



# **FACULTY STUDY GUIDE**

Academic Year 2019/20

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## DEAN'S MESSAGE

Dear Reader,

The Corvinus Business School is the centre for education and research in business, financial management, management and organization, management sciences and management practice. It is our vision to be a leading business school internationally recognized for excellence in education and research. Our mission is to educate responsible business leaders who work based on sustainable business practices and have a global outlook. Moreover, we aim to advance knowledge to promote the progress of global business and society.

CBS offers a guaranteed high quality of education. Each subject is taught by lecturer(s) who are specialists in the given science or discipline and who are equipped with the necessary academic and practical knowledge both at the domestic and international levels. Furthermore, professors integrate the most recent practices and research outputs into the study materials.

The Corvinus Business School has been leading the Hungarian national higher educational rankings in the field of business for decades and is also an internationally respected and acknowledged institution.

The international recognition of our educational and research activity is proven among others, by the fact that since November 1996 the University – through the Corvinus Business School - is a member of the prominent CEMS (The Global Alliance in Management Education) network.

The Corvinus Business School is also a member of PIM (Partnership in International Management), EDAMBA (European Doctoral Association in Management and Business Education), EFMD (European Foundation for Management Development) and AACSB (Association to Advance Collegiate Schools of Business).

CBS has achieved two of EFMD's international accreditations. It is EQUIS accredited (School level accreditation) since December 2018 and has two EPAS accredited programmes (BA in Business and Management and the Executive MBA). Our School is also close to completing the AACSB accreditation process. CBS is listed in the Financial Times rankings with its Management and Leadership master program

Best regards:

Professor Zita Zoltay Paprika Ph.D.

## GENERAL INFORMATION

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## DEAN'S OFFICE

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Phone: 482-5616

## INSTITUTES OF THE FACULTY

### INSTITUTES

- Institute of Business Economics
- Institute for the Development of Enterprises
- Institute of Finance, Accounting and Business Law
- Institute of Informatics
- Institute of Marketing and Media
- Institute of Management

### FOREIGN LANGUAGE PROGRAMMES

- International Study Programs (ISP)
- Deutschsprachige Studiengang (DSG)
- Corvinus MBA Center

### DOCTORAL SCHOOLS

- Business Informatics
- Management and Business Administration

## INTERNATIONAL STUDY PROGRAMS CENTER (ISP CENTER)

1093 Budapest, Fővám tér 8., Main Building, Room136  
Telefon: (+36 1) 482-5008, Fax: (+36 1) 482-5449

**Office hours:**

***as given on the ISP website***

**Dr. Zita Kelemen**

[zita.kelemen@uni-corvinus.hu](mailto:zita.kelemen@uni-corvinus.hu)

1st floor, room 157.

**ISP Program Director**

Phone: 482-5268



**Dr. Zita Zoltay Paprika** Programme Director

[zita.paprika@uni-corvinus.hu](mailto:zita.paprika@uni-corvinus.hu)

1st floor, room 199.

Phone: 482-5322



Bachelor programme:

- BA in Business and Management (EPAS accredited: [www.efmd.org](http://www.efmd.org))

**Dr. László Kacsirek**

[laszlo.kacsirek@uni-corvinus.hu](mailto:laszlo.kacsirek@uni-corvinus.hu)

3rd floor, room 321/a

**Programme Director**

Phone: 482-5590



Bachelor programme:

- BA in International Business

**Dr. András Bauer**

[andras.bauer@uni-corvinus.hu](mailto:andras.bauer@uni-corvinus.hu)

3rd floor, room 314

Programme Director

Phone: 482-5106



Master programme:

- MSc in Marketing

**Dr. Zoltán Szabó**

[zoltan.szabo@uni-corvinus.hu](mailto:zoltan.szabo@uni-corvinus.hu)

Salthouse 224.

Programme Director

Phone: 482-7413



Master programme:

MSc in Business Informatics

**Dr. György Walter**

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2<sup>nd</sup> floor, room 285

Programme Director

Phone: 482-5156



Master programme:

- MSc in Finance

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[katalin.gelencser@uni-corvinus.hu](mailto:katalin.gelencser@uni-corvinus.hu)

1st floor, room 136      Phone: 482-5449

- Master degree programmes (MSc in Business Informatics, MSc in Finance, MSc in Marketing)
- International and bilateral exchange students
- Master non-degree/free-mover students



**Anna Szombathelyi** Undergraduate Programme Coordinator \_\_\_\_\_  
[anna.szombathelyi@uni-corvinus.hu](mailto:anna.szombathelyi@uni-corvinus.hu)

1st floor, room 134      Phone: 482-5443

- BA in Business and Management (EPAS accredited: [www.efmd.org](http://www.efmd.org))
- Bachelor non-degree/free-mover students



**Emese Boros** Undergraduate Programme Coordinator  
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- BA in International Business



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Partial Training Coordinator

1st floor, room 161.      Phone: 482-5652

- Partial training programmes (UNH, MSU, Richmond, DePaul, Indiana, Bentley)



**Katherine Nemessányi** Partial Training Coordinator  
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1st floor, room 161.      Phone: 482-5341

- Partial training programmes (API, AIFS, CIEE, ITESM, ISM, MBS, Stuttgart)



**Orsolya Bánfalvi** Programme Coordinator  
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1st floor, room 159 Phone: 482-5008

- International and bilateral exchange students
- Erasmus exchange students
- Short programmes



**Dorottya Vig** Assistant  
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1st floor, room 136 Phone: 482-5450

- Administrative matters & projects



**Zoltán Nagy** Assistant  
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1st floor, room 136 Phone: 482-5009

- Administrative matters



**Beáta Hári** Financial coordinator  
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1st floor, room 153 Phone: 482-5406

- Financial matters, contracts and payments, international contacts



**Csaba Tóth** Network Supervisor  
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1st floor, room 153 Phone: 482-5477

- Administrative and IT matters



The International Study Programs Center coordinates the courses of Bachelor and one of the Master programmes offered by Corvinus Business School. Currently it is coordinating the following programmes:

- Bachelor of Arts in Business and Management (EPAS accredited: [www.efmd.org](http://www.efmd.org)),
- Bachelor of Arts in International Business,
- Master of Science in Business Informatics
- Master of Science in Finance
- Master of Science in Marketing

The ISPC coordinates and provides an administrative background for the above degree programs, the full-time regular students and the courses of the CEMS MIM program. Further to this, the ISPC also hosts exchange students coming to the university in the frame of the Erasmus program or a bilateral institutional exchange program, as well as tuition fee-paying non-degree/free-mover students for one or two semesters, along with partial training students from all over the world. The ISPC also organizes short programmes for groups of students coming from foreign universities upon request.

The truly international atmosphere achieved in the courses of the ISPC (over 900 students from over 50 countries each semester) provides the students an exciting and personally useful international experience.

**Budapest, Fővám sq. 8. (Main Building)****Secretary: 3<sup>rd</sup> floor, Room 3003.****Phone: (+36 1) 482-5510, fax: 482-5510****Homepage: <http://corvinus-mba.hu>**

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<b>Mária Nagy</b>	Executive MBA Programme Coordinator	<a href="mailto:maria.nagy@uni-corvinus.hu">maria.nagy@uni-corvinus.hu</a>
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The Corvinus MBA Center (CMC) is committed to providing high quality education for business leaders. Our academic programmes provide participants with the knowledge and skills needed to meet the managerial challenges of a dynamically changing and diverse global environment. The integrated curriculum of our programmes represents a balanced blend of theoretical concepts and practical applications. Those who are committed to excellence as much as we are will have a unique opportunity to acquire:

- A thorough understanding of – and the ability to adapt to – today's dynamic global business environment
- The ability to communicate with and lead groups and individuals effectively
- The ability to apply the kind of multi-disciplinary approach that complex organizational issues demand

One of our main priorities is to reflect the needs of the business sphere by focusing on preferences of leading companies in Hungary and in the region. Upon graduation, participants will have the leadership knowledge and management skills necessary to successfully respond to the dynamically changing global business environment.

CMC programmes utilize an integrated curriculum that reflects the latest business challenges in the field of leadership, performance management, marketing, IT, corporate sustainability, and strategy. Small classroom size and carefully selected student body enable a proactive teaching methodology with case studies, class discussions, and teamwork with learning from peers. Beyond the classic MBA curriculum, CMC put special emphasis on the Central European business environment and practice. CMC offers MBA programmes, customized programmes for companies, and residency modules for international business schools.

### **Executive MBA (part-time)**

The Executive MBA (EMBA) is a part-time, postgraduate programme designed for students with substantial work experience. Classes are scheduled for every second weekend (Friday afternoons and Saturdays plus an intensive week per semester) and allow our students to continue their work and immediately apply to their job what they learn on the Corvinus MBA. Special emphasis is placed on skills, personal mentoring and networking in this programme – reflecting the fact that most of our EMBA students already work in managerial positions. The four semesters of the programme offer exclusive services such as the option to participate at

an international week at a partner university abroad, and regular guest lectures and special events from top executives.

