

# Bachelor in Business and Management



## For students starting full-time English language studies in Budapest in September 2022

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*You can find lots of information and guidance on your practical matters and details of university life in the Corvinus Freshmen Student Guide and the Student Union's information booklet. We've tried to complement these with a special paper on the Bachelor of Business and Management, guiding you through your seven-semester journey*

# Greeting of the Programme Director



**First of all, I would like to welcome you to the Business and Management bachelor programme, congratulate you on your successful admission and hope that you will have great student experiences in addition to gaining up-to-date knowledge during the 7 semesters ahead of you.**

From this academic year the Business and Management programme starts with a renewed curriculum. We have worked hard to balance experiential learning with high professional content and have put together a programme that we can be proud of.

The renewed Business and Management bachelor's programme offers many opportunities to develop your soft skills. We emphasise the practical orientation of the courses, and from the 3rd semester onwards you will have the opportunity to work on real business problems on project-based courses. The 5th and 6th semesters are dedicated to internationalisation and specialisation of studies. In the fifth semester we encourage you to participate in Erasmus or other exchange programmes, while in the sixth semester you will have the choice of three specialisations: strategic analysis, digital marketing and entrepreneurship, which will help deepen your knowledge in what you are really interested in and later to succeed in the labour market.

The academic management of the Business and Management bachelor's programme is led by Judit Nagy, PhD and her work is supported by a small team, Ms. Szilvia Smith as programme coordinator, Ms. Petra Berényi and Mr. Domonkos Szakály as interns.

We hope that as a result of our efforts, the Business and Management bachelor programme will continue to provide high quality, experiential education for future generations.

I wish a successful start of studies and encourage you to exploit all the possibilities what this exceptional University and the city of Budapest offers you!

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**JUDIT NAGY, PHD**

*Programme Director of the BSc in Business and Management*



# The goal of the Programme

As you begin your three-and-a-half-year studies, you may want to know where this path is leading you. The aim of a bachelor's degree in Business and Management in general, i.e. at any university in Hungary, is to:

In addition, we at Corvinus have added the following to set the bar high:

*“Our aim is to train open-minded, ethical and responsible professionals with a broad social science background, complex thinking and high adaptability, who will be able to excel in the domestic and international labour market and (pro)actively contribute to the value creation of their future employer's organisation.”*

In order to achieve these goals together, we have broken them down into smaller elements and defined the knowledge and skills that an excellent professional in this field should have, as well as the professional attitude and independence that is required. This is summarised in the diagram on the next page - as you can see, we have set some serious goals for you! What we have indicated here in headings only is more fully developed in the more detailed diagrams at the end of our publication, in the section “The competence objectives to be achieved”. (You can browse the even more detailed full list of competence objectives on the website, as part of the programme description.)

We also know that in addition to the above, your future employers consider the development of your general soft skills and your non-professional skills are also crucial. Building on the views of the national and international world, experts and our former students, we at Corvinus focus most of our attention on the six soft skill groups shown in the diagram.

Teamwork	1	2	Communicational skills
Problem solving	3	4	The ability to apply theoretical knowledge in practice
Information seeking, processing and analysis	5	6	Complex, abstract and critical thinking

# Competences in each area

COMPETENCY AREAS OF THE BACHELOR OF BUSINESS AND MANAGEMENT	COMPETENCE OBJECTIVES IN THE AREAS OF EXPERTISE
Basics of Business and Economics	<ul style="list-style-type: none"> <li>▶ Complex vision</li> <li>▶ Knowledge of basic economic concepts and theories</li> <li>▶ Open mindedness</li> <li>▶ Independence</li> <li>▶ Critical approach</li> </ul>
Professional Cooperation and Leading	<ul style="list-style-type: none"> <li>▶ Leadership skills</li> <li>▶ Project management skills</li> <li>▶ Sustainability</li> <li>▶ Collaboration skills</li> </ul>
Economical Decision	<ul style="list-style-type: none"> <li>▶ Decision-theoretic models</li> <li>▶ Knowledge of behavioural science</li> <li>▶ Application of technology</li> <li>▶ Empathy</li> </ul>
Professional Communication	<ul style="list-style-type: none"> <li>▶ Presentation and debate skills</li> <li>▶ Academic writing</li> <li>▶ Professional communication</li> <li>▶ Foreign language skills</li> </ul>
Planning, Organising and Managing Economic Processes and Solving Economic Problems	<ul style="list-style-type: none"> <li>▶ Knowledge of economic processes</li> <li>▶ Business planning</li> <li>▶ Economic problem solving</li> <li>▶ Holistic approach</li> </ul>

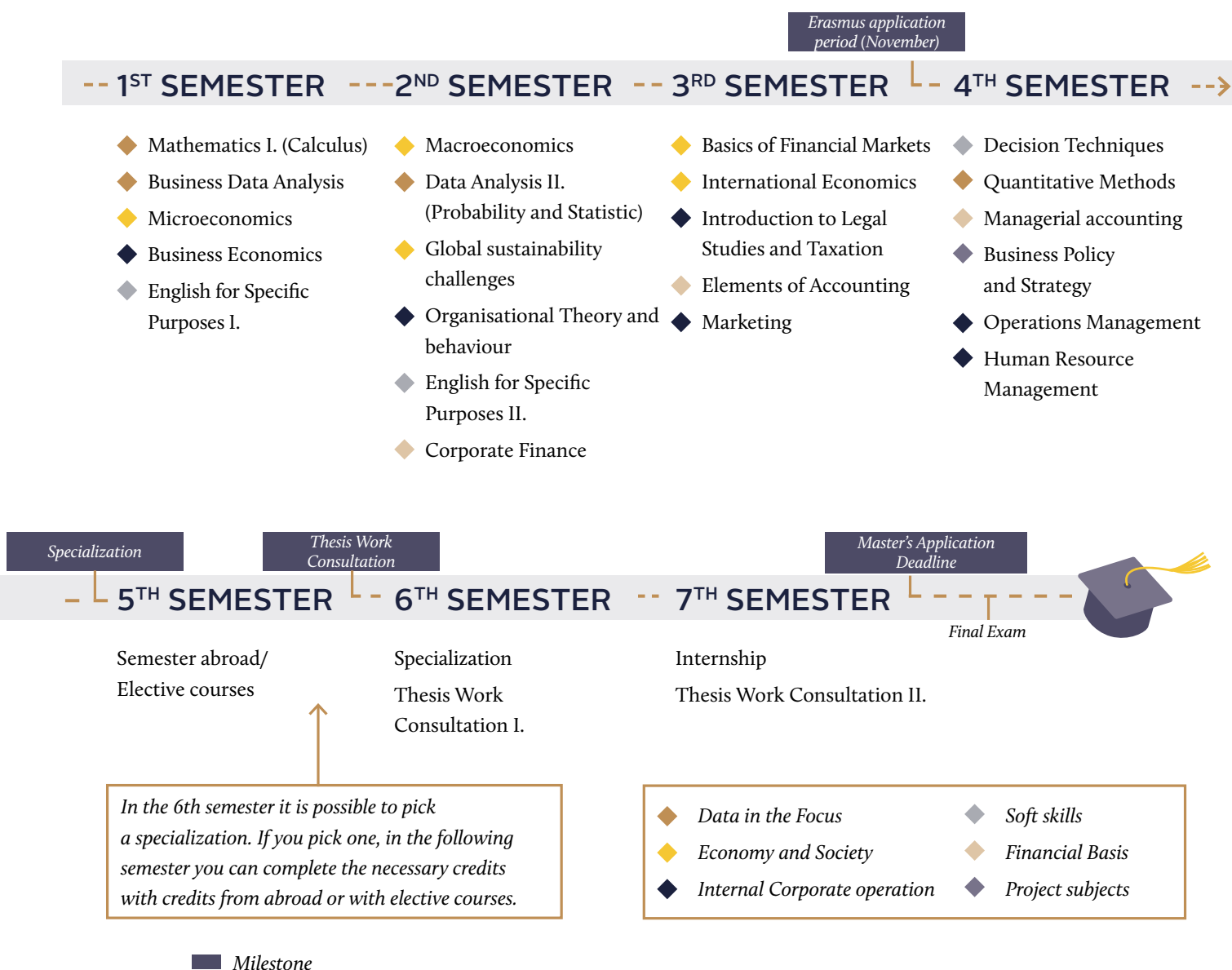
# What is this Programme like?

