

# **Business and Management Bachelor program**

## **Training program description**

**For students who start the English program in the fall semester of  
2022/2023.**

## Business and Management Bachelor program

Valid: For students starting their studies in the 2022/2023/1 semester

Updated: 16/10/2023

General Informations:

**Person responsible for the major:** Nagy Judit, associate professor

**Place of the training:** Budapest

**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:

Strategic Analysis

Enterprenurship

Digital Marketing

Training and outcome requirements:

1. **Bachelor 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. 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.

**12. 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.

**13. 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.

**14. 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.

**15. 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.

**16. Conditions for issuing a diploma**

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

<b>Rules for choosing a specialisation</b>		
<b>List of specialisation</b>	<b>Prerequisites</b>	<b>Basis for ranking</b>
<b>Business Administration and Management bachelor programme in Budapest, in English, full time training</b>		
<b>Strategic analysis</b>	<ul style="list-style-type: none"> <li>- 30 % experience score: Üzleti Gazdaságtan és a Cases on Business Economics grade, results in case solving competitions</li> <li>- 70 % Cumulative grade point average</li> </ul>	
<b>Enterprenurship</b>	<ul style="list-style-type: none"> <li>- 30 % Cumulative grade point average</li> <li>- 70 % The Üzleti informatika subject's grade (but if less than 4, then 0 point)</li> </ul>	
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>- 50%: result from Marketing subject (but only if it is 3, or 4 or 5, otherwise this is 0 point)</li> <li>- 50%: Cumulative grade point average</li> </ul>	

Business Administration and Management bachelor programme in Budapest, in English, full time training Curriculum for 2022/2023. (1.) fall semester for beginning students

Subject code	Subject name	Type	Number of hours per week		credit	evaluation	fall or spring semester	2022/23 Academic year		2023/24 Academic year		2024/25 Academic year		2025/26 Academic year	credit	Subject responsible	Institute	Per-requisites		Equivalents		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										
<b>Core courses</b>																						
								27	33	30	30	18	0	0	138							
<b>Foundation core courses (economic, methodological and business foundation courses)</b>																						
								27	21	30	3	0	0	0	81							
MSMT043NABB	Mathematics	C	0	4	6	ex	fall	6							Gyula Magyarokuti	Institute of Mathematics and Statistical Modelling			MSMT018NABB	Mathematics I. (Calculus)		
MSST044NABB	Data Analysis I.	C	1	4	6	pg	fall	6							Tibor Takács	Institute of Mathematics and Statistical Modelling			293NCOMK223B and MSST024NABB together	Business Data Analysis and Statistics I. together		
293NECOK131B	Microeconomics	C	2	2	6	ex	fall	6							Helga Habis	Institute of Economics						
293NBUSK276B	Business Economics	C	2	2	6	ex	fall	6							Attila Kajos	Institute of Business Economics						
MAMM021NABB	English for Specific Purposes I.	C	0	4	3	pg	fall	3							Stanley Ward	Institute of Marketing			MAME026NABB	English for Specific Purposes I.		
MAMM022NABB	English for Specific Purposes II.	C	0	4	3	pg	spring		3						Stanley Ward	Institute of Marketing	MAMM021NABB	English for Specific Purposes I.	MAME027NABB	English for Specific Purposes II.		
NPGG046NABB	Global Sustainability Challenges	C	2	2	6	ex	spring		6						Gábor Harangozó	Institute of International, Political and Regional Studies; Institute of Business Economics	293NECOK131B	Microeconomics	VGLE035NABB	Sustainability Management		
293NECOK136B	Macroeconomics	C	2	2	6	ex	spring		6						Klára Major	Institute of Economics						
MSST045NABB	Data Analysis II. (Probability and Statistics)	C	1	4	6	ex	spring		6						Tibor Takács	Institute of Mathematics and Statistical Modelling	MSMT043NABB MSST044NABB	Mathematics, Data Analysis I.	293NMATK225B	Mathematics II. (Probability and Statistics)		