### **Full-time MBA (MSc)**

For students with at least 2-3 years of work experience (3 years in case of possessing an BA/BSc diploma, 2 years in case of possessing an MA/MSc diploma) who decide to devote all their time and efforts to learning we recommend the Full-time MBA programme. This programme demands substantial work from students during and outside classes (double the hours compared to the EMBA). The curriculum covers knowledge of management tools and their application in order to prepare our students for future career positions. Interactive class participation during the weekdays leads to the development of groups with close social relationships. The Full-time MBA at Corvinus is also an accredited Bologna Master Programme thus creating the opportunity for students to pursue further studies on the Corvinus PhD programme or anywhere in the world.

### **Part time MBA (MSc)**

Present and future executives require not only general management knowledge, but also local connections to other regional business leaders and public officers as well as decision-makers ultimately a good network. It is the interests of both Central Europe and the EU to have a closer cooperation with China, to understand how the Chinese and the Asian economy is developing. The "One Belt One Road" initiative and the "China-CEE 16+1 Summit" provide a good platform to facilitate further collaborations, and possible connections to the "New Silk-Road of the 21st Century".

Our new MBA programme is ready to be your compass and guide you in this multipolar world by the best professors of the East and West.

With the professional support of Magyar Nemzeti Bank (the Central Bank of Hungary) the Chinese and Hungarian leading universities, Fudan University and Corvinus University of Budapest partnered to provide the first Chinese-CEE double degree programme. This unique regional experience is offered by exploring the current trends of executive management.

The programme participants will be awarded the following degrees:

- **Fudan University: Master in Finance (MSc)**
- **Corvinus University of Budapest: Master in Business Administration (MSc)**

The learning experience includes up-to-date international methodologies with intensive class discussions, regional and international case studies, simulation and business projects. Besides leading lecturers of both universities, guest speakers of the Magyar Nemzeti Bank as well as regional companies will also illustrate business case studies.

### **In-House Programmes**

Successful companies and organizations are investing in the further education of their talents. CMC offers an ideal mix of internal company trainings and sending talents to MBA programmes individually. The In-House Programmes are customized response to the direct needs of a company. Students are from the same company, familiar with the latest challenges of their industry. Tailor-made programmes help them to prepare for higher level management position by providing them with the latest management concepts, leadership skills, and the "big picture", focusing on those topics that are relevant at their company.

### **Residency modules - International Programmes**

Corvinus MBA Center is proud to cooperate with top business schools. We understand and response the needs of the different MBA groups (Executive, Global, etc.) of top business schools and provide jointly agreed and customized programmes for them. Between 2008 and 2017 Corvinus MBA Center hosted more than 50 groups and delivered lectures or company visits for more than 1000 students. Corvinus residency modules, usually one-week programmes, enhance the international partnerships of Corvinus University of Budapest.



## STUDY PROGRAMMES AT THE BUSINESS SCHOOL

### BACHELOR DEGREE PROGRAMMES

- Business Administration and Management
- Business Informatics
- Commerce and Marketing
- Finance and Accounting
- Human Resources
- International Business
- Rural Development Engineering
- Tourism and Catering

### MASTER DEGREE PROGRAMMES

- Accountancy
- Business Development
- Business Informatics
- Finance
- Management and Leadership
- Marketing (MSc)
- Master of Business Administration (MBA)
- Sports Economics
- Supply Chain Management
- Tourism Management

### POSTGRADUATE SPECIALIST TRAINING COURSE (IN HUNGARIAN)

- Business Development
- Communication in Leadership Expert
- Customs Logistics Expert

- Data Scientist
- Design Communication Driven Product and Startup Development Expert
- Economics for Engineers
- Economics for Lawyers
- Economics for Pharmacists
- Economics for Physicians
- Energy Development
- HR Business Partner
- Human Resource
- Information Management
- EMBA programme
- Project Management
- Public Procurement Management
- Purchasing Management
- Supply Chain and Logistics

## **PHD PROGRAMMES**

- PhD in Business Information Technology
- Doctoral School of Management and Business Administration

## ENGLISH STUDY PROGRAMMES

### BA in BUSINESS AND MANAGEMENT

**1. Bachelor's degree title:** Business and Management

**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 and Management

**3. Training area:** business sciences

**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: 20 credits, credit value of the 2 semester long thesis consultations: 3 + 7 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, teamwork 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**

As the programme is conducted fully in English, there are no outgoing foreign language requirements. At the same time, the degree certificate of the programme is also equivalent in Hungary to a C1 level English language proficiency.

#### **8.3. Internship requirements**

An uninterrupted one semester long internship (20 ECTS credits).

#### **8.4 Curriculum**

Course code	Course title	Type	Assessment	Year 1				Year 2				Year 3				Year 4	No. of credits	Course Leader	Department
				1	2	3	4	5	6	7	8	9	10	11	12	13			



[illegible]

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

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

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

**3. Training area:** business sciences

**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: 20 credits, credit value of the 2 semester long thesis consultations: 3 + 7 credits
- minimum credit value of optional courses: 10 credits

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

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

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

**7.1 Attained professional competences**

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

**a) knowledge**

- Knows the basic, comprehensive concepts, theories, facts, national and international economy interrelationships regarding relevant economic actors, functions, and processes.
- Has studied the basic theories and characteristics of the micro and macro levels of economy, possesses the basic information-gathering, mathematical, and statistical analytic methods.
- Knows the rules and ethical norms of cooperation in a project, team, work organisation, and of managing projects.
- Knows and understand the bases of expert knowledge that helps identify international freight and international financial processes, the specialisation-relevant information gathering, analysis, and problem-solving methods, and their applications and limits.
- Knows the basis of other fields related to international business (legal, land development, education).
- Knows and understands the basic functions, determinations, and goals of economic policy, foreign trade processes, and foreign economy policy). Has the knowledge regarding the operation of the European Union required for effective work.

- Is knowledgeable about IT and office automation tools that support the operation of organisations and economic processes.

- Has learned the written and oral forms of professional and efficient communication, and the spreadsheet and graphic methods of presenting data.

- Possesses the basic technical terminology of economics in the mothertongue and in at least two foreign languages.

#### **b) skills**

- Plans and organises business activities and projects, manages and controls small enterprises and businesses.

- Can uncover, systemise, and analyse facts and basic interrelationships by utilising the studied theories and methods, can formulate independent deductions and critiques, makes decision-preparation suggestions, and makes decisions in routine and partially unknown – Hungarian or international – environments.

- Follows and interprets international and world economy business processes, changes in economic policy and in policies and laws relevant to his/her professional specialisation, their effects, and considers these in analyses, suggestions, and decisions.

- Is capable of determining the complex consequences of transport and foreign trade processes.

- Plans and organises business activities related to transport and foreign trade processes in business organisations and business jobs.

- Presents professional suggestions, formulated in a conceptually and theoretically correct way in an oral or written form, in Hungarian or in foreign languages, according to the rules of professional communication. Understands and uses the typical on-line and printed literature of the field in Hungarian and foreign languages.

- Participates in projects, group work, and after attaining practical knowledge and experience, manages, organises, evaluates, and controls activity in them as a leader. Is capable of cooperating with the representatives of other fields (engineers, foreign traders).

- Is aware of the characteristics of work in an international, multicultural environment.

- After attaining practical knowledge and experience, is capable of leading small and medium enterprises or organisational units of business organisations.

- Is capable of using his/her intermediate level professional foreign language skills.

#### **c) attitudes**

- Demonstrates a problem-sensitive, proactive behaviour for quality work; is constructive, cooperative, and takes initiative in project and group work.

- Is open to new information, to new professional knowledge and methodologies, and to performing new tasks and tasks that require cooperation.

- Strives to improve knowledge and work relationships and to cooperate with colleagues in this.

- Has a critical attitude towards the knowledge, work, and behaviour of him/herself and any subordinates. Is prepared to make mistakes right, and helps colleagues to do the same.

- Is open to changes in the economic and social environment of the job, work organisation, or enterprise; strives to follow and understand changes.

- Strives to consider the opinions of others, to sectoral, regional, national, and European values (including social, ecological, and sustainability considerations) in decisions.

- Strives for lifelong learning in the working life and outside of it.

#### **d) autonomy and responsibilities**

- Performs and organises the tasks defined in his/her job description independently, with a general professional oversight.

- Organises the analysis of economic processes and data collection, systemisation, and evaluation independently.

- Takes responsibility for analyses, conclusions, and decisions made.

- Takes responsibility for observing professional, legal, and ethical norms and rules regarding work and behaviour.

- Independently monitors changes in the social-economic-legal environment that have an effect on his/her specialist field.

- Follows and applies relevant policies partially independently.

- Does presentations and moderates debates independently.

Participates in the work of professional forums inside and outside the business organisation independently and responsibly.

### **8. Bachelor's degree characteristics**

#### **8.1 Professional properties**

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

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

- social science studies (European Union Studies, General and Financial Law Studies, Economic History, Sociology, Psychology, Philosophy, Organisational and Management Theory) 10-20 credits;

- international business professional studies (International Economy and Trade Institutions, World Trade Processes and Regions, Foreign Economy Policy, Analysis and Market Development, International Finance, International Transactions, International Marketin, Intercultural Management, European Union Community Policies, International Negotiation Techniques, International Etiquette, Protocol, and optional specialisations) 70-90 credits.

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

#### **8.2. Foreign language requirements**

As the programme is conducted fully in English, there are no outgoing foreign language requirements. At the same time, the degree certificate of the programme is also equivalent in Hungary to a C1 level English language proficiency.