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## Roadmap

**To get the most out of your university studies, it's worth looking ahead from the start to see what you can expect over the years!**

You'll be able to read about all the milestones in your roadmap on the following pages: what to expect, why your second-year project-subjects will be special, and how to prepare for your choice of specialisation. First of all, we'll show you what the credits are all about!



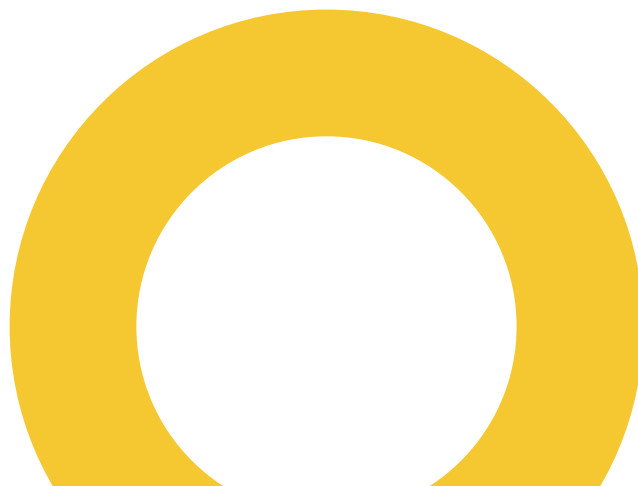
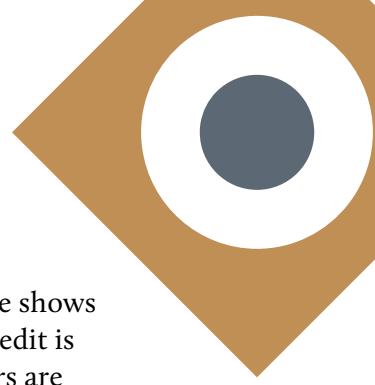
## Credits

What does the credit number of the subjects indicate? The credit value shows how much time you need to spend on a subject to complete it. One credit is 30 student hours, where the hours are tricky because the student hours are 45 minutes instead of 60. So, one credit is  $1 \times 30 \times 45$  minutes of work time, which is 1350 minutes, or 22.5 normal hours. In the Bachelor of Business and Management, the courses are typically 6 credits, but there are also some courses of 3 credits. So for a 6-credit course, you can expect to work and study  $6 \times 30 \times 45$  minutes, or roughly 135 hours, over the course of the semester.

This time includes lessons (lectures and seminars), but this is actually only a small part of the time spent - homework, studying, preparing for exams and the exam itself take up significantly more time. Business Economics, for instance, is one such 6-credit course in the first semester, which comes with one 90-minute lecture and one 90-minute seminar per week. Over the 13 weeks of the semester, attending these classes will take up 39 hours of your time - the remaining 96 hours will be spent on homework and studying. This could mean, for example, 3-4 hours of preparation per week during midterm (not necessarily evenly spread, as you will be working on a larger assignment at times) and 4-5 days of exam preparation during the exam period.

You will typically take 30 credits of courses in a semester. You can quickly calculate how much studying will fill your weekdays: This means 675 normal hours of studying, which in the case of a 20-week semester means 33,75 hours a week on average. Your main activity will therefore be studying, but you will have time for other things: taking advantage of the great opportunities offered by student organisations, participating in different competitions, becoming a demonstrator in your senior year, or, if you feel like it, you can fit it in towards the end of your studies, a part-time (under 20 hours per week) internship.

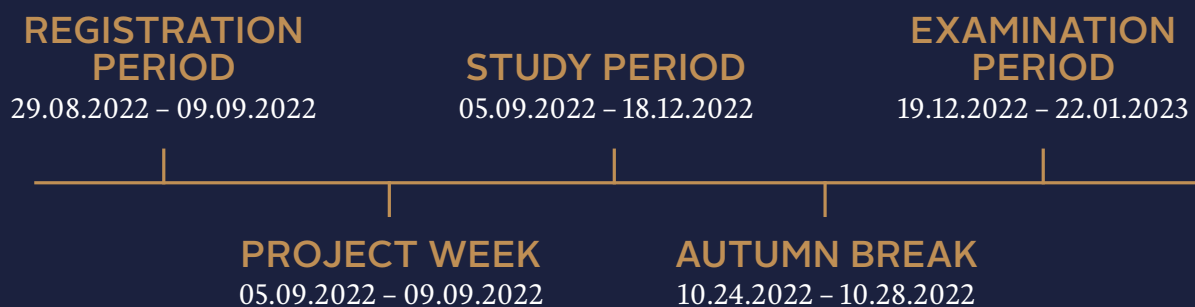
You will need to complete 210 credits over the course of 7 semesters - subject by subject, semester by semester!





# The first year: What can you expect in your first semester?

In the graph below, you can see how the first semester is structured, broken down by dates. The academic year starts with the enrolment, followed by the intensive week in the first week, during which you will have the opportunity to complete different subjects in one week. At the same time as the intensive week, the academic term begins, which consists of 13 weeks. The autumn break is inserted between the term time. After the end of the term time, the examination period begins.



Let's get to know the courses of the first autumn semester (detailed course descriptions will be available on the university's website)

## Mathematics

The aim of the compulsory Mathematics course is to ensure that you can use and understand the basic concepts and tools needed for economic thinking. There is a strong focus on practical orientation and the demonstration of connections with economic subjects.

At the beginning of the semester, we will give you an assessment test to help you evaluate the level of your mathematics skills, and anyone who feels they need assistance can take a catch-up course. The most efficient way to participate in seminars is to watch the lecture videos beforehand. To do this, we will help you to prepare with Moodle tests, and the points you get for these will be part of your grade. The seminars will take place once a week and every other week twice a week and so on. In addition to discussing the theory, you can expect to solve various exercises in the seminars. Some of the exercises will be required as homework.

*Responsible for the subject: Gyula Magyarkuti, PhD*

## Data Analysis I.

It is important for students to acquire the main principles of data collection and data analysis necessary for the practice of their profession, to be able to plan, conduct and evaluate data collection and analysis, and to use the appropriate methods and visualisation options for analysis. You will learn and use the operational logic, statistical analysis tools and visualisation functions of Excel.

Each week, the subject is taught through a lecture, a classroom seminar and a computer lab seminar. In the classroom seminars, you will learn how to apply the analytical tools of descriptive statistics, how to interpret the results and how to apply them in problem solving through concrete quantified economic/social examples, case studies and their discussion. We use Excel in the computer labs and practice analysis and interpretation on larger databases. Successful completion of the course requires knowledge and problem-solving skills that can only be acquired through systematic home study and self-practice. To do this, you will of course be given many opportunities and tasks to solve which will give you feedback on your level of mastery.

The end-of-year grade is composed of three sub-achievements: (1) a test or interpretation exercise at the beginning of each classroom seminar on the theoretical material of the given weekly topic; (2) three mid-term examinations in the computer lab, (3) the preparation of an assignment of individual data collection, analysis and presentation at the end of the semester, followed by its oral defence. To receive at least a satisfactory grade, you must achieve at least 50% on all three sub-tasks.

*Responsible for the subject: Tibor Takács, PhD*



### Microeconomics

During our time together, we will learn about economic thinking and prepare you to analyse practical and theoretical issues using the tools of microeconomics. The lectures will reflect on practical issues and provide examples of how to solve basic computational problems, in addition to presenting theoretical contexts. In the seminars, case studies will be presented to reinforce the weekly lessons and additional numerical examples will be solved.

The mid-year exam includes three mid-year tests, in which you will get the vast majority of your points. You will be required to do intensive independent study during our common semester: you will mainly find your assignments on Moodle on a weekly basis. By completing these, you may even earn an offered grade. If you do not perform well enough to be offered a mark, or do not accept it in the hope of a better mark, you will be able to take a written exam during the exam period. However, those who neglect the weekly tests will not be able to pass the course.

