



INTERNATIONAL BUSINESS ECONOMICS BACHELOR'S PROGRAM

Valid: For students starting their studies in the 2020/2021/1 semester

Updated: 22/03/2022

General Informations:

Person responsible for the major: Dr. László Kacsirek, associate professor

Place of the training: Budapest

Training schedule: full-time

Language of the training: English

Is it offered as dual training: no

Specialization:

1. **Name of specialisation:** International Supply Chain Management

Person responsible for the specialisation: Dr. Andrea Gelei, professor

2. **Name of specialisation:** Global Economy & Business

Person responsible for the specialisation: Dr. Viktória Endrődi-Kovács, assistant professor

3. **Name of specialisation:** Business Venture & Start-Up Management

Person responsible for the specialisation: Dr. László Kacsirek, associate professor

4. **Name of specialisation:** Global Markets and Marketing

Person responsible for the specialisation: Dr. Attila Endre Simay, assistant professor

Training and outcome requirements

1. **Bachelor's degree title:** International Business Economics

2. **The level of qualification attainable in the Bachelor's programme, and the title of the certification**

- qualification level: bachelor (baccalaureus, abbreviation: BSc)
- qualification in Hungarian: közgazdász nemzetközi gazdálkodás alapképzési szakon
- qualification in English: Economist in International Business

3. **Training area:** economics

4. **Training duration, in semesters:** 8 semesters

5. **The number of credits to be completed for the Bachelor's degree:** 180+60 kredit

- degree orientation: practice oriented (60-70 percent)
- minimum credit value of the comprehensive extra-institution practical training: 60 credits, credit value of the thesis: 10 credits
- minimum credit value of optional courses: 10 credits

6. **International Standard Classification of Education field of education code:** 313

7. **Bachelor's degree training objectives and professional competences**

The objective of the programme is the training of economic experts who are capable of handling negotiations at a high level, in Hungarian and in foreign languages, who are capable of performing and managing international business activities in possession of their economic, applied economics studies and knowledge attained in specialisations. They are prepared to continue their training at the Master's level



7.1. Attained professional competences

7.1.1. The economist with an international business economics undergraduate degree has

a) knowledge

- Knows the basic, comprehensive concepts, theories, facts, national and international economy interrelationships regarding relevant economic actors, functions, and processes.
- Has studied the basic theories and characteristics of the micro and macro levels of economy, possesses the basic information-gathering, mathematical, and statistical analytic methods.
- Knows the rules and ethical norms of cooperation in a project, team, work organisation, and of managing projects.
- Knows and understand the bases of expert knowledge that helps identify international freight and international financial processes, the specialisation-relevant information gathering, analysis, and problem-solving methods, and their applications and limits.
- Knows the basis of other fields related to international business (legal, land development, education).
- Knows and understands the basic functions, determinations, and goals of economic policy, foreign trade processes, and foreign economy policy). Has the knowledge regarding the operation of the European Union required for effective work.
- Is knowledgeable about IT and office automation tools that support the operation of organisations and economic processes.
- Has learned the written and oral forms of professional and efficient communication, and the spreadsheet and graphic methods of presenting data.
- Possesses the basic technical terminology of economics in the mothertongue and in at least two foreign languages.

b) skills

- Plans and organises business activities and projects, manages and controls small enterprises and businesses.
- Can uncover, systemise, and analyse facts and basic interrelationships by utilising the studied theories and methods, can formulate independent deductions and critiques, makes decision-preparation suggestions, and makes decisions in routine and partially unknown – Hungarian or international – environments.
- Follows and interprets international and world economy business processes, changes in economic policy and in policies and laws relevant to his/her professional specialisation, their effects, and considers these in analyses, suggestions, and decisions.
- Is capable of determining the complex consequences of transport and foreign trade processes.
- Plans and organises business activities related to transport and foreign trade processes in business organisations and business jobs.
- Presents professional suggestions, formulated in a conceptually and theoretically correct way in an oral or written form, in Hungarian or in foreign languages, according to the rules of professional communication. Understands and uses the typical on-line and printed literature of the field in Hungarian and foreign languages.