#### **8.3. Internship requirements**

An uninterrupted one semester long internship.

International Business (BA) Curriculum (Starting September 2019 )																										
Neptun Code		Type	Assessment	Year 1						Year 2						Year 3						Year 4	Sum of credits	Course Leader	Department	
				1		Credit	2		Credit	3		Credit	4		Credit	5		Credit	6		Credit	7				
				L	S		L	S		L	S		L	S		L	S		L	S		L				S
	CORE COURSES																									
	Foundation Core courses																									
4MA12NAK53B	Mathematics	C	ex	2	2	6																	6	Palágyi Zoltán	Dept. of Mathematics	
4ST14NAK14B	Statistics	C	ex				2	2	6														6	Ruzsa Gábor	Dept. of Statistics	
4MI25NAK17B	Microeconomics	C	ex	2	2	6																	6	Trautmann László	Dept. of Microeconomics	
4MA23NAK11B	Macroeconomics	C	ex				2	2	6														6	Kálec-Simon András	Dept. of Macroeconomics	
4MA23NAK10B	International Economics	C	ex							2	2	6											6	Szabó-Bakos Eszter	Dept. of Macroeconomics	
293NCOMK223B	Business Data Analysis	C	tm	2	2	6																	6	Fodor Szabina	Dept. of Computer Science	
293NEDUCK151B	Soft Skills Development	C	tm	2	2	6																	6	Kacsirek László	International Business Centre	
293NBUSK276B	Business Economics	C	ex	2	2	6																	6	Czakó Erzsébet	Dept. of Business Studies	
293NFINK351B	Corporate Finance	C	ex				2	2	6														6			
293NACCK191B	Accounting	C	tm							2	2	6											6	Lakatos László Péter	Dept. of Financial Accounting	
293NACCS314B	Managerial Accounting	C	tm										2	2	6								6	Gyenge Magdolna	Dept. of Managerial Accounting	
293NMANK300B	Management	C	ex				2	2	6														6	Dobák Miklós	Dept. of Mangement and Organisation	
293NMARK370B	Marketing	C	tm							2	2	6											6	Bauer András	Dept. of Marketing	
293NOPRK212B	Decision Techniques	C	tm													1	2	6					6	Zoltayné Paprika Zita	Dept. of Decision Sciences	
	International Business Core courses																									
293NECOK405B	Global Economy and International Trade	C	ex										2	2	6								6	Kacsirek László	International Business Center	
293NECOK406B	Hungary's Foreign Economic Relations	C	ex															2	2	6			0	Mészáros Ádám	International Business Center	
293NBUSK401B	Intercultural Communication & Management	C	tm										2	2	6								6	Stanley Ward	ISP	
293NMARK371B	International Marketing	C	ex													2	2	6					6	Kelemen Zita	Dept. of Marketing Research and Consumer Behaviour	
293NPOLK302B	Business Protocol and Negotiating Skills	C	tm							0	4	6											6			International Business Centre
293NFINK453B	International Finance and Export Financing	C	ex													2	2	6					6			International Business Centre
293NFINK454B	International Business Financing	C	ex													0	4	6					6	Csúbák Tibor Krisztián	Dept. of Enterprise Finances	
293NFINK452B	Financial Ratio Analysis and Prediction	C	tm													2	2	6					6	Fiáth Attila	Dept. of Enterprise Finance	
293NBUSK450B	Applied International Business Methods	C	tm																2	2	6		6	Kacsirek László	International Business Centre	
293NLOGK400B	International Logistics	C	ex																2	2	6		6	Gelei Andrea	Logistics and Supply Chain Management	
293NTHECONS1	Thesis Consultation	C	tm																0	2	3		3	Kacsirek László	International Business Centre	
293NTHECONS2	Thesis	C	tm																			7	7	Kacsirek László	International Business Centre	
293NINTERN20	Placement	C	tm																			20	20	Jenes Barbara	International Business Centre	
	Social Sciences core courses																									
293NPOLK480B	Development and Operation of the European Union	C	ex										2	2	6								6	Meisel Sándor	ISP	

Neptun Code		Type	Assessment	Year 1								Year 2								Year 3								Year 4	Sum of credits	Course Leader	Department			
				1		Credit	2		Credit	3		Credit	4		Credit	5		Credit	6		Credit	7												
				L	S		L	S		L	S		L	S		L	S		L	S		L	S	Place ment										
	ELECTIVE COURSES																																	
	International Business Elective courses (choose 2 from the following)																																	
	International Business Elective 1	E	tm																2	2	6			6										
	International Business Elective 2	E	tm																2	2	6			6										
293NPOLV311B	Policies of the European Union	E	ex																										Meisel Sándor	International Business Centre				
293NMARV574B	International Advertising Strategies and Planning	E	ex																										Jenes Barbara	International Business Centre				
293NBUSV455B	International Business Games	E	ex																										Mészáros Ádám	International Business Centre				
	Social Science Elective Courses (choose 1 from the following)																																	
	Social science elective 1	E	ex					2	2	6																			6					
	Social science elective 2	E	ex					2	2	6																			6					
293NECOV437B	Environmental Economics	E	ex					2	2	6																			6	Harangozó Gábor	Dept. of Logistics and Supply Chain Management			
293NOPRV518B	Project Management	E	tm					2	2	6																			6	Deák Csaba Tamás	Dept. of Strategic Management			
	Elective Courses																																	
	Elective	E	tm								0	2	6																6					
	Elective	E	tm											2	2	6													6					
	Foreign language (2)	E	tm	0	2	2	0	2	2	0	2	2	0	2	2	0	2	2	0	2	2										Dobos Ágota	Centre for Foreign Language Education and Research		
Couses in German																																		
2DS91NBK04B	Führung und Organization	E	ex										1	1	3															Szilás Roland	DSG			
2DS91NBK02B	Allgemeine Volkswirtschaftslehre*	E	ex				2	1	4				2	1	4															Simon Judit	DSG			
2DS91NDK01B	Betriebswirtschaftliche Entscheidungstheorie	E	ex													2	1	4												Dobos Imre	Logistics and Supply Chain Management			
2DS91NDK04B	Steuerlehre	E	tm													2	1	4												Timitz Tamás	Dept. of Marketing Research and Consumer Behaviour			
2DS91NDK02B	Marktforschung	E	tm																2	2	5									Neumann-Bódi Edit	DSG			
2DS91NDK03B	Kostenrechnung	E	tm																2	2	5									Lázár László Mihály	Dept. of Management and Organisation			
2DS91NDK05B	Wirtschaftsinformatik	E	ex																1	1	3									Racsó Péter	Dept. of Computer Sciences			
Courses in English																																		
2VL60NAV01B	Business Economics Seminar	E	ex	0	2	3																							3	Kozma Miklós	Dept. of Business Economics			
2VL60NCV02B	Cases on International Business Strategy	E	tm													0	2	3												Kozma Miklós, Czákó Erzsébet	Dept. of Business Studies			
2VL60NCV01B	Cases on Business Economics	E	tm										0	2	3				0	2	3									Czákó Erzsébet	Dept. of Business Studies			
293NIECV483B	Tourism Management and Marketing	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6										Sziva Ivett	Tourism Center		
293NCOMV512B	Managing ERP with SAP R/3	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6										Kelemenné Dr. Ternal Katalin	Dept. of Information Systems		
293NBUSV489B	Electronic Commerce	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6										Kő Andrea	Dept. of Information Systems		
293NBUSV498B	Business Ethics	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6										Matolay Réka	Dept. of Decision Sciences		
293NBUSV499B	Corporate Social Responsibility	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6										Matolay Réka	Dept. of Decision Sciences		
293NSOCV456B	Social Change in the Era of Globalization	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6										Melegh Attila László	Institute of Sociology and Social Policy		

293NPOLV301B	International Debate	E	ex			6			6	0	4	6	0	4	6	0	4	6	0	4	6			Ward Stanley Allen	ISP
Neptun Code		Type	Assessment	Year 1				Year 2				Year 3				Year 4	Sum of credits	Course Leader	Department						
				1	Credit	2	Credit	3	Credit	4	Credit	5	Credit	6	Credit	7									
293NPOLV430B	Hungary, European Integration and European Security	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Gálik Zoltán	Institute of International Studies
293NHISV352B	Film and History	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Kiss Éva	ISP
293NHISV464B	History of Hungary and Central Europe: From West to East and Back	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Lengyel Attila	ISP
4OG33NAV18B	Comparative Economics	E	ex	1	1	3	1	1	3	1	1	3	1	1	3	1	1	3	1	1	3			Szabó Katalin	Dept. of Comparative Economics
293NHISV476B	Nations in the Crossroads of History: Contemporary Central and Eastern Europe	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Lengyel Attila	ISP
293NPSYV311B	Personality Types and Team Dynamics	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6			Newell Mark	ISP
293NPOLV469B	Political Problems of Transition in Eastern Europe	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Gallai Sándor	Institute of Political Science
293NPOLV386B	European Union Politics	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Walsch Christopher	ISP
293NPOLV377B	International Relations 1945 to Present	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Walsch Christopher	ISP
293NECOV415B	Transition and Post Transition Challenges in Hungary	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6			Bod Péter Ákos	Dept. of Economic Policy
293NCOMV485B	Web Development	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Láng Blanka	Dept. of Computer Sciences
293NCOMV453B	Effective e-Business Management	E	ex			6			6	2	2	6	2	2	6	2	2	6	2	2	6			Dr. Racsó Péter	Institute of Information Technology
293NHISV445B	History of Modern Europe	E	ex	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6	2	2	6			Walsch Christopher	ISP
	Criteria courses																								
TES_TESTNEVA	Physical Education	Cr	s	0	2	0	0	2	0														0	Vladár Csaba	Dept. of Physical Education
Credits altogether						30			30			30			30			30			33	27	210		

## MSc in BUSINESS INFORMATICS

**1. Master's degree title:** Business Informatics

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

- qualification level: master- (magister, abbreviation: MSc)
- qualification in Hungarian: okleveles gazdaságinformatikus
- qualification in English: Business Informatics Engineer

**3. Training area:** informatics

**4. Degrees accepted for admittance into the Master's programme**

**4.1 Accepted with the complete credit value:** business informatics undergraduate degree.

**4.2.<sup>1</sup> May be primarily considered with the completion of the credits defined in section 9.4:** Computer Science Engineer, Computer Scientist, and Computer Science Operational Engineering undergraduate degrees.