Although this is not the case everywhere at university, we encourage you to study week by week, as this will help you to achieve two goals at the same time: (1) the more you follow the course, the better you will understand the new ideas and case studies that come up each week; (2) you will ensure that you do not have to study microeconomics during the exam period and that you will pass the course with a very good grade.

*Responsible for the course: András Kálec-Simon, PhD*



## Business Economics

The compulsory Business Economics course aims to give you a comprehensive overview of how companies operate and how they are integrated into the environment. Senior management perspective and a strategic approach will be essential. The main emphasis will be placed on practical orientation and contextualisation.

You can participate most effectively in the seminar if you watch the lecture videos beforehand. In addition to reviewing the course material, you can expect a variety of exercises and group work in the seminars. Some of the practice-oriented tasks will be solved outside the seminar, either individually or in groups. For those who prefer the support of a seminar leader and a fixed framework for learning, we would definitely recommend taking the elective Business Economics Seminar in addition to the compulsory course. This is an additional seminar, immediately after the compulsory seminar, where the in-depth study of the subject matter is provided in a practice-oriented, interactive way.

*Responsible for the subject: Attila Kajos, PhD*



## English for Specific Purposes I.

The aim of the course is to learn business English vocabulary. Throughout the semester you will be exposed to a wide range of business topics and the aim is to gain a good command of business terminology, both written and spoken.

*Responsible for the subject: Stanley Ward*



## Foreign Languages

It is recommended that you study a language in the first semester for elective credits, and it is best to study a professional language, as you will need it during your studies. Professional language courses in popular languages are typically available at several levels. You will especially need to know the technical language when reading professional literature, processing case studies and taking advantage of the international opportunities offered by Corvinus, so you should improve your economic language skills as soon as possible and aim to take the economic language exam ([www.corvinusnyelvvizsga.hu](http://www.corvinusnyelvvizsga.hu))! You can study a foreign language for free for two semesters and then continue your language learning for a reduced fee.

## Physical Education

Two semesters of sport (physical education) are compulsory for all students in the first two years of the programme, which are typically completed in the first two semesters. Here you can choose from popular sports such as crossfit, tennis, swimming, pilates or volleyball, but you can also try your hand at jiu-jitsu or kayak-canoe water sport. (A list of optional sports is available here: <https://www.uni-corvinus.hu/fooldal/elet-a-corvinuson/sport-es-egeszseg/tantargyi-leirasok/>)





# Top 20 learning tips – From students to students

*Sára Both, Réka Lengyel, Anna Szeitz, Borbála Varga – From the students of the Bachelor Programme of Business and Management.*

## Basic Practices

### 1. Time management!

Set yourself daily learning goals and try to achieve them! Organise your to-dos and write a list of them! Then divide up which day and when you will work on them! Do not schedule an unreasonable amount of learning material!

### 2. Don't let learning take over your everyday life!

Take a break, recharge, do something else, so that you can get back to studying with fresh head. Find your hobbies and try to organise your studies and activities so that they don't interfere with your free time. Spend a day or two every week doing what makes you happy.

### 3. Reward Yourself

Pair your daily and weekly goals with rewards that motivate you to complete them by the deadline. This could be a walk in nature, a chocolate bar, a beer with friends or anything that brings you joy.

### 4. Break is important, plan it!

Take longer breaks while you study, because you'll get tired, and to study effectively you need a rested brain and focused thinking. When you take a rest always get up from your desk and move your body, don't reach for your phone first. For many people, yoga, meditation or a bit of stretching, listening to music can help.

### 5. Rely on others!

Not everything is worth tackling alone! Many teachers offer help, you can contact them or the demonstrators with your questions. If you run into a problem, live with the opportunity! Don't be afraid to ask for help from classmates, seniors, or anyone you share a class with! It's worth developing a circle of friends with whom you can mutually help and motivate each other in the long term.

## Creating a learning environment

### 6. Get to know yourself!

The key is to be able to create a system that you can see through. This could be pen and paper notes or Excel spreadsheets, studying at dawn or early in the morning. Some people prefer silence, but some people are most effective with blasting music. I suggest you find out what makes learning effective for you!

### 7. Drink lots of water and eat fruit!

You wouldn't believe how refreshing it can be to make yourself a freshly squeezed orange juice or mix up a fruit salad during your study break. And plenty of fluids should be essential to keep the gears turning.

### 8. Get some air!

Fresh air and air circulation in the room are important. Fresh air helps you to concentrate properly on your tasks and plays an important role in reactivating your brain.

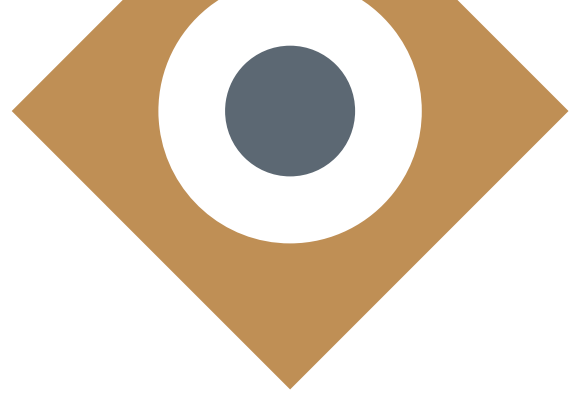
### 9. Study at your desk, rest in bed!

If you can better separate your learning and resting environments, you'll be able to focus and relax better. If possible, your learning environment should be outside your bedroom, because then you'll feel less drawn back to bed. It may be worth varying the location of your learning space. Go outside in the garden, study in different parts of the house. All in good time!

### 10. Mute your mobile phone!

Try to put your phone down during lessons. It helps you concentrate, you won't fall behind and you'll spend your time more efficiently, so you'll have less to study later. You have to find the right balance, but if you know you're going to have a hectic, difficult or just a demanding note-taking class, try to spend those 90 minutes on that!





## Taking notes and processing the learning material

### 11. Have a Routine!

It will help your time management if you set up a system for yourself in the first weeks of the semester. For example, if you always have homework for a Wednesday seminar, you do it on Tuesday evening. If you take a test for a subject on Monday, you study for it on the weekend. This system not only makes it easier to plan, but also makes it less likely that you'll procrastinate if you know you'll have to do something else the next day.

### 12. Go to class!

Skipping class is not cool, contrary to popular belief, most subjects are based on the content of the lecture, which is the basis of the seminars. If you feel you're falling behind in a subject, you don't understand the lessons, the worst thing you can do is not going next time. Either way, you need to learn the learning material, and the classes will help you: even taking good notes and copying exercises can come in handy if you have to take an exam at the end of the semester.

### 13. Make notes on the slides!

If you have a pre-loaded slide show for the lesson, always have it with you and take notes on it! This way you can keep up with the teacher, there's less to write and it's easier to remember the information.

### 14. Get the offered grade and extra points!

It is always easier to learn and work in bits. Sometimes assignments and the different exercises can seem a bit overwhelming, but you'll make your exams a lot easier if you don't cram everything in. Write your midterm exams well, fill in the questionnaire for extra points, do your homework on time - this way the working load will be evenly distributed and this makes studying more efficient! And you'll thank yourself for the extra points!

## Preparing for the exam

### 15. Plan ahead!

Be aware of how many days you usually need to cover all the learning material, and plan how many days you should leave between two exams so that you can plan your preparation.

### 16. Study during the year!

Don't delude yourself into thinking that it will be enough to study intensively at the end of the year. Actually, it is not important to master all the material in every subject every week, but understanding the material does matter. This will make it much easier to get a good overview of the subject before the exam and to plan your preparation time accordingly.

### 17. Learn in a Team!

It can help a lot if you explain parts of the learning material to each other. It's important to rotate between the roles of speaker and listener, because the material sinks in best when you explain it.

### 18. Be the Teacher!

Explaining a subject out loud to yourself can also help you to learn it. If you've never done this before, it may seem strange at first, but it's very useful and helps you remember the material better, and sometimes even understand it better.