- Participates in projects, group work, and after attaining practical knowledge and experience, manages, organises, evaluates, and controls activity in them as a leader. Is capable of cooperating with the representatives of other fields (engineers, foreign traders).
- Is aware of the characteristics of work in an international, multicultural environment.
- After attaining practical knowledge and experience, is capable of leading small and medium enterprises or organisational units of business organisations.
- Is capable of using his/her intermediate level professional foreign language skills.

c) attitudes

- Demonstrates a problem-sensitive, proactive behaviour for quality work; is constructive, cooperative, and takes initiative in project and group work.
- Is open to new information, to new professional knowledge and methodologies, and to performing new tasks and tasks that require cooperation.
- Strives to improve knowledge and work relationships and to cooperate with colleagues in this.
- Has a critical attitude towards the knowledge, work, and behaviour of him/herself and any subordinates. Is prepared to make mistakes right, and helps colleagues to do the same.
- Is open to changes in the economic and social environment of the job, work organisation, or enterprise; strives to follow and understand changes.
- Strives to consider the opinions of others, to sectoral, regional, national, and European values (including social, ecological, and sustainability considerations) in decisions.
- Strives for lifelong learning in the working life and outside of it.

d) autonomy and responsibilities

- Performs and organises the tasks defined in his/her job description independently, with a general professional oversight.
- Organises the analysis of economic processes and data collection, systemisation, and evaluation independently.
- Takes responsibility for analyses, conclusions, and decisions made.
- Takes responsibility for observing professional, legal, and ethical norms and rules regarding work and behaviour.
- Independently monitors changes in the social-economic-legal environment that have an effect on his/her specialist field.
- Follows and applies relevant policies partially independently.
- Does presentations and moderates debates independently.
- Participates in the work of professional forums inside and outside the business organisation independently and responsibly.

8. Bachelor's degree characteristics

8.1. Professional properties

8.1.1. The scientific fields and areas that the training is based on are:

- economy, methodology, and business skills [Mathematics, Statistics, Informatics, Micro and Macro Economics, International Economics, Finance, Corporate Economics, Economic Law, Marketing, Accounting Management, Business Communication, Terminology, Environmental Economics, other basic business studies] 80-90 credits;



- social science studies (European Union Studies, General and Financial Law Studies, Economic History, Sociology, Psychology, Philosophy, Organisational and Management Theory) 10-20 credits;
- international business professional studies (International Economy and Trade Institutions, World Trade Processes and Regions, Foreign Economy Policy, Analysis and Market Development, International Finance, International Transactions, International Marketing, Intercultural Management, European Union Community Policies, International Negotiation Techniques, International Etiquette, Protocol, and optional specialisations) 70-90 credits.

8.1.2. The credit value of special studies in fields international business studies in the entirety of the programme is a maximum of 30 credits.

9. Foreign language requirements

For obtaining the bachelor's degree, state-recognized intermediate (B2) specialised (according to the field of training) complex language examination from at least two foreign languages, or the equivalent high school graduation certificate or diploma is required, one of which may be substituted with a state-recognized advanced level (C1) complex language examination.

10. Internship requirements

The duration of the internship is 12 weeks (400 hours for full-time courses, 200 hours for part-time courses) of contiguous training.

11. Special features differentiating the program

The requirement of the program - in order to strengthen the international nature thereof - is at least one semester of experience gained abroad or practice gained in an international environment.

12. Preparation for master's programme, development of new talent

The graduates of the International business administration bachelor's program may continue their studies either at Corvinus University of Budapest or abroad. We intend to prepare the students for the master's program and promote the performance of students of special capabilities with the help of different means. As one of the means we include advance-level subjects in the curricula, which provide opportunity to the students to study certain topics profoundly, by acquiring rather thorough knowledge, i.e. on a level exceeding the requirements of the bachelor's program.

In order to support the performances, the lecturers intend to make use of those solutions which urge the continuous work of the students and their active participation in the classes to a significantly larger extent compared to the previous practice. The larger emphasis put on practical classes provides an opportunity to elaborate individual student opinions and the actual strengthening of the debate skills and abilities of the students. A known - but yet to be strengthened significantly - form of motivating student performance is participation in undergraduate research societies and the professional support provided to prepare undergraduate research society papers of actual high quality. In connection with international and European topic we may expect countless new tender opportunities in which the researches conducted together with the lecturers may provide rather efficient help in deepening of the students' professional knowledge.

13. Comprehensive examination

There are no comprehensive examinations.

14. Conditions of the issuance of the final certificate

- the full performance of the credit requirements in a structure described in the operative curriculum the number of credits necessary to receive a diploma within



the maximum training period and in line with the training and outcome requirements. At least 2/3 of the required number of credits must be obtained at the parent university;

- the performance of practical professional training prescribed.