**4.3.<sup>2</sup> May also be considered with the completion of the credits defined in section 9.4** undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.

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

**6. The number of credits to be completed for the Master's degree:** 120 credits

degree orientation: balanced (40-60 percent)

thesis credit value: 30 credits

minimum credit value of optional courses: 6 credits

**7. International Standard Classification of Education field of education code:** 481

**8. Master's degree training objectives and professional competences**

The objective of the programme is the training of Business Informatics Engineers capable of understanding complex business processes, uncovering issues, and developing alternative solutions. They are capable of recognising expectations towards IT systems that support value-creating processes, of developing applications and managing finished applications, and of performing and coordinating research and development tasks. They are prepared to continue their training at the PhD level.

**8.1 Attained professional competences**

**8.1.1. The Business Informatics Engineer has**

**a) knowledge**

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<sup>1</sup> Established by: Section 2 (2), Appendix 1 of Ministry of Human Capacities decree 31/2017. (XII. 5.) Effective from: 6/XII/2017

<sup>2</sup> Incorporated by: Section 2 (2), Appendix 1 of Ministry of Human Capacities decree 31/2017. (XII. 5.) Effective from: 6/XII/2017

Possesses a mastery of English that is sufficient for the training, reading technical literature in English, understanding and processing technical texts, and performing the professional tasks that may be performed with the field of education, and constant professional self-improvement.

Knows and understands the company's system of activities, the concepts of value chain and supply chain, the principles of process-oriented management, the process of corporate strategy development.

Knows and understand relationships between corporate functions, including the primary concepts and processes regarding marketing, finance and accounting, human resource management, innovation management, and value-creating process management.

Possesses detailed knowledge regarding information systems, understands the principles and methods of architecture-development.

Knows the principles and development methods of business, information, and data architecture, the main interrelationships of implementation, and change management tasks.

Understands the connections between information and business architecture and is capable of mapping business needs to IT requirements.

Knows the basic characteristics of the various layers of information architecture (transaction processing, operative support, decision support, group work, work processes) and their interrelationships.

Possesses detailed knowledge regarding all fields of information management, including the conceptual system and interrelationships of informatics strategy, process management, system organisation, knowledge management, IT service management, project management, risk management, performance management, IT asset management, IT safety and IT audit.

Possesses a comprehensive knowledge regarding regulation issues and problems of information society, including the interpretation of various fields (media, telecommunication, economy), and IT law respects.

Is aware of global trends, the limits of the scientific field in his/her IT specialisation, its role in IT and social innovation, and the resulting new requirements.

Knows the methods of solving issues related to the fields of applications and the methods, processes, and limits of the tasks that aim to solve them.

Knows and understands the concepts, interrelationships, applications, and limits of statistics and computer science.

#### **b) skills**

Plans and manages the development of IT applications and methods that solve real business and organisational issues.

Is capable of understanding and analysing business processes, exploring the software applications that help execute them, and adapting them to business-organisational requirements.

Is capable of utilising system development principles and methods, and managing the execution of developmental tools (business modelling and the tools of computer-supported development).

Is capable of performing tasks related to planning, creating, and managing databases.

Is capable of adapting economy applications, initiating the organisational changes necessary for the implementation of IT applications, estimating introduction risks and planning measures to eliminate them, and of cooperation in execution.

Is capable of managing the IT unit of an organisation, if needed, outsources IT tasks.

Is capable of applying the learned methods to handle operational risks.

Is capable of planning and managing development projects and uncovering various organisational solutions in IT-related tasks.

Cooperating with and IT auditor, is capable of ensuring the conditions and controls of processes.

Is capable of uncovering and communication business opportunities in IT applications.

### **c) attitudes**

Monitors professional and technological development regarding the IT and corporate (public administration, public service) fields.

Utilises a critical viewpoint, a new view, new solutions and methodologies in his/her specialist field and scientific field.

Uses scientific arguments for the necessary innovation while planning and leading research and development.

Considers mediating professional results between the representatives of the IT field and other representatives of the application field.

Accepts and develops work and organisational culture, consequently endorses professional ethical principles related to IT security.

Is dedicated to observing and enforcing quality requirements.

Respects differing opinions, strives for convincing others with professional arguments.

Considers conveying and realising environmentally conscious behaviour important.

Takes on an active, managerial role in projects and in task-oriented work groups, constantly develops his/her own project management skills and abilities, and focuses on shared success in initiatives and decisions.

### **d) autonomy and responsibilities**

Performs his/her tasks, thinks through and develops professional issues in an independent IT job, in an appropriate, but self-decided way.

Feels responsibility to adhere to and enforce deadlines.

Takes responsibility for his/her own work and the work of any colleagues working with him/her (in the same projects).

Manages critical IT systems with a developmental and operational responsibility.

## **9. About the Master's programme**

### **9.1 Professional properties**

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

natural science and economy studies (Computing Science, Operation Research, Multivariate Statistics, Management Control, Strategy, Managerial Accounting) 18-30 credits;

business informatics professional studies (Software Engineering, Network Technologies, Security, System Development, Data Mining, Data Warehousing, Corporate Architecture, Informatics Strategy, Process Management) 20-25 credits.

9.1.2. Considering optional specialisations, specialist knowledge learned in specialist fields appropriate for the requirements of the informatics profession. The credit value of specialisation recommended by the training institution is 25-50 credits.

## **9.2. Foreign language requirements**

As the programme is conducted fully in English, there are no outgoing foreign language requirements. At the same time, the degree certificate of the programme is also equivalent in Hungary to a C1 level English language proficiency.

## **9.3. Internship requirements**

The internship is a professional training that contains at least 240 certified work hours that lasts uninterrupted for at least 6 weeks defined by the curriculum of the higher education institution.

### **9.4.<sup>3</sup> For persons with degrees defined in sections 4.2 and 4.3, the minimal requirements of admittance to the Master's programme training cycle**

9.4.1. For those with degrees defined in sections 4.2 and 4.3 – except for holders of Computer Science Operational Engineering undergraduate degrees as per section 4.2 – the minimum number to enter the Master's training cycle of credits is 70 from the following fields:

- 10 credits from the fields of natural science studies (Analysis, Probability Theory, Statistics, Operation Research, Mathematics, Computer Science);
- 20 credits from the fields of economic and human studies [Economics, Corporate Economics, Finance, Legal Studies, European Union Studies, Management, Management Theory (Decision Theory, Methodology) Studies];
- 40 credits from the fields of informatics studies (Computer Architectures, Operating Systems, Computer Networks, Programming Theory, Programming Languages, Program Design, Database Management, IR Architectures, Development, and Management, Quality Assurance, Integrated Developmental Tools, Development Support, Informatics Audit, Integrated Corporation Management Systems, Special Applications).

The prerequisite of admittance into the Master's programme is for the student to have at least 40 credits in the listed area based on his/her undergraduate studies. Missing credits must be attained in the Master's programme as defined in the higher education institution's Study and Exam Regulations.

9.4.2. For entering the Master's programme with a Computer Science Operational Engineering undergraduate degree, a minimum of 60 credits is necessary from the following subject areas:

- introduction to natural sciences (Analysis, Statistics, Operational Research) 10 credits, economic and human studies (Economics, Financial Studies, Accounting, Controlling) 20 credits;
- informatics studies (Computer Architectures, Databases, Business Intelligence, Corporate Management Systems, Quality Assurance, IT Audit, System Development) 30 credits.

The prerequisite of admittance into the Master's programme is for the student to complete 60 credits in the listed fields of study in parallel with the Master's programme, in the first two semesters after admittance, as defined in the higher education institution's Study and Exam Regulations.

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<sup>3</sup> Established by: Section 2 (2), Appendix 2 of Ministry of Human Capacities decree 31/2017. (XII. 5.) Effective from: 6/XII/2017

[illegible]

## MSc in FINANCE

### 1. Master's degree title: Finance

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

- qualification level: master- (magister, abbreviation: MSc)
- qualification in Hungarian: okleveles közgazdász pénzügy szakon
- qualification in English: Economist in Finance

#### 3. Training area: business administration

#### 4. Degrees accepted for admittance into the Master's programme

##### 4.1 Accepted with the complete credit value: BA/BSc in Finance and Accounting BA in Business Administration and Management.