### 19. Get some rest before the exam!

It's important to go to the exam focused and well rested. Before the exam, have a coffee or something sugary, like a muesli bar or chocolate.

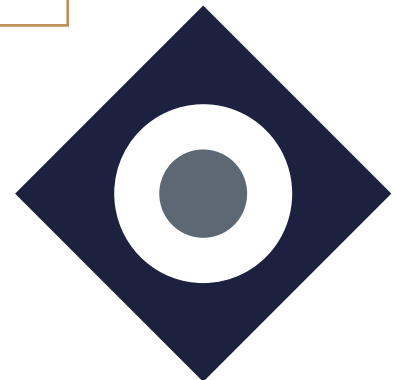
### 20. Everyone can have a bad day!

If an exam, assignment or test doesn't go the way you wanted, but you've done your best, don't beat yourself up. No one is perfect and everyone can have a bad day. One bad exam does not determine your worth!



# Third Year: Your Choice!

**In the third year, we really put the steering wheel in your hands - you decide where you want to go next. This is the time to decide what area of business you're really interested in - in other words, what specialisations you want to do. A specialisation will mean that you'll spend a semester learning about one field, one profession. It is compulsory to do one specialisation. Your future employers will see and appreciate that you are skilled in an area, and it can also help you to choose your Master's degree with a better perspective.**



If you do the specialisation in the 6th semester, you can spend the other semester abroad on an exchange semester or study elective subjects at Corvinus. How can you decide what to do at the end of your second year?

1. Choose a specialisations you would like to do in the spring (6th) semester!
2. Find out what academic achievements are relevant when applying for these specialisations! In addition to the academic average, the results of some core subjects may also be important.
3. You will have to submit your application in multiple steps at the end of the 4th semester.

# Our Specializations Offer

## Digital Marketing



### Which Semester:

6<sup>th</sup>, spring semester

### Responsible for the Specialization:

Ákos Varga, PhD

### What can you learn?

The aim of the Digital Marketing specialisation is to train a new generation of marketing professionals who, thanks to their digital expertise, benefit from the explosive growth of online technologies and apply the most innovative tools in their daily work to design, implement and evaluate digital marketing strategies. By completing this specialisation, you will acquire up-to-date knowledge reflecting the challenges of digital marketing that will enable you to effectively manage the digital marketing operations of small and medium-sized enterprises or marketing agencies. You will gain extensive knowledge of current digital trends and the marketing aspects of how each channel and platform works.

### What matters in admission:

50% weighting: grade of Marketing subject (but only if the grade is 3, 4 or 5, otherwise the point for this is 0); 50% weighting: cumulated grade average.

## Strategic Analysis



### Which Semester:

6<sup>th</sup>, spring semester

### Responsible for the Specialization:

Miklós György Stocker, PhD

### What can you learn?

Strategic Analysis specialization offers you the opportunity to get a deeper understanding of firms' strategies and be able to formulate and implement new strategic initiatives for companies. In the specialization, we train high achievers who will succeed in the most competitive part of the labor market. Those competencies will be developed which are highly valued by the biggest consulting companies and/or needed by your later career senior-management positions. Strategic Analysis specialization also supports the case track with which you can have the opportunity to compete in international case competitions representing your country and university. Although complex teaching and learning methods will be applied, they will be centered around the Case Method, using both prospective and retrospective cases.

**What matters in admission:**

30% experiential score: completion and grade of Applied Business Economics and Cases on Business Economics, results in case-solving competitions; 70% cumulative grade point average

## Entrepreneurship

**Which semester:**

6<sup>th</sup>, spring semester

**Responsible for the specialisation:**

Katalin Szakács, PhD

**What can you Learn?**

Are you interested in the world of traditional businesses and innovative start-ups, or even want to start your own business? Would you like to be part of the successful entrepreneurial community that graduated from our school? Then the Entrepreneurship specialisation is for you! In our team, you will be able to learn holistically to overview and manage the whole economic process of micro, small and medium enterprises from a multi-stakeholder and multi-disciplinary perspective, from the preparation, launching to the operating phases. Our highly qualified teachers and the renowned entrepreneurs in the field use the most up-to-date teaching methods and digital tools to develop economic, business and entrepreneurial skills. We support and help you to become the next Péter Árvai ([prezi.com](https://prezi.com)) or Gabriella Perger (Biohair) through our successful national and international talent development programmes (Spin-off Club, CUBator, Danube Cup). Our motto: Instead of an Employee become an Employer!

**What matters in admission?** 40% weighting: cumulated grade average (if under 3, the point is 0); 60% weighting: motivational points à motivational letter.



# See the World!

**In your third year, the curriculum allows you to take a flexible semester abroad in one semester - or even another if you organise your studies well. Here are some student reports to hype you up for an Erasmus exchange semester. Our current list of partner universities can include up to 100 universities, please check the Corvinus university website for details - this is just a small selection of some of the preferred destinations.**

## Maastricht University

Maastricht University is the largest international university in the Netherlands and is renowned for its innovative teaching model using problem-based learning. Its international character and multidisciplinary approach to research and teaching have earned it a solid reputation.

*“Maastricht is a charming little town with terraced cafés, cobbled streets and friendly faces. Don't worry about the language difficulties either, as almost everyone speaks superb English, and that's typical for the whole country. The university is relatively young, where traditional education was abandoned. There are no lectures, only seminars are held where students lead the classes. There is a lot of group work, but there are also individual presentations.*

*It was during this semester that I made the most progress. I'm more confident in English, more comfortable presenting in front of others, and I've finally learned what it's like to be part of a team where everyone wants to give their best.”*

(Réka Bereczky, BSc in Business and Management, edited)



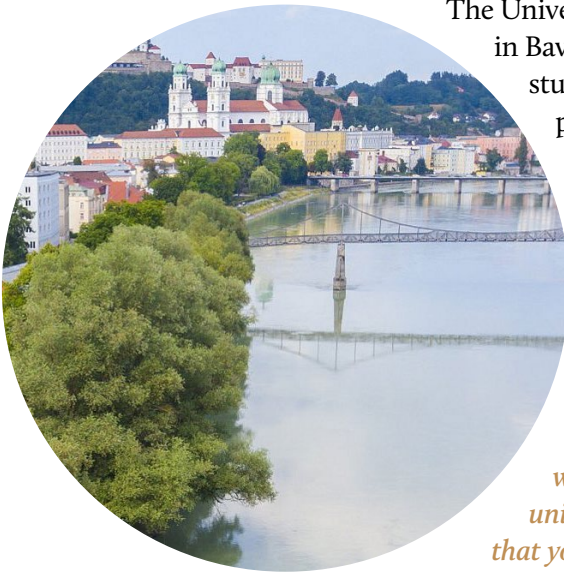
Source: <https://sidecar-project.eu/partner-um>





## University of Passau

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The University of Passau is currently the youngest university in Bavaria. The University is also open to undergraduate students, but mainly the DSG Master's dual degree programme is what is particularly noteworthy (see the University's website), where students can spend half of their studies at home and the other half at the University of Passau.

*"The university is committed to helping students from abroad to get to know each other, the university and the region. It is definitely worth attending the orientation weeks, which last for almost three weeks. During this time there are also free German classes, which are a very good warm-up before the semester. The university's teaching system is characterised by the fact that you can take and drop courses freely throughout most of the semester without any sanctions. Most of the courses follow a lecture + practical format, like in Hungary, but they are usually much more up-front than here. The seminars, on the other hand, are conducted in small groups, more interactively with lots of group and individual exercises. The double degree programme is definitely the best choice"*

(Ádám Szentpáli-Tóth, Economist in Management and Leadership MSc, edited)

Source: <https://www.eduopinions.com/universities/universities-in-germany/university-of-passau>

## EDHEC Business School (Lille)

In 2020, EDHEC was ranked among the top 15 business schools in Europe by the Financial Times. The university has five campuses: in Paris, Lille, Nice, London and Singapore.

Its teaching method is inspired by the principle of "learning by doing".