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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										
PSBV096NABB	Basics of Financial Markets	C	2	2	6	ex	fall			6					Helena Naffa	Institute of Finance			293NFINK156B	Basic Finance		
293NMARK370B	Marketing	C	2	2	6	ex	fall			6					József Hubert	Institute of Marketing and Communication Sciences						
293NACCK191B	Elements of Accounting	C	2	2	6	ex	fall			6					László Péter Lakatos	Institute of Accounting and Law						
293NECOK238B	International Economics	C	2	2	6	ex	fall			6					Bakos Eszter Szabó	Institute of Economics	293NECOK131B, 293NECOK136B	Microeconomics, Macroeconomics				
PSGJ048NABB	Introduction to Legal Studies and Taxation	C	2	2	6	ex	fall			6					Péter Metzinger	Institute of Accounting and Law			293NLAWK462B	Introduction to Legal Studies		
MSOA047NABB	Quantitative Methods	C	1	2	3	ex	spring				3				Péter Biró	Institute of Operations and Decision Sciences	MSST045NABB	Data Analysis II. (Probability and Statistics)	293NMATK217B	Quantitative Methods		
Professional Core courses								0	12	0	27	18	0	0	57							
KSPV028NABB	Learning Methods and Personal Skills	CR	0	3	0	s	fall	0							Éva Bodnár	Institute of Communication and Sociology			MAMM013NABB	Learning Methods		
293NMANK481B	Organizational Theory and Behavior	C	2	2	6	ex	spring		6						Mária Dunavölgyi	Institute of Management						
293NFINK351B	Corporate Finance	C	2	2	6	ex	spring		6						Nóra Ágota Felföldi-Szűcs	Institute of Finance, Accounting and Business Law						
KSKM020NABB	Business Communication Skills	CR	0	3	0	s	fall			0					Mária Dunavölgyi	Institute of Strategy and Management			VF00064NABB	Business Communication		
VGDE034NABB	Decision Techniques	C	1	3	6	pg	spring				6				Richárd Szántó	Institute of Operations and Decision Sciences			293NOPRK212B	Decision Techniques		
SZAM044NABB	Managerial Accounting	C	1	3	6	ex	spring				6				Mcferren Charles Alan	Institute of Finance	293NACCK191B	Elements of Accounting				
VGUG085NABB	Business Policy and Strategy	C	2	2	6	pg	fall				-	6			Szabolcs Szilárd Sebrek	Institute of Strategy and Management	293NBUSK276B	Business Economics	293NBUSS439B	Business Policy and Strategy		



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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											
293NOPRK313B	Operations Management	C	2	2	6	ex	spring				6				Krisztina Városiné Demeter	Institute of Operations and Decision Sciences	293NBUSK276B	Business Economics					
VTSM126NABB	Human Resource Management	C	1	2	3	ex	spring				3				Sándor Takács	Institute of Strategy and Management			293NMANK485B	Human Resource Management			
INIRo82NABB	Intelligent Systems	C	0	4	6	pg	fall					6			Betsabé Perez Garrido	Institute of Data Analytics and Information Systems			293NCOMK534B	Intelligent Systems			
VF00131NABB	Entrepreneurship	C	1	3	6	pg	fall					6			László Tibor Kállay	Institute of Entrepreneurship and Innovation							
VF00132NABB	Project Management	C	2	2	6	ex	spring				6				Bálint Blaskovics	Institute of Strategy and Management			293NOPRV518B	Project Management			
Core Elective courses***								3	0	0	0	3	0	0	6								
Social sciences core electives (one subject is compulsory from the list)								3	0	0	0	0	0	0	3								
KSPVo29NABB	Economic Psychology	CE	2	0	3	ex	fall	3							Éva Bodnár	Institute of Communication and Sociology							
KSSZo43NABB	Foundations of Sociology	CE	1	1	3	ex	fall	3							Adél Pásztor	Institute of Communication and Sociology							
PSGKo13NABB	Business Ethics	CE	2	2	6	ex	fall	6							Gábor László Kovács	Institute of Finance, Accounting and Business Law			293NBUSV498B	Business Ethics			
NPGGo47NABB	Global Geopolitical Relations	CE	1	1	3	ex	fall	3							Nuno Morgado	Institute of International, Political and Regional Studies							
NPGGo48NABB	Regions and Policies of the EU	CE	1	1	3	ex	fall	3							Csaba Bálint	Institute of International, Political and Regional Studies			293NPOLV311B	Policies of the European Union			
Professional core electives (one subject is compulsory from the list)								0	0	0	0	3	0	0	3								
VGUGo86NABB	Applied Business Economics	C	1	3	4	ex	spring		3						Miklós Attila Kozma	Institute of Business Economics							