4.2.<sup>4</sup> Other degrees may also be considered with the completion of the credits defined in section 9.4 undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.

#### 5. Training duration, in semesters: 4 semesters

#### 6. The number of credits to be completed for the Master's degree: 120 credits

degree orientation: balanced (40-60 percent)

thesis credit value: 30 credits

minimum credit value of optional courses: 6 credits

#### 7. International Standard Classification of Education field of education code: 343

#### 8. Master's degree training objectives and professional competences

The objective of the programme is to train professionals who, with their financial and economic knowledge are capable of – even when compared at the international level – a competitive, state-of-the-art, high standard theoretical, methodological and practical competencies of an individual, creative, economic approach oriented thinking. They are able to lead and analyse - at the micro- and macro levels - the financial processes of the economy. Their expertise in business and methodology and their consciously developed managerial skills they are suitable to work in various fields of domestic and international economic and business life in both the governmental and the private sectors. Graduates can fulfil finance related tasks and can also analyse and enrich finance related professional literature. Graduates of the programme are prepared to continue their studies at the PhD level.

##### 8.1 Attained professional competences

###### a) knowledge:

- knowledge on the concept, theories, processes and characteristics of business science and the micro- and macro-level structural levels, is familiar with decisive economic factors,

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<sup>4</sup> Established by: Section 2 (2), Appendix 1 of Ministry of Human Capacities decree 31/2017. (XII. 5.) Effective from: 6/XII/2017

- structure of business organizations, their operation, the national and international networks, information and motivation related factors with a special emphasis on the organizational environment; on the process of European integration and the work related policies of the EU;
- recognizing, defining and solving problems, on collecting and analysing information and data based on state-of-the-art Mathematical, Statistical, Econometric modelling methods and their limits. Knows the regulations of planning entrepreneurial, business organizations and projects, as well as the professional and ethical norms.
- the standard financial models with a special emphasis on the standard economic models and their applicability;
- decision making methods in the field of financial and investment decisions at the company level; the methods of analysing investments and projects and the financial and taxation options of business organizations;
- Further to the sound and well-founded knowledge obtained in the field of financial theory is also well versed in special fields. With this complex knowledge, the student is suitable for a job in the wider financial sphere (banks, insurance companies, broker companies, investment funds and asset managers, their supervisory authorities and the central bank).
- Knows the money and capital market instrument pricing, the capital market transactions and the related valuation processes and the theory and practice related to finance risk management and derivative markets.

#### **b) skills**

- Can formulate own deductions, original ideas and solutions, can apply critical and demanding analytical and modelling methods, formulate strategies for solving complex problems, take decisions in the changing national, international, and organisational culture.
- Having acquired the required practical knowledge and expertise can manage a complex organisational unit, plan and oversee complex business processes, and supervise resources. Can work effectively in an international and multicultural environment.
- Can manage and oversee the financial functions of large- and medium-sized enterprises, even those that, in keeping with their capital structure are in contact with the capital market and are potentially at great financial risk.
- Can analyse, prepare for and achieve decision making activities at a very high level.
- Can value financial- and capital market instruments manage and direct capital market transactions, can analyse investments, can manage the risks of derivative markets.
- Can fill the position of analyst, prepare background materials for decision making and take decisions at financial institutions, state budget institutions and national level management organisations.

#### **c) attitude**

- Is critical with own work and attitudes and those of subordinates, is innovative and is proactive in managing economic problems.
- Is open to the new achievements of business and economic sciences and practices.
- Has a civilised, ethical and impartial intellectual approach to persons and social problems. Pays attention in the scope of work to the wider social, branch, regional, national and European values (including societal, social, ecological and sustainability aspects).
- Aims to improve his/her knowledge and inspires and assists colleagues and subordinates in the same.
- Is open to cooperation and team-work.
- Is creative in work, recognises problems and aims to find a solution.
- Strives to solve problems in cooperation with others.
- Is proactive in social and public matters.

#### **d) Autonomy and responsibility**

- Can individually determine and and apply the relevant problem solving solutions in the areas of significance even at the at the organisational policy, strategy and management levels. Can individually fulfil tasks related to economic analysis, preparation for decision making and consultancy.
- Takes responsibility for his/her work, for the organisation, entrepreneurship he/she manages and for the employees. Individually determines, plans and organizes his/her own and the subordinates' professional and general development and takes responsibility for it.
- His/her professional work reflects outstanding ambition, and he/she considers the general culture related to intellectual life, including the sources and methods for development to be important.
- The graduate will be interested in the changes in the social, economic, and legal environment of the financial world, and will responsibly think over and take into account the consequences of professional decisions.
- Is characterised by social sensitivity, is risk consciousness, and taking personal responsibility in decision making.
- Takes responsibility for statements made in an expert's report, for professional decisions and for work processes performed directly by him/her or under his/her supervision.

## **9. About the Master's programme**

### **9.1 Professional properties**

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

- Foundation subjects in the fields of business and social sciences (quantitative decision making skills, mathematical-statistical analysis, financial economics, financial law, research methods): 30-50 credits
- Professional knowledge in finance (advanced business finance, advanced finance, analysis of financial markets, investments, risk management and measuring, taxation, analysis of financial accounts, history of financial theory): 20-40 credits
- Further studies can include applied business analysis, crisis management, financial controlling, investment and financing decisions, bond and equity markets, derivative markets, empirical finance, financial policy, tax theory and policy, etc.: 25-45 credits

### **9.2 Foreign language requirements**

As the programme is conducted fully in English, there are no outgoing foreign language requirements. At the same time, the degree certificate of the program is also equivalent in Hungary to a C1 level English language proficiency.

#### **Requirements for admission to the programme:**

- Proof of English language proficiency  
TOEFL iBT 83 or above, or  
IELTS overall band 6.5 or above

### **9.3 Internship requirements**

#### **9.4.<sup>5</sup> For persons with degrees defined in sections 4.2 and 4.3, the minimal requirements of admittance to the Master's programme training cycle**

- 15 ECTS credits from the field of methodological studies (Mathematics, Statistics, IT).

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<sup>5</sup> Established by: Section 2 (2), Appendix 2 of Ministry of Human Capacities decree 31/2017. (XII. 5.) Effective from: 6/XII/2017

- 10 ECTS credits from economic foundation courses (micro- and macroeconomics, international economics, environmental management, economic theory, economic statistics, history of economic theory, business modelling, economic policy, EU economy, world and European economy, public policy).
- 10 ECTS credits from business foundation courses ( business economics, accounting, controlling, HR, business law, marketing, management and organization, management of value creating processes, decision making skills and methodology, business ethics, strategic planning, business communication).
- 10 ECTS credits from social sciences: EU, general and business law, economic history, sociology, psychology, philosophy.
- 15 ECTS credits from finance related subjects (finance, financial and capital markets, banking, financial policy, knowledge of taxation, business finance, business valuation).

### **Preparation for Research and Development and PhD studies**

The MSc in Finance prepares students primarily for the PhD programmes offered by Corvinus Business School

MSc in Finance Curriculum - 2019 / 2020																		
Code	Title	Grading requirement	Course type	Semester						Semester						Sum.	Course leader	Responsible Department
				1		Credit	2		Credit	3		Credit	4		Credit			
				L	S		L	S		L	S		L	S				
	Foundation courses					10			16			6			32			
293NFINK500M	Mathematics for finance	E	C	0	4	6									6	Palágyi Zoltán	Dept. of Mathematics	
293NFINK501M	Computer aided problem solving	E	C	0	2	4									4	Juhász Péter	Dept. of Finance	
	Financial algorithms	E	C				2	2	6						6	Keresztúri Lilla	Dept. of Finance	
	Research methods and communications	PG	C				0	2	4						4	Juhász Péter	Dept. of Finance	
	Business intelligence	E	C				0	4	6						6	Kő Andrea	Dept. of Information Systems	
	Data mining	E	C							0	4	6			6	Kő Andrea	Dept. of Information Systems	
	Core courses					16			6			12			14	48		
293NFINK503M	Financial economics	E	C	0	2	4									4	Csóka Péter	Dept. of Finance	
293NFINK504M	Investments	E	C	2	2	6									6	Bihary Zsolt	Dept. of Finance	
293NFINK502M	Applied corporate finance	E	C	0	4	6									6	Váradí Kata	Dept. of Finance	
tba	Risk management and financial institutions	E	C				2	2	6						6	Dömötör Barbara	Dept. of Finance	
2BE52NCK01M	Applied business valuation	PG	C							2	2	6			6	Juhász Péter	Dept. of Finance	
tba	Econometrics for finance	E	C							2	2	6			6	Havran Dániel	Dept. of Finance	
tba	Case studies in corporate finance	E	C										0	2	4	4	Walter György	
tba	Applied Financial Technologies	E	C										0	2	4	4	Trính Anh Tuan	
tba	Quantitative finance	E	C										2	2	6	6	Bihary Zsolt	
	Core elective courses					3			6			10			15	34		
tba	Financial law	E	CE	0	2	3									3	Metzinger Péter	Dept. of Business Law	
tba	Student Managed Investment Fund	PG	CE				0	4	6						6	Naffa Helena	Dept. of Finance	
tba	Investment consulting	E	CE							0	2	4			4	Berlinger Edina	Dept. of Finance	
tba	Thesis seminar I.	PG	CE							0	4	6			6	Walter György	Dept. of Finance	
tba	IFRS	E	CE										2	2	6	6	Lukács János, Lakatos László	
tba	Thesis seminar II.	PG	CE										0	4	9	9	Walter György	
	Elective courses														6			
2SM95LAK04M	Management and organization	PG	E	0	4	6									6	Takács Sándor	Dept. of Organisational Behaviour	
tba	Finance business project	PG	E							0	4	6			6	Berlinger Edina	Dept. of Finance	
tba	Financial statement analysis	E	E							2	2				6	Gulyás Éva	Dept. of Managerial Accounting	
tba	Insolvency Forecasting and Crisis Management	E	E										1	2	4	4	Virág Miklós	
tba	International taxation	E	E										0	2	4	4	Erdős Gábor	
tba	Ethics in Finance	PG	E				0	2	4						4	4	Juhász Péter	
tba	Advanced Excel for Business	PG	E	0	2	4				0	2	4			4	4	Juhász Péter	
tba	Derivative markets	E	E										0	2	4	4	Csóka Péter	
TOTAL															120			

