

# **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

**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 mothertongue 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. Foreign language requirements**

To obtain a bachelor's degree, from a foreign language, a state-accredited, intermediate (B2), complex type professional language or state-accredited, advanced (C1), complex type general language examination or an equivalent secondary school leaving certificate or diploma is required.

**8.3. 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 digits, rounded to two decimal places:

- a) the credit-weighted average of the marks of the compulsory and optional subjects in the amount of credits prescribed in 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.

**2BNGMEN17ABP – Business Administration and Management bachelor programme in Budapest, in English, full time training 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 Acad emic year	Credit	Subject responsible	Institute	Requirement		Equivalent subject		Remarks	PSO
			1	2				3	4	5	6	7	Code	Name				Code	Nam e				
			Lecture	Seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester								Spring semester	Fall semester r		
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								Fodor Szabina	Institute of Information Technology						yes
MAMM013NABB	Learning Methods	C	1	1	4	pg	fall	4								Neulinger Ágnes	Institute of Marketing						
293NECOK131B	Microeconomics	C	2	2	6	ex	fall	6								Habis Helga	Institute of Economics						yes
MSMT018NABB	Mathematics I. (Calculus)	C	2	2	6	ex	fall	6								Tallós Péter	Institute of Mathematics and Statistical Modelling						no
293NECOK136B	Macroeconomics	C	2	2	6	ex	spring		6							Kálec-Simon András	Institute of Economics	293NECOK131B	Microeconomics				yes
293NMATK225B	Mathematics II. (Probability and Statistics)	C	2	2	6	ex	spring		6							Tallós Péter	Institute of Mathematics and Statistical Modelling	293NMATK112B	Mathematics I. (Calculus)				no
293NFINK156B	Basic Finance	C	2	2	6	ex	spring		6							Berlinger Edina	Institute of Finance, Accounting and Business Law						
MSST024NABB	Statistics I.	C	2	2	6	ex	spring		6							Sugár András	Institute of Mathematics and Statistical Modelling						yes
293NECOK238B	International Economics	C	2	2	6	ex	fall			6						Tétényi András	Institute of International, Political and Regional Studies	293NECOK131B, 293NECOK136B	Microeconomics, Macroeconomics				yes
293NBUSK276B	Business Economics	C	2	2	6	ex	fall			6						Stocker Miklós György	Institute of Business Economics						
293NMATK217B	Quantitative Methods	C	2	2	6	ex	fall			6						Solymosi István Tamás	Institute of Mathematics and Statistical Modelling	293NMATK225B	Mathematics II. (Probability and Statistics)				
293NACCK191B	Elements of Accounting	C	2	2	6	ex	fall			6						Lakatos László Péter	Institute of Finance, Accounting and Business Law						yes
293NLAWK462B	Introduction to Legal Studies	C	2	2	6	ex	spring				6					Metzinger Péter	Institute of Finance, Accounting and Business Law						
293NMARK370B	Marketing	C	2	2	6	ex	spring				6					Bauer András	Institute of Marketing						
Professional Core courses								0	0	0	18	30	30	0	78								
293NFINK351B	Corporate Finance	C	2	2	6	ex	spring				6					Váradi Kata	Institute of Finance, Accounting and Business Law	293NFINK156B	Basic Finance				no
293NOPRK212B	Decision Techniques	C	1	2	6	ex	spring				6					Szántó Richárd	Institute of Business Economics						no

