

Business and Management Bachelor's program

Training program description

For students who start the English program in the fall semester of 2021/2022.

Business and Management Bachelor's program

Valid: For students starting their studies in the 2021/2022/1 semester

Updated: 01/09/2023

General Informations:

Person responsible for the major: Dr. Márta Aranyossy, associate professor

Place of the training: Budapest, Székesfehérvár

Training schedule: full-time

Language of the training: Hungarian, English (this document focuses on the English program)

Is it offered as dual training: yes (in Hungarian, in Székesfehérvár)

Specialization:

No specialisation.

Training and outcome requirements:

- 1. Bachelor's degree title:** Business Administration and Management (gazdálkodási és menedzsment)
- 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 gazdálkodási és menedzsment alapképzési szakon
 - qualification in English: Economist in Business Administration and Management
- 3. Training area:** economics
- 4. Training duration, in semesters:** 7 semesters
- 5. The number of credits to be completed for the Bachelor's degree:** 180+30 credits
 - degree orientation: practice oriented (60-70 percent)
 - minimum credit value of the comprehensive extra-institution practical training: 30 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:** 345
- 7. Bachelor's degree training objectives and professional competences**

The objective of the programme is the training of economic experts who, in possession of their economic, applied economic, and methodological knowledge and the knowledge attained in specialisations are capable of understanding, planning, and analysing the operating processes of business organisations and institutions. After attaining practical knowledge and experience, they are capable of managing and organising business and entrepreneurial activities and processes. They are prepared to continue their training at the Master's level.

 - 7.1. Attained professional competences**
 - 7.1.1. The economist with the business administration and management 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 the principles and methods regarding the creation of organisations and institutions and the creation and modification of their structure and organisational behaviour.
- Knows and understands the principles and methods of managing, organising, and operating business processes, the methodology of analysing business processes, and the methodological bases of decision preparation and decision support.
- Knows the bases of other specialisations (engineering, legal, environmental, quality assurance, etc.) related to the specialist field.
- Possesses basic managerial and organisational skills and skills for the preparation, initiation, and management of founding small and medium enterprises.
- 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 mother tongue and in at least one foreign language.

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 economic processes and organisational events.
- Can use the techniques of solving economic problems, problem-solving methods, considering their applications and limits.
- Is capable of cooperating with representatives of other specialisations.
- Participates in projects, group work, and after attaining practical knowledge and experience, manages, organises, evaluates, and controls activity in them as a leader.
- After attaining practical knowledge and experience, is capable of leading small and medium enterprises or organisational units of business organisations.
- 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.
- Is capable of using a professional foreign language at an intermediate level.

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.
- Is open to changes in the economic and social environment of the job, work organisation, or enterprise; strives to follow and understand changes.
- Is open to the opinions of others, to sectoral, regional, national, and European values (including social, ecological, and sustainability considerations).
- Accepts and recognises the importance of career planning.
- 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.
- Takes responsibility for analyses, conclusions, and decisions made.
- Leads, organises, manages organisational units and work groups in business organisations or enterprises and minor business organisations, taking responsibility for the organisation and the employees.
- Organises, manages, and controls business activities in business organisations, in business jobs according to his/her training.
- Takes responsibility for observing professional, legal, and ethical norms and rules regarding work and behaviour.
- As a member of projects, group work, and organisational units, performs the assigned tasks independently and responsibly.
- 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) 10-20 credits;
- business administration and management professional studies (Corporate Finance, Accounting Analysis, Human Resource Management, Marketing Management, Management and Administration, Management of Value Creating Processes, Decision Theory and Methodology, Controlling, Business Ethics, Strategic Planning, Production Management, Process and Quality Management, Human Resource Management, Team Management, Public Management, Organisation Methodology, Information Management, optional specialisation) 70-90 credits.

8.1.2. The credit value of special studies in fields necessary for the needs of an economist with business administration and management studies in the entirety of the programme is a maximum of 30 credits.

8.2. 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. Defined in the Study and Examination Regulations.

9. Degree thesis/ Dissertation

The aim of the degree thesis is to demonstrate the student's knowledge and expertise in a chosen topic, scientific data collection, systematization, analysis and processing related to the chosen topic, discussion of the chosen phenomenon or problem, hypothesis creation, problem solving, analysis of alternative hypotheses, argumentation and in refuting the counter-arguments, in a coherent, consistent, language-oriented written explanation of his thoughts, views, positions, statements.

10. Type of Degree thesis

Research thesis.

11. Foreign language competence in a specialised language by hungarian programme

The acquisition of foreign language competence in the case of the programme may be achieved by completing the "foreign language competence I." course of a 0 credit value and a signed, non-contact-hour criterion course.

This subject is included in the penultimate semester of the degree programme, but may be available for registration in the 5th semester of the degree programme.

Expected level: An accredited complex exam - assessing writing, reading, listening and speaking skills - in a modern foreign language for specific purposes at CEFR B2 level or above (in the field of the relevant university programme)."