## MSc in MARKETING

**1. Master's degree title:** Marketing

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

- qualification level: master- (magister, abbreviation: MSc)
- qualification in Hungarian: okleveles közgazdász marketing szakon
- qualification in English: Economist in Marketing

**3. Training area:** economics

**4. Degrees accepted for admittance into the Master's programme**

**4.1 Accepted with the complete credit value:** from the economic sciences field, the Economics and Management, Commerce and Marketing, International Economics, and Finance and Accounting undergraduate degrees, and from the technical field, the Technical Management undergraduate degree.

**4.2 May be primarily considered with the completion of the credits defined in section 9.4:** from the economic sciences field, Human Resource Management, Tourism and Catering, Applied Economics, and Vocational Instruction in Public Service and Business undergraduate degrees.

**4.3 May also be considered with the completion of the credits defined in section 9.4:** undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.

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

**6. The number of credits to be completed for the Master's degree:** 120 credits

- degree orientation: balanced (40-60 percent)
- thesis credit value: 15 credits
- minimum credit value of optional courses: 6 credits

**7. International Standard Classification of Education field of education code:** 342

**8. Master's degree training objectives and professional competences**

The objective of the programme is the training of marketing experts who perform marketing activities in various business and non-business organisations, institutions, and enterprises. With their attained theoretical and practical skills, they are capable of developing a marketing strategy, managing various marketing activities and projects, various organisations, processes, and professional programmes, defining the content of the necessary marketing tools, coordinating the execution of tasks, communication with internal and external functions and organisations. Is capable of communicating in written, oral forms, and modern infocommunication tools in two foreign languages. They are prepared to continue their training at the PhD level.

## **8.1 Attained professional competences**

### **8.1.1. The economist with a marketing degree has**

#### **a) knowledge**

- Has mastered the concepts, theories, processes, and characteristics of economic science and the micro and macro organisational levels of economy, knows the definitive economic facts.
- Understands the structure, operation, and Hungarian and international relationships of business organisations, their information and motivational factors, especially the institutional environment.
- Knows the European integration process and European Policies related to its activity.
- Knows the modern and theoretically demanding mathematical-statistical, econometric, and modelling methods of problem recognition, definition, and solution and information gathering and processing, and is aware of their limitations.
- Knows the rules for planning and managing enterprises, business organisations, and projects, and their professional and ethical standards.
- Knows the general and specific characteristics, limits, and most important directions of development of the marketing fields, as well as their relationships to related fields. Knows the interrelationships, theories, and underlying terminology of the marketing field.
- Knows the characteristic research (learning and problem solving) methods, abstraction techniques, the ways of developing practical aspects of theoretical questions of his/her marketing specialisation, and methods of planning, measuring, and analysing marketing sub-fields.
- Knows the resource-based theories of marketing strategy, the analytic methods of strategic management, and the theoretical bases and analytic methods of further marketing fields (e.g. sale management, marketing engineering, qualitative research, creative design).
- Knows the vocabulary of the specialist marketing field and the characteristics, most important forms, methods, and techniques of written and oral communication in his/her native language and a foreign language.
- Knows the relationship of value-creating marketing processes and innovation.
- Knows the organisational forms and processes of the realisation of customer orientation. Knows and understands theories that explain consumer choice and the social role of consumption.
- Knows and understands the quantitative and qualitative analytic and software-supported multivariate methods of marketing research, and corporate database handling and analysis for marketing uses.

#### **b) skills**

- Formulates independent, new deductions, original thoughts, and approaches, is capable of utilising sophisticated analytic and modelling methods, of creating strategies for the solution of complex problems, and of making decisions in dynamic Hungarian and international environments and corporate cultures.
- After attaining practical knowledge and experiences, leads medium and large enterprises or complex organisational units, performs a comprehensive economic function in a business organisation, organises

and manages complex business processes, manages resources. Is capable of efficient work in an international, multicultural environment.

- Is capable of performing a detailed analysis of various theories that make up the knowledge base of his/her specialist marketing field and a synthesising formulation of comprehensive and special interrelationships.

- Is capable of identifying special professional issues with a diverse, interdisciplinary approach, and discovering and formulating the detailed theoretical and practical background required for their solution.

- Uses the knowledge mediation techniques of the marketing field and processes Hungarian and foreign language publications at a high level.

- Develops a unique viewpoint based on his/her own analysis and defends it in debate, is capable of developing strategies for solving complex issues, planning solutions, and making decisions.

- Participates in economic processes, projects, group work; as a leader, plans, manages, organises, coordinates, and evaluates activities. Is capable of managing and operating his/her own enterprise with the attained knowledge and experience.

- Is capable of preparing independent analyses and propositions for management boards.

### **c) attitudes**

- Has a critical attitude towards the work and behaviour of him/herself and any subordinates, is innovative and proactive in managing economic issues. Is open to new results of economic science and practice.

- Is characterised by a cultured, ethical, and objective intellectual approach to persons and social issues, in his/her work, pays attention to the wider range of sectoral, regional, national, and European values (including social, ecological, and sustainability considerations).

- Strives to improve his/her knowledge and work relationships; motivates, helps, and supports any colleagues and subordinates to do the same.

- Takes on the comprehensive and special relationships and professional identity that make up the special character and personal and community role of his/her specialist marketing field.

- Conveys the comprehensive and detailed issues of the trade with authenticity.

- Strives to make decisions with complete consideration for laws and ethical standards in strategic decision-making situations that require new, complex approaches, and unexpected situations.

- Takes initiative in ensuring that the profession serves the community. Possesses a highly developed identity in the trade of marketing and dedication to the trade, and represents it in the profession and a wider audience in society.

### **d) autonomy and responsibilities**

- Independently selects and utilises relevant problem-solving methods in areas important for organisational policy, strategy, and management, performs financial analysis, decision-preparation, and consulting tasks independently.

- Independently creates, organises, and manages major enterprises, or major organisations and organisational unity.

- Takes responsibility for his/her own work, the organisation or enterprise under his/her control and the employees thereof.
- Independently identifies, plans, and organises the professional and general development of his/herself and any employees and takes responsibility for them.
- Independently represents his/her developed professional opinion in previously known decision-making situations. Takes responsibility for the environmental and social effects in new, complex decision-making situations.
- Joins research and development projects, in the project group, utilises theoretical and practical skills and knowledge in order to reach the goal autonomously, cooperating with the rest of the group.
- Takes initiative and responsibility towards colleagues and employees in social and public issues.

## **9. About the Master's programme**

### **9.1 Professional properties**

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

- economic and social science studies (modern economic theories, decision theory and methodology studies, business and management of organisations and enterprises, strategic management, financial management, issues in marketing management, planning and managing value creating and logistical processes) 25-40 credits;
- Marketing Studies [environmental and market analysis planning and execution, planning marketing research, its methodology, marketing information and decision support systems, consumption theory and consumer behaviour analysis, distribution management, sales process management, supply chain management, product and brand management, integrated marketing communication, communication strategy and its tools, economic and competition law studies, marketing strategy planning and execution, marketing-controlling, intercultural and international marketing studies, social science methodologies, learning and applying cutting-edge professional results] 30-40 credits.

9.1.2. The ratio of credits of optional specialisations and professional modules in the programme: 30-45 credits.

### **9.2. Foreign language requirements**

As the programme is conducted fully in English, there are no outgoing foreign language requirements. At the same time, the degree certificate of the programme is also equivalent in Hungary to a C1 level English language proficiency.

### **9.3. Internship requirements**

The programme may be accompanied by internship. The internship requirements are defined by the programme's curriculum.