*"The lecturers are not university professors, but respected members of their profession who also teach at university level. The classes are interactive and active participation is compulsory, which accounts for a significant percentage of the final grade. Numerous guest speakers are invited to share their own experiences on a particular topic."*

*"The campus is full of common spaces, with a lounge area and a sleeping room with giant bean bags, as well as football tables, pool tables and much more. There is also a gym and a swimming pool. In addition, the campus, which is located a little further from the city centre in a suburban setting, is surrounded by a huge, beautiful park."*

(Zsófia Flórek, Business and Management BSc, edited)

Source from: <https://www.mondedesgrandesecoles.fr/les-grandes-ecoles-du-nord-ont-la-patate>

## University of Southern California

The University of Southern California is one of the world's leading and California's oldest private research university, located in Los Angeles. Throughout its history, USC has educated many of the nation's business leaders.

*"The teaching method was surprisingly similar to the one at home. The grade consists of a presentation, a mid-term and end-of-year exam, and occasionally an assignment or project. What is different from Corvinus, however, is the grading. Although teachers may deviate from this in some cases, USC generally grades tests in relation to the performance of other students, so the best student receives a maximum score and the worst is graded against it. This is partly why it takes more effort to get a good grade. The teachers were very helpful, very willing to answer our questions."*



Source from: <https://www.nationalreview.com/news/university-of-southern-california-to-make-tuition-free-for-low-income-students>

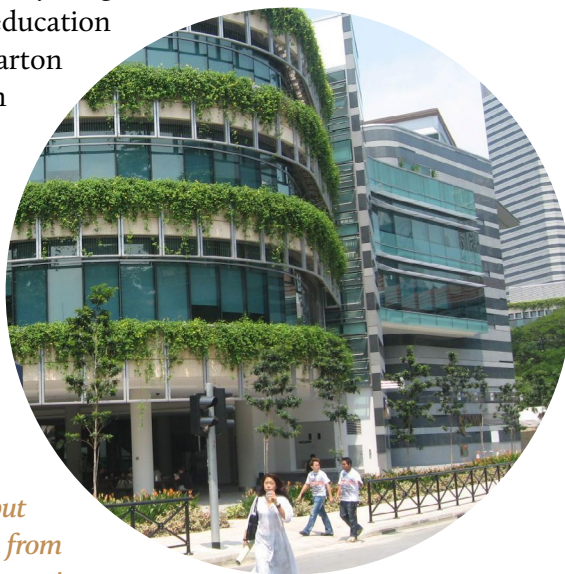
## Singapore Management University

SMU, located in the heart of Singapore, is the youngest university in the country and has built its education system on the model developed by the Wharton Business School, which has earned it a high reputation.

*I can safely say that Singapore is a city-state of legends, a major theatre of the mixing of Asian and European cultures. The exotic metropolis is rich in attractions: in the shadow of the mighty skyscrapers, you'll discover temples, charming tiny houses, themed neighbourhoods, bustling markets and lush parks.*

*The whole semester was characterised by interactive lessons, world-class teaching and a highly motivated but supportive community. There was a lot of preparation from class to class, assignments, case studies and team presentations, but thanks to the practice-oriented teaching, I did not feel burdened at all and I could see progress week by week."*

(Viktor Oswald, Business and Management BSc, edited)



Source from: <https://www.careerintels.com/tag/dato-kho-hui-meng-scholarships-at-singapore-management-university>

# The end of your studies

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**As you approach the end of your studies, you will reach some important milestones and major tasks. These are just a mirage at the end of the road, so we'll just sketch out some of the major outlines for you:**

## Thesis writing

To successfully complete the bachelor's degree, you will be required to write a thesis of (approximately) 35 pages. You will have to choose a topic and a supervisor at the end of the 5th semester. The topic of the thesis will typically be related to your first specialisation, but you are also welcome to write about something that may combine what you have learned in both specialisations. You will have two semesters to complete the paper, which will be covered in Thesis work consultation I-II courses in semesters 6-7.

Choice of Thesis Work  
Consultation

Final examination

----- L ----- 6<sup>TH</sup> SEMESTER ----- 7<sup>TH</sup> SEMESTER ----- J ----- >



Specialization/ Semester abroad/  
Optional subjects  
Thesis Work Consultation I.

Internship  
Thesis Work Consultation II.

## Internship

In Semester 7, you will have to complete your thesis and then do the compulsory internship. During the 20-credit internship, you will work full-time (40 hours per week) for 12 consecutive weeks in a position related to your studies. The placement can be in a company you choose, but the University also has permanent partners and periodically place advertisements - you could even work at Corvinus! You will need to write a report on your work experience, showing how you have used what you have learnt and how you have developed. You can find out more about the compulsory internships and the companies contracted by the university by following the link below.

[https://www.uni-corvinus.hu/main-page/about-the-university/institutes/institute-of-business-economics/for-current-students/?lang=en#accordion-item-\\_internship\\_](https://www.uni-corvinus.hu/main-page/about-the-university/institutes/institute-of-business-economics/for-current-students/?lang=en#accordion-item-_internship_)

## Final exam

In your final exam, you will face two challenges: the defence of your thesis and a portfolio-based oral exam. During the thesis defence, you will briefly present the results of your thesis, respond to critical comments from the referees and answer questions from the examination board. For the portfolio-based oral exam, you will prepare in advance for the five major competence groups of the degree's learning objectives and present your progress in these areas in a coherent portfolio of your work over the course of your studies.



# Beyond the classes

The Student Union's (HÖK) handy guide has everything you need to know to help you navigate university life, so here's just a taste of what you might find interesting!

## Sports activities

If you're looking for more than the two semesters of sports that are compulsory for your degree, Corvinus Campus offers you a wide range of opportunities. For example, you can use the dance hall and gym, and the University also has table tennis, badminton, futsal, handball, basketball, football and volleyball clubs (for more: <https://www.uni-corvinus.hu/fooldal/elet-a-corvinuson/sport-es-egeszseg/>).

## Language learning

A language exam is compulsory for our degree, for which we offer two semesters of free language tuition, two time slots per week. However, you can also take advantage of the services of the Corvinus Centre for Foreign Language Teaching and Research (IOK): you can learn 10 different foreign languages and specialised languages on campus at a high level and at affordable fees.







## Demonstrator tasks

As a demonstrator, you can get involved in the teaching and research work of an institute. For example, you can be involved in preparing lessons, preparing teaching materials and research, examining students or organising events. If you're interested, look out for the call for demonstrator applications before each semester!

## Scientific Students' Associations Conference (TDK)

Scientific Students' Associations Conference (TDK) provides a public forum for student work that goes beyond the curriculum and is of academic interest. Its aim is to promote the scientific and professional development of authors and to develop scientific thinking and debating skills. Students are assisted by a topic leader and present their papers in sections similar to scientific conferences. Papers and presentations will be evaluated by a professional jury according to the standards and requirements for scientific publications. Applications are usually accepted in late winter and papers are due in spring. (Details: <https://www.uni-corvinus.hu/fooldal/kutatas/tdk/>)



## Students' organizations

There are more than 50 student organisations at Corvinus, many of which are linked to the Business and Management programme, providing opportunities for professional development. The Budapest Business Club offers a special community and development opportunity for those interested in building a business, while the Budapest Investment Club offers a special community and development opportunity for those interested in investments and the stock market. There are also many other thematic student organisations open to freshers, such as the Corvinus Tourism Club, Studium Generale and the Business IT Club. As a first-year student, you can even apply to a professional college in the spring, where you can immerse yourself in topics that excite you through high-quality courses, while also living with your peers. Find out more at the following link (<https://www.uni-corvinus.hu/fooldal/elet-a-corvinuson/diakszervezetek/?lang=en>)