15. Thesis requirements

- The minimal extent of the thesis is 30 pages.
- The substantive and formal requirements of the thesis on the undergraduate level are covered in Annex1/A.1.2. of the Study and Exam Regulation.

16. Final examination authorization requirements

- obtaining the absolutionary,
- submitting the thesis and the acceptance thereof by the reviewer(s),
- fulfilment of all payment obligations owed to the University.

17. Parts of the final examination

The student shall defend his/her thesis before a final examination committee and answer questions, relating to the thesis, in the topics determined as final examination requirements.

18. Determination of the final examination grade

The grade received on the final examination is the average of the review grade or grades and the grade received on the oral defence of the thesis, calculated to two decimal places.

19. Elements of the diploma classification, the calculation method

It is based on the weighted average of the following items, calculated to two decimal places:

- the average of the grades of the mandatory and (in the amount prescribed by the curriculum) the professional elective / specialization elective subjects,
- the grades received on final examinations with doubled value.



International Business Economics bachelor programme in Budapest, in English, full timetraining Curriculum for 2020/2021. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2020/21 Academic year		2021/22 Academic year		2022/23 Academic year		2023/24 Academic year		Credit	Subject responsible	Institute	Requirement		Equivalent subject		Remarks
			Lecture	Seminar				1	2	3	4	5	6	7	8				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester								
Core courses																							
								30	27	27	21	27	0	0	0	132							
Foundation Core courses																							
								27	24	24	0	0	0	0	0	75							
VGUG015NABB	Business Essentials	C	2	2	6	ex	fall	6									Stocker Miklós György	Institute of Business Economics					
MSST013NABB	Statistical Business Analytics	C	2	2	6	ex	fall	6									Cserháti Ilona	Institute of Mathematics and Statistical Modelling					
KG00064NABB	Microeconomics for Business	C	2	2	6	ex	fall	6									Kálec-Simon András	Institute of Economics					
VF00004NABB	Developing Professional Skills	C	0	4	6	pg	fall	6									Kacsirek László	Institute for the Development of Enterprises					
PSGJ014NABB	Introduction to Business Law	C	1	1	3	ex	fall	3									Nemessányi Zoltán	Institute of Finance, Accounting and Business Law					
KSPV005NABB	Interpersonal & Learning Skills - Foundation	C	0	2	0	s	fall	0									Forgács Attila	Institute of Communication and Sociology					
VGLE003NABB	Serving International Customers	C	0	4	6	ex	spring		6								Diófási-Kovács Orsolya	Institute of Business Economics					
MSOA007NABB	Business Decision Analytics	C	2	2	6	ex	spring		6								Ábele-Nagy Kristóf	Institute of Mathematics and Statistical Modelling					
KG00065NABB	Open-Economy Macroeconomics	C	2	2	6	ex	spring		6								Kálec-Simon András	Institute of Economics					
PSPS012NABB	Understanding Financial Statements	C	2	2	6	ex	spring		6								Lakatos László Péter	Institute of Finance, Accounting and Business Law					
VTVT003NABB	Project: Solving Strategic Problems	C	0	4	6	pg	fall			6							Felsmann Balázs Tibor	Institute of Management					
INIR007NABB	Digital Technologies in Business	C	0	4	6	ex	fall			6							Vas Réka Franciska	Institute of Information Technology					
VTVZ001NABB	Management and Organisations	C	2	2	6	pg	fall			6							Vaszku Balázs György	Institute of Management					



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			Lecture	Seminar				1	2	3	4	5	6	7	8				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester								
PSBV028NABB	Corporate Finance and Investments	C	2	2	6	ex	fall			6							Váradí Kata	Institute of Finance, Accounting and Business Law					
KSPV006NABB	Interpersonal Skills - Advanced	C		2	0	s	fall			0							Forgács Attila	Institute of Communication and Sociology					
International Business Core courses								0	0	0	18	27	0	0	0	45							
GKIOI004NABB	Project: Entering Global Markets	C	0	4	6	pg	spring				6						Rosta Miklós	Institute of Business Economics					
VF00005NABB	Global Markets & Players	C	2	2	6	ex	spring				6						Kacsirek László	Institute for the Development of Enterprises					
VTSM012NABB	Cross-Cultural Management	C	2	2	6	pg	spring				6						Primecz Henriett	Institute of Management					
VF00006NABB	Project: Concluding International Trade Deals	C	0	4	6	pg	fall					6					Kacsirek László	Institute for the Development of Enterprises					
VF00007NABB	International Trade Practices	C	2	2	6	ex	fall					6					Kacsirek László	Institute for the Development of Enterprises					
MAMF003NABB	International Marketing	C	2	2	6	ex	fall					6					Malota Erzsébet	Institute of Marketing					
VF00008NABB	Doing Business in Europe	C	2	2	6	ex	fall					6					Meisel Sándor	Institute for the Development of Enterprises					
VF00009NABB	International Business Protocol & Negotiation Skills	C	0	2	3	ex	fall					3					Papp Nándor	Institute for the Development of Enterprises					
Languages								3	3	3	3	0	0	0	0	12							
IOK0002NABB	English for Academic Purposes	C	0	4	3	pg	fall	3									Philip Jeffrey Saxon	Centre of Foreign Language Education and Research					
IOK0003NABB	English for Career Purposes	C	0	4	3	pg	spring		3								Philip Jeffrey Saxon	Centre of Foreign Language Education and Research					