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								1	2	3	4	5	6	7									
			Lecture	Seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester				Spring semester	Fall semester				
VGLE035NABB	Sustainability Management	C	2	2	6	ex	spring				6					Csutora Mária	Institute of Business Economics						
293NCOMK534B	Intelligent Systems	C	2	2	6	pg	spring						6			Borbásné Szabó Ildikó	Institute of Information Technology					no	
VF00064NABB	Business Communication	C	0	4	6	pg	fall					6				Kacsirek László	Institute for the Development of Enterprises					yes	
293NMANK481B	Organizational Theory and Behavior	C	2	2	6	ex	fall					6				Primecz Henriett	Institute of Management						
293NACCS314B	Managerial Accounting	C	2	2	6	ex	fall					6				Gyenge Magdolna	Institute of Finance, Accounting and Business Law	293NACCK191B	Elements of Accounting				
VF00062NABB	International Business	C	2	2	6	ex	fall					6				Kacsirek László	Institute for the Development of Enterprises					yes	
293NMANK485B	Human Resource Management	C	2	2	6	ex	spring						6			Takács Sándor	Institute of Management						
293NFINS451B	Corporate Finance II. (Financing Policy)	C	2	2	6	ex	spring						6			Berlinger Edina	Institute of Finance, Accounting and Business Law					no	
293NBUS439B	Business Policy and Strategy	C	2	2	6	ex	spring						6			Kozma Miklós	Institute of Business Economics	293NBUSK276B	Business Economics			yes	
293NOPRK313B	Operations Management	C	2	2	6	ex	spring						6			Városiné Demeter Krisztina	Institute of Business Economics	293NBUSK276B	Business Economics				
293NSTAK420B	Statistics II. (Statistical Methods)	C	2	2	6	ex	spring					6				Sugár András	Institute of Mathematics and Statistical Modelling					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								
	Foreign language	E	0	2	2		fall, spring	2	2	2	2	2				Dobos Ágota	Centre of Foreign Language Education and Research						
IOK0036NABB	Hungarian for Beginners I.	E	2	2	2	ex	fall, spring	2	2	2	2	2				Walschné Mester Ágnes						no	

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								1	2	3	4	5	6	7									
			Lecture	Seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester r									
IOK0001NABB	Hungarian Language SHI I.*	E	0	4	3	pg	fall	3									Centre of Foreign Language Education and Research					no	
IOK0004NABB	Hungarian Language SHI II.*	E	0	4	3	ex	spring		3								Centre of Foreign Language Education and Research					no	
Elective courses (Groups I. and II.)								0	0	0	0	6	4	0	10								
Group I. - min. 1 course from this group																							
293NOPRV518B	Project Management	E	2	2	6	ex	fall, spring				6	6	6			Deák Csaba Tamás	Institute for the Development of Enterprises						
VF00065NABB	Business Protocol and Negotiating Skills	E	2	2	6	ex	spring						6			Kacsirek László	Institute for the Development of Enterprises					yes	
293NBUSV498B	Business Ethics	E	2	2	6	ex	fall, spring				6	6	6			Matolay Réka	Institute of Business Economics						
293NBUSV499B	Corporate Social Responsibility	E	2	2	6	ex	fall, spring					6	6			Matolay Réka	Institute of Business Economics						
293NBUSV453B	International Business Case Studies	E	2	2	6	ex	spring						6			Stocker Miklós György	Institute of Business Economics					no	
PSGK007NABB	Globalization (Economic Theory)	E	2	2	6	ex	fall, spring			6	6	6	6			Rivera Isaías Ramon	Institute of Finance, Accounting and Business Law					yes	
293NLAUV465B	International Business Law	E	2	2	6	ex	fall					6				Jeffrey Alan Stewart	Institute of Finance, Accounting and Business Law						
293NPOLV301B	International Debate	E	0	4	6	ex	fall, spring			6	6	6	6			Cosovan Attila	Institute of Marketing						
293NPOLV377B	International Relations 1945 to Present	E	2	2	6	ex	fall, spring	6	6							Walsch Christopher	Institute for International, Political and Regional Studies						
293NCOMV300B	Database Management in Practice	E	2	2	6	ex	spring		6		6		6			Bagó Péter	Institute of Information Technology					no	
293NCOMV485B	Web Development	PG	2	2	6	ex	fall	6		6		6				Láng Blanka Klára	Institute of Information Technology					yes	
293NCOMV512B	Managing ERP with SAP R/3	E	2	2	6	ex	fall					6				Ternai Katalin	Institute of Information Technology					no	