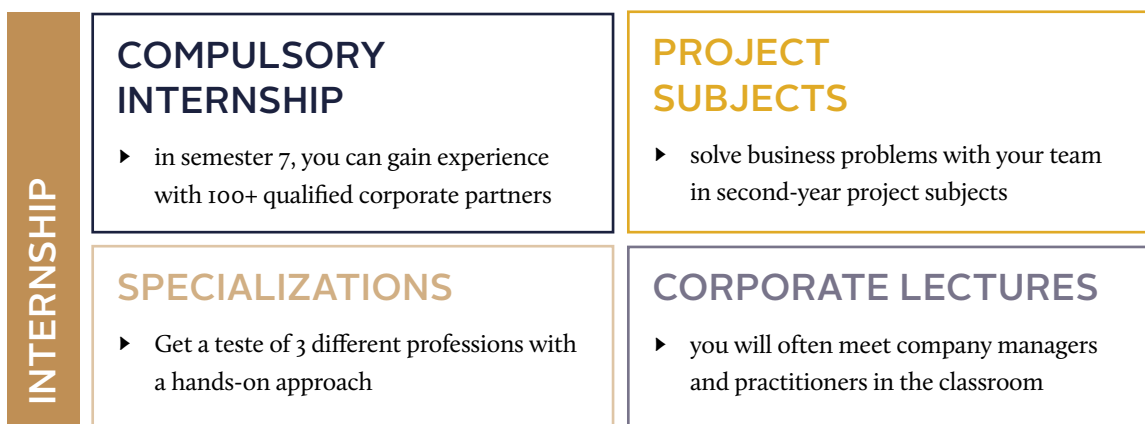
The Student Union Directory of the Students' Union (HÖK) contains a wealth of useful information about student organisations and student unions that are an integral part of university life. The student delegates of the HÖK are specifically dedicated to help students from a particular subject in their university life.

### Dalma Komáromy

Hello! I am Dalma Komáromy, student of Business and Management. As a delegate I try to represent the students of BM by adding my own and my fellow students' experiences and opinions. I think it's important for new students to know who to contact from the very first moment, so if you have any questions, please feel free to contact me by e-mail ([dalma.komaromy@stud.uni-corvinus.hu](mailto:dalma.komaromy@stud.uni-corvinus.hu)).



It's likely that when you applied to university, you not only wanted to study in an exciting and inspiring environment, but also wanted to be able to choose from a range of career options once you had your degree. To this end, we will of course do our utmost from the very beginning of your studies, and you will be exposed to the practical side of business through lectures by practitioners, project courses, focused specialisations and, in particular, mandatory work placements.



As you have already seen in the guide, earning credits will take a lot of time and effort, and you will have to do a lot of work beyond the classroom to prepare successfully. If you also try to make the most of the opportunities the campus offers - whether it's student organisation, competitions, demonstrations, sports or fun - you won't have much time for anything else. But after six semesters, you'll definitely get a taste of the world of work, as the course includes a 12-week (40 hours per week) internship as part of the curriculum. Our University has hundreds of internship partners, Corvinus students work with small and large companies, non-profit organisations or ministries are welcome.

We asked some of our former graduates - now successful professionals - to tell you about what it was like to study here, what jobs they have held since graduating and what they have learned from their studies. Read their stories on the following pages.



**EDIT DUDAS**

*Head of CRM, Adidas Runtastic*

**Did you study GM at Corvinus? When? What specialisation?**

*"I graduated in Business and Management with a specialisation in Economic Theory in January 2012."*

**What is your current job, position and what do you do on a day-to-day basis here?**

*"I work at Adidas Runtastic, a company based on GPS tracking mobile sports app, it's our main product. My specific position is head of CRM, so I lead the customer relationship management team. We are responsible for communication with customers and contribute to the company's goals, for example on customer redemption. Among my daily tasks, I would highlight the familiarisation of users with the app, marketing campaigns and the coordination of our communication with Adidas."*

**Have you also completed a master's degree? Where, what, what motivated you?**

*"Yes, at Corvinus, Master in Business Development, in parallel with the CEMS program. My main motivation was that I didn't want to get left behind, I applied straight after my bachelor's degree because I found it easier to focus on my studies than if I had done it later, while working or having a family. Also, CEMS motivated me because it offered a very good training abroad, I could study in English and even though I had to do double the training, it was totally worth it."*

**What advice would you give to your 20-year-old self?**

*"I'm a person who is interested in everything, so I would advise you to try as many things as possible, be curious and not just stand on one foot."*



**ESZTER BODA**

*Digital Customer Experience Team Lead, MOL Nyrt.*

**Did you study BM at Corvinus? When? What specialisation?**

*"I studied at Corvinus University, majoring in Business and Management, graduating in early 2010. My specialization was Environmental Management."*

**What is your favourite university memory from your undergraduate studies**

*"The shared experiences with my classmates, the tandem partners abroad, the time spent together, the proms, the dorm parties and the funny scenes in the major lectures where many of us gathered."*

**What's the most useful thing you learned in BM?**

*"The attitude, if I had to describe it in one word. The approach to problems that combines project management, financial literacy, strategic vision, and how to work together in different group submissions and bring quality work to the table. I think these are the things that I can use in the working world today."*

**What is your current job, position and what do you do on a day-to-day basis here?**

*"I work for MOL Plc, my position is Digital Customer Experience Team Leader. I have a team of five people, so on a day-to-day basis I have team leadership and people management responsibilities, and on a professional level I am responsible for the IT systems portfolio that supports - implements - our customer service, with all the related activities."*

**Why was it good to study BM?**

*"I was able to gain a very broad knowledge, I got to know a lot of different areas and it was much easier to decide after the bachelor or master what I was interested in and what I wanted to do."*



**GÁBOR KŐVÁRI**

Financial Adviser, Deloitte

### Did you study BM at Corvinus? When? What specialisation?

*"I graduated in Business and Management in 2011. My specialization was Economic Theory."*

### What is the most useful thing you learned in your GM major?

*"If you want to look at a company as a whole, a high degree of specialisation is not always enough because there are so many aspects to every issue. This degree tends to provide a comprehensive knowledge, which is very useful."*

### What is your current job, position and what do you do on a day-to-day basis here?

*"I am a manager in Deloitte's financial advisory business. I deal with corporate capital transactions and corporate finance, business planning and modelling."*

### Did you also do a Master's degree? Where, what, what motivated you?

*"I did, two of them. I did a Master's in Business Development at Corvinus, and almost simultaneously I did a Master's in Finance. My main motivation was that I wanted to go deeper in certain areas, keeping a slightly broader focus, so I chose Business Development. Towards the end of my bachelor's degree, I realised that I was mainly interested in numbers, which is why I did the Master of Finance."*

### What advice would you give to your 20-year-old self?

*"My advice would be to try a lot more academic, research-based things, as I remember there are a lot of opportunities at the University, such as case study competitions."*





**PÉTER SZABÓ**

*Head of Cost Controlling Department, Takarékbank*

**Did you study GM at Corvinus? When? What specialisation?**

*“I graduated from Corvinus in January 2012, majoring in Business and Management.”*

**What was your first job, position and what did you do here?**

*“My first job was in a construction SME. I started my mandatory internship there in 2011 as a financial assistant. I worked alongside the CFO, mostly dealing with liquidity and cash flow management. After 3 months, I was offered the opportunity to stay on during the Master’s programme and I took it, so I spent 3 years there in total.”*

**What is your current job, position and what do you do on a day-to-day basis here?**

*“I work at a bank, I am in charge of Cost Controlling since February 2018. If I had to sum up my day-to-day work in a nutshell, I manage my team on the one hand, and on the other hand my job is to serve the needs and data requests of senior management, and basically to ensure that the Bank keeps to its cost plans.”*





**ANDRÁS MÁRTON**

*Research Associate, Corvinus University of Budapest*

**Did you study BM at Corvinus? When? What specialisation?**

*"I graduated from Corvinus in 2012, majoring in Business and Management, specializing in Business Communication."*