### **9.4. For persons with degrees defined in sections 4.2 and 4.3, the minimal requirements of admittance to the Master's programme training cycle:**

For entering the Master's programme, a minimum of 30 credits is necessary from the following subject areas:

- methodology studies (mathematics, statistics, informatics) 8-12 credits;

- theoretical economics studies (micro and macroeconomy, international economy, regional economy, economic history) 8-12 credits;

- business studies (corporate economics, corporate finances, marketing, accounting, management, human resources) 10-14 credits,

Curriculum - MSc in Marketing

	Course	Type	Grading	Semester		Semester				Credit	Responsible Department	Course leader	
				1	2	3	4						
				L	S	L	S	L	S				L
	1st year												
	Foundation and core courses												
	Foundation courses												
293NMARK653M	Marketing management	K	v	2	2					6	Dept. of Marketing	Bauer András	
293NECOK636M	Managerial economics	K	v	2	2					6	Dept. of Microeconomics	Habis Helga	
293NMANK620M	Management and organization	K	v	2	2					6	Dept. of Management and Organization	Szilás Roland	
293NBUSK660M	Business communication and strategy	K	v	2	2					6	Dpt. of Media, Marketing Communication and Telecommunication	Horváth Dóra	
293NMARK650M	Advanced marketing research	K	v	2	2					6	Dept. of Marketing Research and Consumer Behavior	Gyulavári Tamás	
	Total credits									30			
	Core courses												
293NLAWK562M	European Private Law	K	v		2	2				6	GTK - ISP	Jeffrey Alan	
293NFINK564M	Advanced corporate finance	K	v		2	2				6	Dept. of Finance	Csóka Péter	
293NMARK652M	Qualitative and quantitative research	K	v		2	2				6	Dept. of Marketing Research and Consumer Behavior	Neulinger Ágnes	
293NMATK600M	Quantitative methods	K	v		2	2				6	Dept. of Operations Research	Solymosi Tamás	
	Total credits									24			
	2nd year												
	Core courses												
293NMARK601M	Theory of consumption and consumer behavior	K	v				2	2		6	Dept. of Marketing Research and Consumer Behavior	Kelemen Zita	
293NACCK640M	Financial Statements and Analysis	K	v				2	2		6	Dept. of Managerial Accounting	Kaliczka Nándor	
2293NTHESCONS3	Thesis consultation I.	K	gyj				2	2		5	Dept. of Marketing	Bauer András	
293NMARK741M	Marketing strategy	K	gyj					2	2	6	GTK ISP	Majer Kristian	
2293NTHESCONS4	Thesis consultation II.	K	gyj						2	10		Bauer András	
	Total credits									33			
	MANDATORY ELECTIVE COURSES												
293NMARK635M	Product and brand strategies	K	v			2	2			6	Dept. of Marketing	Kolos Krisztina	
293NOPRV517M	Decision Making Skills	K	v				2	2		6	Institute of Business Economics	Zoltayné Paprika Zita	
2MA41NAK02M	Services Marketing	K	v				2	2		6	Dept. of Marketing	Kenesei Zsófia	
	Total credits									18			
	CORE ELECTIVE COURSES												
ISCUBUS563	Advanced Media Economics	KV	v		2	2				6	Dept. of Infocommunication	Urbán Ágnes	
2SM95NAV04M	Online and Digital Marketing	KV	v		2	2				6	Dept. of Media, Marketing Communication and Telecommunication	Varga Ákos	
293NMARK673M	Customer Relationship Management	KV	v				2	2		6	Dept. of Marketing	Agárdi Irma	
293NMARS676M	Global Marketing	KV	v					2	2	6	Dept. of Marketing Research and Consumer Behavior	Kelemen Zita	
293NIECKV483	Tourism Management and Marketing	KV	v		2	2				6	Institute of Marketing and Media Tourism Centre	Sziva Ivett	
293NMANV570M	Sales Management	V	v				1	1		3	Dept. of Marketing	Mitev Ariel	
293NMARK665M	International B2B marketing*	KV	v			2	2			6	Dept. of Marketing Research and Consumer Behavior	Szalkai Zsuzsanna	
	Public Relations	KV	v					2	2	6	Dept. of Media, Marketing Communication and Telecommunication	Varga Ákos	
	Total program credits												120

## MASTER OF BUSINESS ADMINISTRATION (MBA) MASTER'S PROGRAMME

### 1. Master's degree title: Master of Business Administration (MBA)

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

- qualification level: master- (magister, abbreviation: MSc)
- qualification in Hungarian: okleveles közgazdász MBA szakon
- qualification in English: Economist

## **3. Training area: economics**

## **4. Degrees accepted for admittance into the Master's programme**

**4.1 Accepted with the complete credit value:** Alkalmazott közgazdaságtan - Applied Economics, Emberi erőforrások - Human Resources, Gazdálkodási és menedzsment -Business Administration and Management, Gazdaság- és pénzügy- matematikai elemzés - Economic and Financial Mathematical Analysis, Kereskedelem és marketing - Commerce and Marketing, Közzolgálati - Public service, Nemzetközi gazdálkodás - International Business Economics, Pénzügy és számvitel - Finance and Accounting, Turizmus-vendéglátás - Tourism and Catering, Üzleti szakoktató - Vocational Instruction in Business, Gazdaságinformatikus - Business Informatics, gazdaság-és vidékfejlesztési agrármérnök - Rural Development Engineering, műszaki menedzser - Technical Management, egészségügyi szervező - Health Care Management undergraduate degrees.

**4.2 May also be considered with the completion of the credits defined in section 9.5:** undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.

## **5. Training duration, in semesters: 4 semesters**

## **6. The number of credits to be completed for the Master's degree: 120 credits**

- degree orientation: balanced (40-60 percent)
- thesis credit value: 15 credits
- minimum credit value of optional courses: 6 credits

## **7. International Standard Classification of Education field of education code: 345**

## **8. Master's degree training objectives and professional competences**

The objective of the programme is the training of economist experts who, with their skills attained in every major area of the business field, are capable of developing a strategic view that ensures the survival and development of organisations and enterprises. Knows the major tendencies of international economics, and is capable of managing human resources and, in general, the activities of organisations and enterprises. Another goal is accelerating his/her career along with the appropriate theoretical studies. They are prepared to continue their training at the PhD level.

## **8.1 Attained professional competences**

### **8.1.1. At the MBA level, the economist has**

#### **a) knowledge**

- Has mastered the concepts, theories, processes, and characteristics of economic science and the micro and macro organisational levels of economy, knows the definitive economic facts. Understands the structure, operation, and Hungarian and international relationships of business organisations, their information and motivational factors, especially the institutional environment.
- Knows the European integration process and European Policies related to its activity.
- Possesses the modern and theoretically demanding mathematical-statistical, econometric, and modelling methods of problem recognition, definition, and solution and information gathering and processing, and is aware of their limitations. Knows the rules for planning and managing enterprises, business organisations, and projects, and their professional and ethical standards.
- Knows the factors that affect business and the methods that are used to influence them. Furthermore, knows decision-making and decision support methods.
- Has a comprehensive knowledge of the most important interrelationships between the economic system and other social sub-systems.
- Has comprehensive management and organisational skills. Possesses a relevant, comprehensive social and public erudition beyond professional issues.
- Along with a high-level mastery of everyday language, knows the economic terminology and its expressive and compositional characteristics in his/her native language and at least one foreign language.
- Has mastered the written and oral forms of professional and efficient communication, the table-based and graphic methods of visualising data, including the options offered by infocommunication technology.
- Knows the possibilities, requirements, tools, and methods of career planning in a wide context, including the conditionalities and tools of helping and motivating others.

#### **b) skills**

- Formulates independent, new deductions, original thoughts, and approaches, is capable of utilising sophisticated analytic and modelling methods, of creating strategies for the solution of complex problems, and of making decisions in dynamic Hungarian and international environments and corporate cultures.
  - After attaining practical knowledge and experiences, leads medium and large enterprises or complex organisational units, performs a comprehensive economic function in a business organisation, organises and manages complex business processes, manages resources.
  - Is capable of efficient work in an international, multicultural environment.
  - Develops a unique viewpoint based on his/her own analysis and defends it in debate.
  - Is capable of developing strategies to solve complex issues, planning the solution, making decisions, and offering professional advice to economic operators. If necessary, uses an interdisciplinary approach in analyses and practical problem-solving.
- Is prepared to actively participate in social and public life. Is capable of recognising and understanding social issues and of processing new phenomena.
- Participates in economic processes, projects, group work; as a leader, plans, manages, organises, coordinates, and evaluates activities.

- Prepares professional summaries and analyses, holds presentations, and participates in professional debate in the specialist field, in Hungarian or foreign languages.

- By lifelong learning, creates an individual strategy for development and career-planning; organises and manages it. Plans and organises the professional development of colleagues and employees in his/her work organisation as their manager.

### **c) attitudes**

- Has a critical attitude towards the work and behaviour of him/herself and any subordinates, is innovative and proactive in managing economic issues.

- Is open to new results of economic science and practice.

- Is characterised by a cultured, ethical, and objective intellectual approach to persons and social issues, in his/her work, pays attention to the wider range of sectoral, regional, national, and European values (including social, ecological, and sustainability considerations). Strives to improve his/her knowledge and work relationships; motivates, helps, and supports any colleagues and subordinates to do the same.

- Considers correcting mistakes and improving his/her employees a duty. Aids the professional development of any colleagues and subordinates.

- Is interested in the results and solutions coming from related fields of science, and is open to building relationships.

- Is dedicated to quality work. Is decisive, constructive, cooperating, tolerant, open, and takes initiative in project and group work.

- Is motivated by the need to increase professional and social knowledge as well as social usefulness in planning and managing his/her own career.

### **d) autonomy and responsibilities**

- Independently selects and utilises relevant problem-solving methods in areas important for organisational policy, strategy, and management, performs financial analysis, decision-preparation, and consulting tasks independently.

