our students to continue their work and immediately apply to their job what they learn on the Corvinus MBA. Special emphasis is placed on skills, personal mentoring and networking in this programme – reflecting to the fact that most of our EMBA students already work in managerial positions. The four semesters of the programme offer exclusive services such as the option to participate in an international week at a partner university abroad, and regular guest lectures and special events from top executives.

**FULL-TIME MBA (MSc)**
For students with at least 2 years of work experience who decide to devote all their time and efforts to studying we recommend the Full-time MBA programme. This programme demands substantial work from students during and outside classes (double the hours compared to the EMBA). The curriculum covers knowledge of management tools and their application in order to prepare our students for future career positions. Interactive class participation during the weekdays leads to the development of groups with close social relationships. The full-time MBA at Corvinus is also an accredited Bologna Master Programme thus creating the opportunity for students to pursue further studies on the Corvinus PhD programme or anywhere in the world.

**IN-HOUSE PROGRAMS**
Successful companies and organizations are investing in the further education of their talents. CSM offers an ideal mix of internal company trainings and sending talents to MBA programmes individually. The In-House Programmes are customized response to the direct needs of a company. Students are from the same company, familiar with the latest challenges of their industry. Tailor-made programmes help them to prepare for higher level management position by providing them with the latest management concepts, leadership skills, and the “big picture”, focusing on those topics that are relevant at their company.

**INTERNATIONAL PROGRAMS**
Corvinus School of Management is proud to cooperate with top business schools. We understand and response the needs of the different MBA groups (Executive, Global, etc.) of top business schools and provide jointly agreed and customized programmes for them. Between 2008 and 2011 Corvinus School of Management hosted 27 groups and delivered more than 170 lectures and company visits for more than 600 students. Corvinus residency modules, usually one-week programmes, enhance the international partnerships of Corvinus University of Budapest.
3.4 CONTACTS

Location and phone numbers
Corvinus University of Budapest
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Corvinus School of Management
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OFFICE HOURS
Monday – no office hours
Tuesday, 9.30–11.30, and 13.00–15.30
Wednesday, 9.30–11.30, and 13.00–15.30
Thursday, 9.30–11.30, and 13.00–15.30
Friday – no office hours