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			Lecture	Seminar				1	2	3	4	5	6	7	8				Code	Name	Code	Name		
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester									
	2nd Foreign Language	C	0	4	3	pg	fall			3							TBD	Centre of Foreign Language Education and Research						
	2nd Foreign Language	C	0	4	3	pg	spring				3						TBD	Centre of Foreign Language Education and Research						
Specialisations								0	0	0	0	0	30		0	30								
International Supply Chain Management								0	0	0	0	0	30	30	0	60								
VGLE004NABB	Project: Contemporary Challenges in Supply Chain Management	CE	0	4	6	pg	fall, spring						6	6			Diófási-Kovács Orsolya	Institute of Business Economics						
VGLE005NABB	Global Business Value Creation	CE	2	2	6	ex	fall, spring						6	6			Gelei Andrea	Institute of Business Economics						
VGLE006NABB	Customs and Trade Compliance	CE	2	2	6	ex	fall, spring						6	6			Nietch Tamás	Institute of Business Economics						
VGLE007NABB	Supply Chain Intelligence	CE	2	4	6	ex	fall, spring						6	6			Gelei Andrea	Institute of Business Economics						
VGLE008NABB	Fundamentals of International Distribution	CE	2	2	6	ex	fall, spring						6	6			Nagy Judit	Institute of Business Economics						
Global Economy & Business								0	0	0	0	0	30		0	30								
NPVG001NABB	Project: Operation of a TNC in the Global Economy	CE	0	4	6	pg	fall, spring						6	6			Endrődi-Kovács Viktória	Institute of International, Political and Regional Studies						
NPVG002NABB	Exploring Corporate Strategy	CE	2	2	6	pg	fall, spring						6	6			Kutasi Gábor	Institute of International, Political and Regional Studies						
NPVG003NABB	World Economic Analysis – Country Cases	CE	2	2	6	pg	fall, spring						6	6			Szunomár Ágnes	Institute of International, Political and Regional Studies						
NPVG004NABB	TNCs in the World Economy	CE	2	2	6	pg	fall, spring						6	6			Endrődi-Kovács Viktória	Institute of International, Political and Regional Studies						
NPVG005NABB	International Financial Markets and Management	CE	2	2	6	pg	fall, spring						6	6			Magas Antal István	Institute of International, Political and Regional Studies						



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			Lecture	Seminar				1	2	3	4	5	6	7	8				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester								
Business Venture & Start-Up Management																							
								0	0	0	0	0	30		0	30							
VF00061NABB	Project: Entering International Markets	CE	0	4	6	pg	fall, spring						6	6			Miskolcziné Gábrriel Mónika	Institute for the Development of Enterprises					
VF00011NABB	Business Financing	CE	2	2	6	ex	fall, spring						6	6			Csubák Tibor Krisztián	Institute for the Development of Enterprises					
VF00012NABB	Financial Ratio Analysis and Prediction	CE	2	2	6	ex	fall, spring						6	6			Fiáth Attila	Institute for the Development of Enterprises					
VF00060NABB	Business Planning	CE	2	2	6	ex	fall, spring						6	6			Jáki Erika	Institute for the Development of Enterprises					
VF00063NABB	Internationalisation Strategies of Small Business Ventures	CE	2	2	6	pg	fall, spring						6	6			Kacsirek László	Institute for the Development of Enterprises					
Global Markets and Marketing																							
								0	0	0	0	0	30		0	30							
MAMF017NABB	Project: International Marketing Planning	CE	0	4	6	pg	fall, spring						6	6			Kelemen Zita Anikó	Institute of Marketing					
MAMF018NABB	Marketing Research in International Markets	CE	2	2	6	pg	fall, spring						6	6			Neulinger Ágnes	Institute of Marketing					
MAMF019NABB	Cross-Cultural Consumer Behaviour	CE	2	2	6	pg	fall, spring						6	6			Malota Erzsébet	Institute of Marketing					
MAMM005NAMB	International Branding Strategies	CE	2	2	6	ex	fall, spring						6	6			Faludi Julianna	Institute of Marketing					
MAMM004NABB	Global Communication Campaigns	CE	2	2	6	ex	fall, spring						6	6			Simay Attila Endre	Institute of Marketing					
Social Science Electives																							
								0	0	0	6	0	0	0	0	6							
GKIOI005NABB	Economic Psychology	CE	2	2	6	ex	spring				6						Tóth László	Institute of Economic and Public Policy					
NPPT008NABB	Political Science	CE	2	2	6	ex	spring				6						Gallai Sándor	Political Science					
GKIOI006NABB	Comparative Political Economy	CE	2	2	6	ex	spring				6						Székely-Doby András	Institute of Economic and Public Policy					