12. Requirements for the issue of a final certificate

The University will issue a final certificate to the student who has obtained

- the study and examination regulation prescribed in the curriculum, and
- the required internship (professional experience),
- in the case of dual training, fulfilled the prescribed work obligations at the traineeship, and
- the required credits.

13. Conditions for admission to the final examination

Joint conditions for admission to the final exam:

- a) obtaining a final certificate,
- b) submission of the dissertation by the deadline,
- c) evaluation of the dissertation with a different grade than the deadline,
- d) registration for the final exam by the deadline,
- e) the student has no overdue payment debt to the University for the given training,
- f) accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

A student who has not fulfilled any of the provisions of the points a)-f) cannot be admitted to the final examination.

14. 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.

15. Determining the result of the final exam

The arithmetic mean of the following two digits, rounded to two decimal places:

- a) the grade given to the dissertation by the reviewer (s) - determined with a five-point qualification - in case of several reviewers the average of the marks of the reviews is rounded to two decimal places, and
- b) the grade obtained for the defense of the dissertation, for the answers to the questions related to the dissertation - established with a five-level qualification.

16. Components of diploma qualification, method of calculation

The result of the diploma is the arithmetic mean of the following two marks, rounded to two decimal places:

- a. the credit-weighted average of the grades of the compulsory and compulsory elective subjects (if the student has taken more than the compulsory subjects prescribed by the

curriculum, then all the subjects taken) in the number of credits prescribed by the curriculum, and

b. the result (grade) of the final examination.

17. Conditions for issuing a diploma

A prerequisite for the award of a diploma certifying the completion of higher education is a successful final examination.

2BNGMEN17ABP - Business Administration and Management bachelor programme in Budapest, in English, full timetraining Curriculum for 2021/2022. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per week hours		Credits	Evaluation	Fall or Spring Semester	2021/22 Academic year		2022/23 Academic year		2023/24 Academic year		2024/25-es tanév	Credit	Subject responsible	Institute	Requirement		Equivalent subject		PSO	
			1	2				3	4	5	6	7	Code	Name				Code	Name				
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester											
Core courses								27	29	24	30	30	30	0	170								
Foundation core courses (economic, methodological and business foundation courses)								22	24	24	12	0	0	0	82								
293NCOMK223B	Business Data Analysis	C	2	2	6	pg	fall	6							Szabina Fodor	Institute of Information Technology						yes	
MAMM013NABB	Learning Methods	C	1	1	4	pg	fall	4							Ágnes Neulinger	Institute of Marketing							
293NECOK131B	Microeconomics	C	2	2	6	ex	fall	6							Helga Habis	Institute of Economics						yes	
MSMT018NABB	Mathematics I. (Calculus)	C	2	2	6	ex	fall	6							Péter Tallós	Institute of Mathematics and Statistical Modelling						no	
293NECOK136B	Macroeconomics	C	2	2	6	ex	spring		6						Klára Major	Institute of Economics						yes	
293NMATK225B	Mathematics II. (Probability and Statistics)	C	2	2	6	ex	spring		6						Péter Tallós	Institute of Mathematics and Statistical Modelling	293NMATK112B	Mathematics I. (Calculus)				no	
293NFINK156B	Basic Finance	C	2	2	6	ex	spring		6						Edina Berlinger	Institute of Finance, Accounting and Business Law							
MSST024NABB	Statistics I.	C	2	2	6	ex	spring		6						András Sugár	Institute of Mathematics and Statistical Modelling						yes	
293NECOK238B	International Economics	C	2	2	6	ex	fall			6					András Tétényi	Institute of International, Political and Regional Studies	293NECOK131B, 293NECOK136B	Microeconomics, Macroeconomics				yes	

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			1	2				3	4	5	6	7	Code	Name				Code	Name				
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester											
293NBUSK276B	Business Economics	C	2	2	6	ex	fall			6					Miklós György Stocker	Institute of Business Economics							
293NMATK217B	Quantitative Methods	C	2	2	6	ex	fall			6					István Tamás Solymosi	Institute of Mathematics and Statistical Modelling	293NMATK225B	Mathematics II. (Probability and Statistics)					
293NACCK191B	Elements of Accounting	C	2	2	6	ex	fall			6					László Péter Lakatos	Institute of Finance, Accounting and Business Law					yes		
293NLAWK462B	Introduction to Legal Studies	C	2	2	6	ex	spring				6				Péter Metzinger	Institute of Finance, Accounting and Business Law							
293NMARK370B	Marketing	C	2	2	6	ex	spring				6				András Bauer	Institute of Marketing							
Professional Core courses								0	0	0	18	30	30	0	78								
293NFINK351B	Corporate Finance	C	2	2	6	ex	spring				6				Kata Váradi	Institute of Finance, Accounting and Business Law	293NFINK156B	Basic Finance					no
293NOPRK212B	Decision Techniques	C	1	2	6	ex	spring				6				Richárd Szántó	Institute of Business Economics							no
VGLE035NABB	Sustainability Management	C	2	2	6	ex	spring				6				Mária Csutora	Institute of Business Economics							
293NCOMK534B	Intelligent Systems	C	2	2	6	pg	spring						6		Ildikó Borbásné Szabó	Institute of Data Analytics and Information Systems							no
VF00064NABB	Business Communication	C	0	4	6	pg	fall					6			Stanley Allen Ward Jr	Institute of Marketing and Communication Sciences							yes