**What is your favourite academic memory from your bachelor studies?**

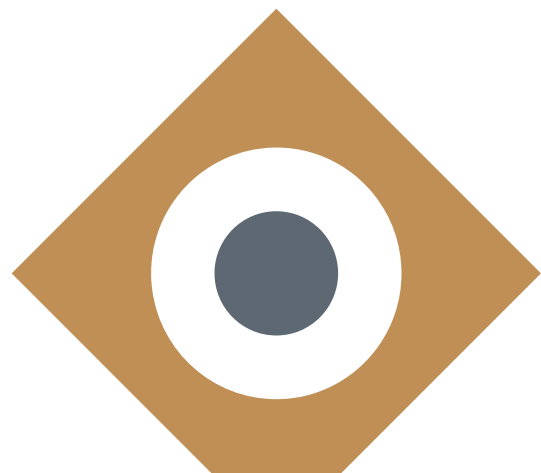
*"It was the beginning and the end that I remember best. The beginning was the freshman camp, which was a really good decision to go to, getting to know the classmates and yearmates that we ended up forming a group with - creating a small community in a core course that was otherwise hundreds of people. And at the end of the basic course, the graduation itself."*

**What is your current job, position and what do you do here on a day-to-day basis?**

*"I mainly work as a research assistant at the University. I am involved in various national and international research projects related to sustainable development and partly strategy, and I also do all the teaching. The other part of my work is my own business, where I also do sustainability, financial and economic consulting. Both of these are closely linked to my pre-studies."*

**Why was it good to study in BM?**

*"A large and diverse community, good economics, an open vision - these are the key words that come to mind."*





# Introducing the Business and Management Programme management team

## Judit Nagy, PhD, Program Director of the Business and Management bachelor programme

*I graduated at Corvinus, I did my PhD also here in the topic of Operations and Supply Chain Management and have been working at the University as an associate professor in the Department of Logistics and Supply Chain Management for 15 years. Until the end of 2021 I was the program director of the Masters in Supply Chain Management programme. I have been teaching and research this fantastic area for many years on bachelor, master and postgraduate level. My specific area of expertise is food supply chain management and resiliency of supply chains.*



*In my free time I spend my time with my family, I am a mom of two. We like hiking and playing board games. I believe in active recreation I always do something. I also believe that physical activity and sport support the freshness of mind and fill up with energy.*

## Szilvia Smith, Program Coordinator of the Business and Management bachelor programme

*I began my role as coordinator on 7 February 2022. My previous work experience varied considerably, from teaching English to working in an office. So far, what I have seen from my duties is that I can have a variety of things to do, from Teams meetings to translations and Neptun adjustments. We also had to organise the final exams for the Business and Management course. At the end of the semester, we often had students coming into the office, and I like face-to-face interaction.*



*My background: I originally qualified as a teacher in 1995 and worked in Hungary, but later moved to England where I gained work experience in a variety of roles. I believe that my work experience helps a lot in this challenging role. I hope to provide assistance in the complex Neptun system.*

*I live in Göd, north of Pest, with my husband and two dogs.*



### **Petra Berényi, First-year Student at the Masters of Regional and Environmental Economic Studies**

*I graduated at Corvinus in 2021 with a degree in Sociology. There was no question that I would continue my Master's studies also here. My Bachelor's specialisation was Regional and Urban Development, which appealed to me so much that I applied for an MSc program in Regional and Environmental Economics.*

*From January 2022, I am not only a student at our university, but also an intern in the Program Management of the Business and Management bachelor programme.*

*In addition to editing the student guidebook, my intern colleague and I have also been involved in compiling the Alumni Newsletter and evaluating the end-of-semester student reviews, too.*



### **Domonkos Szakály, Second-year Student at the Bachelor of Business and Management**

*My name is Domonkos Szakály, a second-year student of the Bachelor in Business and Management. At the beginning I didn't know what I really wanted to do specifically within the field of economics, but during these 2 years I found the right direction for myself, so for those who are in the same shoes, I would advise not to worry, just keep your eyes open.*

*In my free time I like to watch all kinds of series and movies, do different sports, like running or playing basketball, and learn languages. Currently I'm learning Spanish and Japanese.*

### **Petra Berényi, First-year Student at the Masters of Regional and Environmental Economic Studies**

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# Targeted competencies

## Basics of Business and Management

### KNOWLEDGE

You have understood the basic, general concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes.

You have put the company in a microeconomic, macroeconomic, financial, managerial, market, business, entrepreneurial, business theory, social and ecological, regulatory, legal, environmental, organisational, technological, decision theory, sustainability, ethical, strategic context.

You have mastered the basic theories and characteristics of the micro, meso and macro levels of organisation of the economy, and have mastered the basic methods of information gathering, mathematical and statistical analysis.



### ABILITY

Using the theories and methods learnt, you can systematise and analyse facts and basic relationships.

Using descriptive statistical methods, you can produce regular and ad hoc analytical reports to support decision making.

You:

can draw independent conclusions and conduct critical reflection.

can follow and interpret global economic and international business trends.

can follow and understand changes in economic and related policies and legislation relevant to the field and their impact.

have a basic understanding of legislation relevant to the field and can adapt it to your own situation.

### ATTITUDE

Receptive to new information, professional knowledge and methodologies.

Open to changes in the wider economic, social and ecological environment of the job, work organisation or enterprise, and keen to follow and understand change.

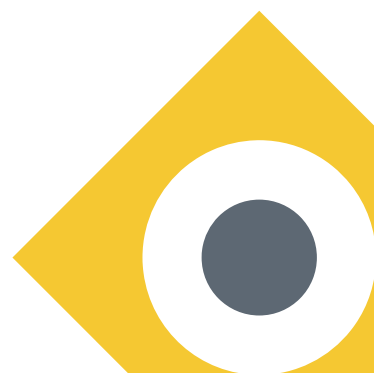
Seek to gain a complex vision, synthesising the results of different analytical methods.

Constructive criticism of new knowledge.

Understands the importance of long-term and strategic thinking.

### AUTONOMY

With the support of an expert/senior colleague, you can learn about the policy/legislative context of the economic process.



# Planning and organising economic processes and solving economic problems

## KNOWLEDGE

You know and understand the principles and methods of managing, organising and operating management processes, and the methodology of analysing these.

You understand the operational principles of the global and local economy; marketing; production and services; supply chain management; human resource management; technology management; supporting information technology; integrated business preparation, start-up and operation; network processes.

You are familiar with the use of IT and office technology tools to support the operation of organisational and business processes.

## ABILITY

You can plan and organise economic activities/ projects.

You can prepare project plans for simple projects, to analyse the progress of these plans during the implementation phase and to make changes if necessary - to participate in these activities for complex projects.

You can manage and control small businesses and business organisations. Identify the complex consequences of specific economic processes.

You can apply techniques and methods to solve economic problems. In your economic problem-solving activities, you can take into account the conditions and limitations of applying the methods.



## ATTITUDE

You are receptive to new information, professional knowledge and methodologies.

-Open to new tasks and responsibilities requiring autonomy and cooperation.

-Open to changes in the wider economic, social and natural environment of the job, work organisation or enterprise.

Capable of using new IT tools and keen to learn about them.

You have a proactive attitude towards risk management and risk prevention.

You persevere in the face of difficulties and setbacks in order to achieve your objectives. You have a systemic and holistic business approach.



## AUTONOMY

Under general professional supervision, you independently carry out and organise the tasks defined in the job description.

As a member of projects, teams and departments, you carry out your duties independently and responsibly.

You prepare your tasks responsibly and in accordance with ethical standards.

You take responsibility for your individual performance and the performance of your team.

You lead, organise and manage a department, a work group, a company or small business within an enterprise independently and with commitment, taking responsibility for the organisation and for the people working in it.

# Professional cooperation and leadership

## KNOWLEDGE

You are familiar with the basics of other disciplines (technical, legal, environmental, quality assurance, etc.) related to your field.

You have knowledge of the rules and ethical standards of cooperation, project management and project management in projects, teams and work organisations.

You are familiar with the principles and methods for setting up, structuring and changing the behaviour of organisations and institutions.

You have basic knowledge relating to project management, and organising and preparing start-ups and small and medium-sized enterprises.

You have knowledge relating to starting up businesses, business economics, strategy, business planning and controlling, corporate financial management, management theory, management organisation and project management.

## ABILITY

You can cooperate with representatives of other disciplines.

You have the ability for critical self-reflection and self-monitoring.

You can lead, organise, evaluate and monitor activities in projects.

You can evaluate individual and project level performance.