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			1	2				3	4	5	6	7	Code	Name				Code	Name				
			Lecture	Seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester								Spring semester	Fall semester		
VTSM076NABB	Personality Types and Team Dynamics	E	0	4	6	ex	fall, spring		6	6	6	6			Toarniczky Andrea	Institute of Management							
293NSOCV457B	Global Social Change and Global Inequalities	E	2	2	6	ex	fall	6		6		6			Melegh Attila	Institute of Communication and Sociology							
Group II. - min. 1 course from this group																							
2VL60NAV01B	Business Economics seminar	E	0	2	3	ex	fall, spring			3					Stocker Miklós György	Institute of Business Economics							
VT00001NABB	Family Business	E	0	2	3	pg	fall, spring			3	3	3	3		Wieszt Attila	Institute of Economics							
293NBUSV450B	Applied International Business Methods	E	2	2	6	pg	spring						6		Constantinovits Milán							yes	
2VL60NBV04B	Üzleti gazdaságtan (for Hungarian speakers only)	E	1	2	4	ex	spring				4		4		Kozma Miklós	Institute of Business Economics						yes	
2VL60NCV01B	Cases on Business Economics	E	0	2	3	pg	spring				3		3		Stocker Miklós György	Institute of Business Economics							
2VL60NCV02B	Cases on International Business Strategy	E	0	2	3	pg	fall, spring					3			Kozma Miklós	Institute of Business Economics						no	
VF00066NABB	Business Enterprise - Start-Ups	E	2	2	6	ex	spring						6		Kállay László Tibor	Institute for the Development of Enterprises							
VF00067NABB	SME Marketing	E	2	2	6	ex	fall, spring					6	6		Kállay László Tibor	Institute for the Development of Enterprises							
293NBUSV489B	Electronic Commerce	E	2	2	6	ex	fall, spring					6	6		Kő Andrea	Institute of Information Technology						no	
293NCOMV453B	Effective e-Business Management	E	2	2	6	ex	fall, spring					6	6		Urbán Ágnes	Institute of Information Technology						yes	
293NECOV395B	Economics and the European Union	E	2	2	6	ex	fall, spring					6	6		Jeffrey Alan Stewart	Institute of Finance, Accounting and Business Law							
PSGK008NABB	The Economics and Ethics of Globalization	E	2	2	6	ex	fall, spring				6	6	6		Rivera Isaías Ramon	Institute of Finance, Accounting and Business Law						yes	
293NFINV441B	Essentials of Investing	E	0	4	6	pg	fall, spring					6	6		Berlinger Edina	Institute of Finance, Accounting and Business Law						no	

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								1	2	3	4	5	6	7				Code	Name	Code	Nam e		
			Lecture	Seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester r									
MAMM014NABB	Tourism Management and Marketing	E	2	2	6	ex	fall, spring					6	6			Pinke- Sziva Ivett	Institute of Marketing						yes
293NLAWV515B	European Union Law	E	2	2	6	ex	fall, spring					6	6			Jeffrey Alan Stewart	Institute of Finance, Accounting and Business Law						
293NMARV519B	Marketing Research	E	2	2	6	ex	fall					6				Gáti Mirkó György	Institute of Marketing						
MAMM015NABB	Services Marketing	E	2	2	6	ex	spring						6			Kolos Krisztina Ágnes	Institute of Marketing						
293NMARV557B	Brand Management	E	2	2	6	ex	fall					6				Kolos Krisztina Ágnes	Institute of Marketing						yes
MAMM016NABB	Advertising Management	E	2	2	6	ex	spring						6			Horváth Dóra	Institute of Marketing						yes
293NPHIV235B	Critical Thinking	E	1	1	3	ex	fall, spring	3	3	3	3	3	3			Durrant Stuart	Institute for the Development of Enterprises						
293NPOLV311B	Policies of the European Union	E	2	2	6	ex	fall, spring						6			Meisel Sándor	Institute for the Development of Enterprises						
TES_TESTNEV...	Sports/Physical Education**	CR	0	2	0	s	fall, spring	0	0							Vladár Csaba	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		Aranyossy Márta	Institute for the Development of Enterprises						no
293NTHECONS1	Thesis work consultation I.	C	0	2	3	pg							3			Miskolcziné dr. Gábor Mónika	Institute for the Development of Enterprises						yes
293NTHECONS2	Thesis work consultation II.	C	0	2	7	pg	fall							7		Aranyossy Márta	Institute for the Development of Enterprises	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!