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			1	2				3	4	5	6	7	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester										
293NMANK481B	Organizational Theory and Behavior	C	2	2	6	ex	fall					6			Mária Dunavölgyi	Institute of Strategy and Management						
293NACCS314B	Managerial Accounting	C	2	2	6	ex	fall					6			László Péter Lakatos	Institute of Accounting and Law	293NACCK191B	Elements of Accounting				
VF00062NABB	International Business	C	2	2	6	ex	fall					6			László Tibor Kállay	Institute of Entrepreneurship and Innovation					yes	
293NMANK485B	Human Resource Management	C	2	2	6	ex	spring					6			Sándor Takács	Institute of Strategy and Management						
293NFINS451B	Corporate Finance II. (Financing Policy)	C	2	2	6	ex	spring					6			Péter Juhász	Institute of Finance					no	
293NBUSS439B	Business Policy and Strategy	C	2	2	6	ex	spring					6			Szabolcs Szilárd Sebrek	Institute of Strategy and Management	293NBUSK276B	Business Economics			yes	
293NOPRK313B	Operations Management	C	2	2	6	ex	spring					6			Krisztina Városiné Demeter	Institute of Operations and Decision Sciences	293NBUSK276B	Business Economics				
293NSTAK420B	Statistics II. (Statistical Methods)	C	2	2	6	ex	spring					6			András Sugár	Institute of Data Analytics and Information Systems					yes	
Core elective courses								5	5	0	0	0	0	0	10							
MAME026NABB	English for Specific Purposes I.	C	0	4	5	ex	fall	5							Patrick Bohl	Institute of Marketing						
MAME027NABB	English for Specific Purposes II.	C	0	4	5	ex	spring		5						Patrick Bohl	Institute of Marketing	MAME026NABB	English for Specific Purposes I.				
Elective courses								0	4	6	0	0	0	0	10							

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			1	2				3	4	5	6	7	Code	Name				Code	Name				
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester											
	Foreign language	E	0	2	2		fall, spring	2	2	2	2	2			Erdei József	Centre of Foreign Language Education and Research					no		
IOK0036NABB	Hungarian for Beginners I.	E	0	4	2	ex	fall, spring	2	2	2	2	2			Balázs Tanczos	Centre of Foreign Language Education and Research					no		
IOK0001NABB	Hungarian Language SHI I.*	E	0	4	3	pg	fall	3							Judit Magyar	Centre of Foreign Language Education and Research					no		
IOK0004NABB	Hungarian Language SHI II.*	E	0	4	3	ex	spring		3						Judit Magyar	Centre of Foreign Language Education and Research					no		
TES_TESTNEV	Sports/Physical Education**	CR	0	2	0	s	fall, spring	0	0						Csaba Vladár	Centre for Physical Educations and Sports							
Placement/Internship + Thesis Work								0	0	0	0	0	3	27	30								
293NINTERN400	Internship	C			20	pg	fall						20		Judit Nagy	Institute of Operations and Decision Sciences					no		
293NTHECONS1	Thesis work consultation I.	C	0	2	3	pg						3			Judit Nagy	Institute of Operations and Decision Sciences					yes		
293NTHECONS2	Thesis work consultation II.	C	0	2	7	pg	fall						7		Judit Nagy	Institute of Operations and Decision Sciences	293NTHECONS1	Thesis work consultation I.					
Credits overall								27	33	30	30	30	33	27	210								

Remarks

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) 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
A subject that can be completed in a preferential study order (PSO) on the basis of Section 92 of the Study and Examination Regulation (TVSZ)

Physical education

Physical education is a criterion subject, the condition for obtaining a diploma is the completion of two semesters. The two semesters of physical education can be completed at any time during the program. Students who have fulfilled the criterion can only take the subject in the form of reimbursement for a fee.

Foreign language

During their studies, students can study a foreign language free of charge for two semesters, including a specific language, within the framework of the elective subjects.
Students who have completed two semesters of language subjects may take additional language subjects only upon payment of a specified fee.

Curriculum

It is recommended to include the subjects in the schedule according to the sample curriculum. The student may deviate from this, taking into account:

1. the pre-study order,
2. semester of announcing subjects
3. completion of an average of 30 credits per semester
4. in addition to the compulsory subjects, students may take elective subjects from the offer of elective subjects (see Neptun) as well as foreign languages.
5. a minimum of 2/3 of the required amount of credit must be completed at Corvinus University.

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

The detailed rules related to the admission of the subjects and the completion of the subjects are included in the Study and Examination Regulations!

Please note that curriculum changes are possible!