You can manage a department in a small or medium-sized enterprise or business organisation.

You can perform managerial tasks related to human resource management, assessing skills and building teams.

You can formulate, issue, monitor and assign tasks.

## ATTITUDE

In the interests of quality work, you are problem-sensitive, proactive, constructive, cooperative and proactive in projects and teamwork.

You are responsive to the opinions of others, sectoral, regional, national and European values (including social, societal and environmental, sustainability aspects).

You pursue lifelong learning both in and outside the world of work.

You have a knowledge-sharing attitude and are open to the willingness of others to share knowledge.

## AUTONOMY

You assume responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.

You take responsibility for the results of joint work.



# Economic decisions

## KNOWLEDGE

You have knowledge of the methodological foundations and techniques of decision preparation and decision support.

You have knowledge of the basic models of decision theory.

You understand the background to individual, group, organisational and societal decisions.

You understand the ethical implications of decision-making.

You know and understand the economic, social-ecological, political-power dimensions of decision-making, in addition to their professional aspects.

You know and apply the principles of the stakeholder approach and methods of stakeholder involvement.

## ABILITY

You can prepare proposals for decision-making.

You are able to identify domain-specific models according to the given situation and can apply the best fitting model or models in a coordinated way.

You can efficiently use scarce resources.

You can make decisions in both routine and partially unfamiliar contexts, both national and international.

In making decisions, you are able to see the problem from the perspective of other economic actors.



## ATTITUDE

You are receptive to new information, professional knowledge and methodologies.

You can develop positive attitudes towards digital technological innovations.

You behave in a firm but open-minded, problem-solving manner.

You are open to making cooperative decisions, while making decisions individually.

You take a systems approach to preparing and managing decisions.

You have an integrated management approach to implementing decision support.

You have an empathetic, socially and environmentally sensitive approach to the decision-making process.

## AUTONOMY

You take responsibility for your analyses, conclusions and decisions.

You can make individual decisions primarily at operational level.

You can make responsible decisions in situations where multiple social/economic/environmental objectives need to be reconciled.



# Professional communication

## KNOWLEDGE

You have knowledge of effective professional communication, both written and oral, can present data in tabular and graphical ways.

You understand the characteristics of basic professional forms of communication.

You have knowledge of the characteristics of academic writing and methods of processing scientific literature.

You have knowledge of assertive communication techniques, and of basic negotiation techniques.

You know how to structure and organise a presentation, and ensure that the visual and verbal components are unified.

You know the external and internal aspects of organisational communication.

You possess a basic professional vocabulary of economics in your mother tongue and in at least one foreign language.

## ABILITY

You present professional proposals and positions, professionally formulated from a conceptual and theoretical viewpoint, orally and in writing, in Hungarian and in a foreign language, according to the rules of professional communication.

When preparing presentations and written professional documents and analyses, you can use visualisation and spreadsheet tools.

You can take an active role in professional discourse and debate.

You can prepare executive summaries, advisory and pre-decision documentation.

You can provide numerical support for your messages.

You can use at least one foreign language to intermediate level in a professional context (professional discourse, business letters, presentations, reports, etc).

## ATTITUDE

You are responsive to the views of others, sectoral, regional, national and European values (including social, cultural, ecological, sustainability aspects).

You strive for development in written and oral communication.

You continuously develop your foreign language skills.

You have an ongoing professional interest and curiosity.

You take part in formal and informal professional debates and have a desire to engage in professional discussions.

You strive for academic precision.

## AUTONOMY

You can give presentations and conduct debates independently. You can participate independently and responsibly in the work of professional forums within and outside the organisation.

You can take responsibility for your actions and possible errors.

You can consciously participate in relevant professional communities in your environment.





# Practical information

For most practical, administrative questions, our colleagues in Student Services can help you! The digital platform for student administration is “Manage online” / “Self Care”, where you can find comprehensive information on Student Services, on topics such as:

- ▶ certificates,
- ▶ student ID,
- ▶ change of personal data,
- ▶ applications,
- ▶ enrolment, study period,
- ▶ project week,
- ▶ specialisation,
- ▶ examinations,
- ▶ final examination, diploma,
- ▶ dual training,
- ▶ IT systems.



## Useful contacts

Enrol: [corvinus.beiratkozas@uni-corvinus.hu](mailto:corvinus.beiratkozas@uni-corvinus.hu)

Erasmus information and administration: [corvinus.erasmus@uni-corvinus.hu](mailto:corvinus.erasmus@uni-corvinus.hu)

Student Self-Government: [hok@uni-corvinus.hu](mailto:hok@uni-corvinus.hu)

Student finance and scholarships: [osztondij@uni-corvinus.hu](mailto:osztondij@uni-corvinus.hu)

Student Social Committee: [hszb@uni-corvinus.hu](mailto:hszb@uni-corvinus.hu)

IT matters: [helpdesk@uni-corvinus.hu](mailto:helpdesk@uni-corvinus.hu)

Double Degree Programme: [double.degree.student.office@uni-corvinus.hu](mailto:double.degree.student.office@uni-corvinus.hu)

Neptun Affairs: [neptun@uni-corvinus.hu](mailto:neptun@uni-corvinus.hu)



Stipendium Hungaricum related matters: [corvinus.stipendium@uni-corvinus.hu](mailto:corvinus.stipendium@uni-corvinus.hu)

Study Abroad matters: [corvinus.studyabroad@uni-corvinus.hu](mailto:corvinus.studyabroad@uni-corvinus.hu)

Internships: [bce.szakmaigyakorlat@uni-corvinus.hu](mailto:bce.szakmaigyakorlat@uni-corvinus.hu)

Please note that all electronic correspondence can only be initiated from [firstname.lastname@stud.uni-corvinus.hu](mailto:firstname.lastname@stud.uni-corvinus.hu), and any correspondence from private e-mail addresses will be automatically rejected.



## The professional leaders of the bachelor's degree

If you have any questions about the content of your studies, subjects or teaching, you should typically contact the subject coordinator, the lecturers or the secretariat of the institute teaching the subject. If your problems go beyond this, or if you have questions about your choice of specialisation, seminar or thesis, you can also contact the subject coordinator or specialisation coordinators.

### **Dean of Undergraduate Programmes:**

Dr. Richárd Szántó

[richard.szanto@uni-corvinus.hu](mailto:richard.szanto@uni-corvinus.hu)

### **Programme Director**

Dr. Judit Nagy

[judit.nagy@uni-corvinus.hu](mailto:judit.nagy@uni-corvinus.hu)

### **Business and Management bachelor programme headoffice email:**

[business.management@uni-corvinus.hu](mailto:business.management@uni-corvinus.hu)

## Heads of specialisations:

### **Digital Marketing**

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### **Strategic Analysis**

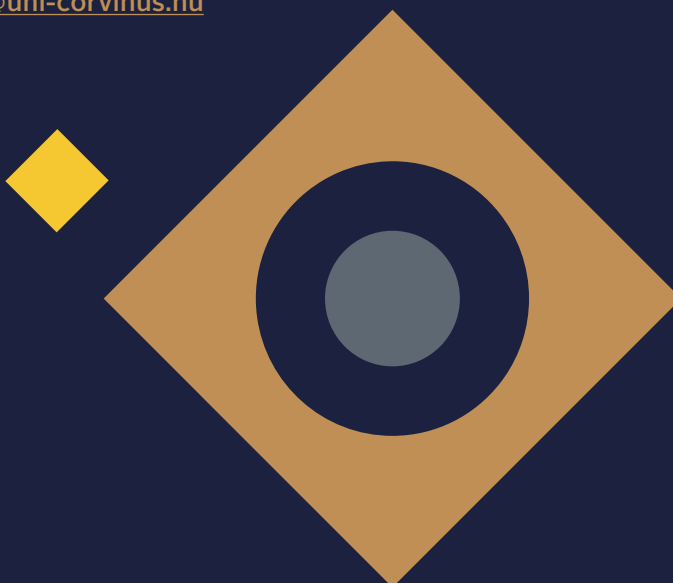
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### **Entrepreneurship**

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## Useful links

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