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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										
MSST001NABB	Econometrics I.	CE	0	4	8	pg	fall					8					Institute of Economics	MSST045NABB	Data Analysis II. (Probability and Statistics)	293NSTAK420B 4ST14NAK30B	Statistics II. (Statistical Methods) Econometrics I.	
VF00133NABB	International Business	CE	2	2	6	pg	fall					6			László Kacsirek	Institute of Entrepreneurship and Innovation			VF00062NABB	International Business		
GK0I026NABB	Institutional Economics	CE	0	2	3	pg	fall					3			Miklós Rosta	Institute of Economics						
VGDE035NABB	Corporate Social Responsibility	CE	2	2	6	pg	fall					6			Katalin Ásványi	Institute of Sustainable Development			293NBUSV499B	Corporate Social Responsibility		
2VL60NCV01B	Cases on Business Economics	CE	0	2	3	pg	fall		3			3			Miklós György Stocker	Institute of Strategy and Management						
MATTO31NABB	Tourism Management Strategies	CE	2	2	6	ex	fall					6			Anna Rita Irimiás	Institute of Sustainable Development			MAMM014NABB	Tourism Management and Marketing		
Elective courses								0	0	0	0	6	0	0	6							
IOK0001NABB	Hungarian Language SHI I.*	E	0	4	3	pg	fall	3							Judit Magyar	Centre of Foreign Language Education and Research			IOK0001NABB	Hungarian Language SHI I.*		
IOK0004NABB	Hungarian Language SHI II.*	E	0	4	3	ex	spring		3						Judit Magyar	Centre of Foreign Language Education and Research			IOK0004NABB	Hungarian Language SHI II.*		
VF00070NABB	Contemporary Issues Related to Business and Management	E	0	2	3	pg	fall, spring	3	3	3	3	3	3	3	Attila Kajos	Institute of Entrepreneurship and Innovation						
the full list of elective courses for bachelor students (in English) are available in Neptun																						
Specializations								0	0	0	0	0	30	0	30							
Strategic analysis specialization													30			Stocker Miklós György						
VTVT010NMBB	Strategic positioning for competitive advantage	C	0	4	6	pg	spring					6			Dávid Ferenc Taródy	Institute of Strategy and Management						

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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										
VGUG025NMBB	Cases in business strategy	C	0	4	6	pg	spring						6		Miklós György Stocker	Institute of Strategy and Management						
VF00025NMBB	Fundamentals of finance for strategic decision making	C	0	4	6	pg	spring						6		Márta Aranyossy	Institute of Entrepreneurship and Innovation						
VGUG026NMBB	Strategy in action	C	1	3	6	pg	spring						6		Miklós György Stocker	Institute of Strategy and Management						
VTVT011NMBB	Business project	C	0	4	6	pg	spring						6		Balázs Tibor Felsmann	Institute of Strategy and Management						
Entrepreneurship specialization													30		Mihalkovné Szakács Katalin							
VF00134NABB	Business Planning	C	2	2	6	pg	spring						6		Endre Mihály Molnár	Institute of Entrepreneurship and Innovation						
VF00135NABB	Business Financing	C	2	2	6	pg	spring						6		Katalin Mihalkovné Szakács	Institute of Entrepreneurship and Innovation						
VF00136NABB	Business Enterprise: Start-Ups	C	2	2	6	pg	spring						6		Loretta Huszák	Institute of Entrepreneurship and Innovation						
VF00137NABB	Innovation Management	C	2	2	6	ex	spring						6		Nikolett Deutsch	Institute of Entrepreneurship and Innovation						
VT00004NABB	Family Business	C	2	2	6	pg	spring						6		Attila Wieszt	Institute of Strategy and Management						
Digital marketing specialization													30		Varga Ákos							
MAME041NABB	Marketing Planning	C	2	2	6	ex	spring						6		Ádám Csepeti	Institute of Marketing and Communication Sciences						
MAMF026NABB	Business Research	C	2	2	6	ex	spring						6		Ildikó Kemény	Institute of Marketing and Communication Sciences						
MAMM023NABB	Digital Marketing Strategy and Tactics	C	2	2	6	ex	spring						6		Ákos Varga	Institute of Marketing and Communication Sciences						

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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										
MAMF027NABB	Online Customer Behavior	C	2	2	6	ex	spring						6		Erzsébet Malota	Institute of Marketing and Communication Sciences						
MAMF028NABB	Online Shopping Trends	C	2	2	6	ex	spring						6		Zsófia Hajnalka Cserdi	Institute of Marketing and Communication Sciences						
Criterion courses								0	0	0	0	0	0	0	0							
	Sports/Physical Education	CR	0	2	0	s	fall, spring	0	0						Csaba Vladár	Centre for Physical Educations and Sports						
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						
293NTHECONS1	Thesis work consultation I.	C	0	2	3	pg	spring						3		Judit Nagy	Institute of Operations and Decision Sciences						
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								30	33	30	30	27	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!