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			Lecture	Seminar				1	2	3	4	5	6	7	8				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester								
NP00001NABB	Analysing the Struggle for Power in a Global Context	CE	2	2	6	ex	spring				6					TBD	Institute for International, Political and Regional Studies						
GK0I007NABB	Coproduction in Public Services	CE	2	2	6	ex	spring				6					Rosta Miklós	Institute of Economic and Public Policy						
KSPV007NABB	Economic and Social History	CE	2	2	6	pg	spring				6					Szántay Antal Péter	Institute of Communication and Sociology						
Electives								0	3	3	3	3	0	0	0	12							
	Electives Subjects	E					fall, spring	0	3	3	3	3	0	0	0								
Others								0	0	0	0	0	0	33	27	60							
VF00015NABB	Thesis consulatation	C			3	pg	fall							3		Miskolcziné dr. Gábrriel Mónika	Institute for the Development of Enterprises						
VF00016NABB	Internship	C			20	pg	spring							20		Dr. Kacsirek László	Institute for the Development of Enterprises						
VF00017NABB	Thesis	C			7	pg	spring							7		Miskolcziné dr. Gábrriel Mónika	Institute for the Development of Enterprises						
2TI01NVKU01K	International semester	C			30	pg	fall, spring						30	30		Dr. Kacsirek László	Institute for the Development of Enterprises						
Criterion subjects								0	0	0													
I0K0001NABB	Hungarian Language SHI I.*	CR	0	4	3	pg	fall	3	3														
I0K0004NABB	Hungarian Language SHI II.*	CR	0	4	3	ex	spring	3	3														
TES_TESTNEV	Sports/Physical Education**	CR	0	2	0	sg	fall, spring	0	0														
Total credits								30	30	30	30	30	30	33	27	240							



Remarks:

Criterion subjects:

* Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

** :Sports/Physical Education is a compulsory subject in the first two semesters.

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses, CR- Critérium courses
Methods of assessment: ex-exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg- grade based on the practical assignments given during the course of the semester, a=signature, ce- Comprehensive examination

The international semester can be completed in either the sixth and seventh semesters.

The specialisation can be completed in either the sixth and seventh semesters.

Curriculum

Courses are recommended to be taken according to the prescribed time schedule of the study programme ("sample"). You can plan your own individual programme in respect of the following conditions:

1. the prerequisite system of their study-programme must be taken into consideration when registering for courses.
2. the availability of courses in the semester (most courses are offered either in the fall or in the spring semesters only)
3. completing an average of 30 credits per semester, as a general rule.
4. Completing 180+60 credits in the structure detailed in the study programme. At least 2/3 of the prescribed credits must be acquired at Corvinus University.

Final Exam:

1. Students can take a Final Exam on the condition that
 - they have fully completed the study programme
 - they have submitted their Thesis Work and the assessors have accepted it
2. The final exam is an integrated assessment necessary for obtaining the higher education qualification. It consists of defending the thesis work and answering thesis-related questions in front of a Thesis Defence Committee
3. Students must submit and defend their Thesis Work within max. 2 years from the time they have achieved the requirements for the pre-degree certificate

Diploma:

Requirements:

- acquisition of the final (pre-degree) certificate (completing the study programme)
- a successful Final Exam

Important!

The fees for credits completed over the allowed limit and other fees are set out in the Study Contract signed at enrollment.

The curriculum may be subject to minor changes.