- Independently creates, organises, and manages major enterprises, or major organisations and organisational unity.

- Takes responsibility for his/her own work, the organisation or enterprise under his/her control and the employees thereof.

- Independently identifies, plans, and organises the professional and general development of his/herself and any employees and takes responsibility for them.

- Independently represents his/her developed professional opinion in previously known decision-making situations. Takes responsibility for the environmental and social effects in new, complex decision-making situations.

## **9. About the Master's programme**

### **9.1 Professional properties**

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

- economics and methodology studies (quantitative methods, organisational behaviour, accounting, corporate finance, marketing, production management, human resource management) at least 25-40 credits;

- economic science and management studies (quantitative methods, organisational behaviour, accounting, corporate finance, marketing, production management, human resource management, business (corporate) economics, strategic management, corporate communication, business law, change management, quality management, project management, decision-problem solving, international finance, investments, information management, electable studies) 20-30 credits

9.1.2. Including optional specialisations, special studies may be pursued in the fields of banking, healthcare management, economic policy, futures and options, environmental management, community economics, logistics, macroeconomic finance, international (multinational) management, psychology, technology management, production organisation, business ethics, advanced business law, and business policy.

The credit value of optional studies is 25-65 credits.

## **9.2. Foreign language requirements**

As the programme is conducted fully in English, there are no outgoing foreign language requirements. At the same time, the degree certificate of the programme is also equivalent in Hungary to a C1 level English language proficiency.

## **9.3. Internship requirements**

There are no internship requirements.

## **9.4. Special characteristics of the programme**

A special admission requirement into the programme is at least three years of professional management experience for undergraduate degree holders, and two years for Master's degree holders.

## **9.5. For persons with degrees defined in section 4.2 the minimal requirements of admittance to the Master's programme training cycle**

For entering the Master's programme, a minimum of 60 credits is necessary from the following subject areas:

- methodology studies (mathematics, statistics, informatics) 15 credits;
- economics studies (micro and macro economy, international economics, environmental economics, economic theory, economic statistics, the history of economic thought, economic modelling, economic policy, sectoral and functional economics, community economics, world and European economics, public policy studies) 10 credits;
- business studies (corporate economics, finance, economic law, decision theory and methodology, business ethics, business communication) 10 credits;
- social science studies (European Union studies, general and financial law studies, economic history, sociology, psychology, philosophy) 10 credits;
- professional studies (organisational behaviour, accounting, corporate finances, marketing, production management, management and organisation, controlling, strategic planning, human resource management) 15 credits.

The prerequisite of admittance into the Master's programme is for the student to have at least 30 credits in the listed area based on his/her previous studies. Missing credits must be attained in the Master's programme as defined in the higher education institution's Study and Exam Regulations.

Curriculum of the MSc in MBA Full-time Program (Start: Fall 2019)																	
Neptun Code	Course name	Type	Grading	1st year						2nd year						CREDIT	Instructor
				1		Credit	2		Credit	3		Credit	4		Credit		
				L	S		L	S		L	S		L	S			
2SM95NAK56M	Kick-off	K	aláírás		block										0	Szilas Roland	
	Foundation and core courses	K															
	Foundation courses	K															
2SM95NAK43M	Business Statistics (Preparatory Course)	K	aláírás	1	1	0									0	Kiss Csaba	
2SM95NAK23M	Understanding Financial Statements	K	v				2	2	6						6	Lakatos László Péter	
2SM95NAK25M	Management and Organization	K	v	2	2	6									6	Szilas Roland	
2SM95NAK26M	Marketing Management	K	v	2	2	6									6	Bauer András	
2SM95NAK02M	Quantitative Methods	K	v							2	2	6			6	Solymosi Tamás	
2SM95NAK40M	Supply Chain and Operations Management	K	v										2	2	6	Demeter Krisztina	
2SM95NAK29M	Human Resource Management	K	v				2	2	6						6	Szilas Roland	
	Core courses	K															
2SM95NAK01M	Business Economics	K	v	2	2	6									6	Sebrek Szabolcs	
2SM95NAK47M	Business Law	K	v	1	1	3									3	Metzinger Péter	
2SM95NAK22M	Corporate Finance	K	v				2	2	6						6	Walter György	
2SM95NAK45M	Management of Information Technology	K	v										1	1	3	Klimkó Gábor	
2SM95NAK48M	Business Communication and Negotiation	K	gy				1	1	3						3	Takács Sándor	
2SM95NAK50M	Strategy Tools	K	v							1	1	3			3	Pokol Gábor	
2SM95NAK15M	Process Management	K	v										1	1	3	Drótos György	
	Specialist courses	KV															
2SM95NAK03M	Management Accounting	KV	v							2	2	6			6	Lakatos László Péter	
2SM95NAK28M	Research Methodology	KV	gy							1	1	3			3	Toarniczky Andrea	
2SM95NAK31M	Comparative Economic Policy	KV	v	2	2	6									6	Bod Péter Ákos	
2SM95NAK44M	International Strategy	KV	v										2	2	6	Czakó Erzsébet	
2SM95NAK49M	Corporate Sustainability	KV	gy										1	1	3	Matolay Réka	
2SM95NAK13M	Marketing Communication in an Intl. Environment	KV	v							2	2	6			6	Horváth Dóra	
	ELECTIVE COURSES																
293NOPRV518B	Project Management	V	v				0	4	6	0	4	6	0	4	6	Deák Csaba Tamás	
293NFINK551M	Investment Analysis	V	gy				0	4	6	0	4	6	0	4	6	Chan CH Joy	
293NMANV669M	Mangement Skills	V	v				0	4	6	0	4	6	0	4	6	Toarniczky Andrea	
293NECOV732M	Changing Environments and Globalization	V	v				0	4	6	0	4	6	0	4	6	Dr. Rivera Isaias Ramon	
293NOPRV517M	Decision Making Skills	V	v				0	4	6	0	4	6	0	4	6	Zoltayné Paprika Zita, Szántó Richárd, Dudás Levente László	

FINMA_VTBEP	Financial Market Risk Management	V	v				0	4	6				0	4	6	6	Naffa Helena
2ET27NAV02M	The roles and duties of management	V	v				0	4	6	0	4	6	0	4	6	6	Zsolnai László
2KV71NAV02M	Startup Navigator: The Entrepreneurial Perspective	V	v				0	4	6				0	4	6	6	Vecsenyi János Sándor Petheő Attila István
293NMANV576M	Innovation Management	V	v				0	4	6	0	4	6	0	4	6	6	Kiss János
2SM95NAV04M	Online and Digital Marketing	V	v				0	4	6				0	4	6	6	Varga Ákos
293NPSYV311	Personality Types and Team Dynamics	V	v				0	4	6	0	4	6	0	4	6	6	Newell Mark Thomas
293NFINK564M	Advanced Corporate Finance	V	v				0	4	6				0	4	6	6	Csóka Péter, Juhász Péter, Szűcs Balázs Árpád
2SM95NAK55M	Innovation and Technology Management	V	gy				0	4	6								Katona Viktória
	Thesis Work																
2SM95NAK53M	Thesis Writing I.	K	gy							0	4	5				5	
2SM95NAK54M	Thesis Writing II.	K	gy										0	8	10	10	
Total programme credits																	120

\*10x45 min in a block

#### REMARKS

K = core

KV = mandatory elective course

(only a given number of courses have to be taken)

v = exam

gy = grading based on semester's performance

aláírás= signature

## EXECUTIVE MBA programme

Participants of our Executive (part-time) MBA Program will be furnished with the knowledge and skills necessary to successfully navigate a unit of a larger organization through the stormy waters of today's business world. In order to achieve this ultimate goal, we have invited representatives from cutting-edge Hungarian and multinational corporations to the Curatorium of Corvinus MBA Center. Their insight and expertise ensures that our students learn what is really needed to succeed in their professional careers. These close ties and Corvinus' wide-ranging partnerships with the business community constitute a solid background of professional expertise, funding and career opportunities for our graduates.

### An integrated curriculum

The comprehensive curriculum of our EMBA program comprises seven basic elements:

- Core modules

There are six core modules, all of which providing an integrated understanding of important aspects of the business world.

- Electives

Elective courses provide an opportunity for students to engage in the study of specific fields beyond those covered in the core modules.

- Team-building kick-off event

The kick-off is an excellent opportunity for students to get acquainted and to start building their professional and personal networks.

- International week at a partner university abroad

Designed to enhance the MBA experience, the event allows students to appreciate different cultures and business environments.

- Personal mentoring

Students will have the opportunity to consult with world-class professors and executives; EMBA participants are encouraged to leverage this opportunity to advance to new levels of expertise.

- Leadership assessment and development

Few people are born leaders – leadership skills can be learned and developed. Students' strengths will be assessed and areas for further development will be identified with the aim of assisting participants to fully realize their leadership potential.

- Business project

As a summary of their studies at Corvinus MBA Center, students will be required to submit a thesis.

Participants will be surprised how much the knowledge and skills acquired through the program can help them in finding real solutions to real business problems.

This demand-driven curriculum ensures that Corvinus MBA Center operates at the forefront of post-graduate business education in the CEE region - especially if coupled with the talent, motivation and ambitions of our carefully selected students.

### Teaching methodology

What you learn is clearly an important matter. Yet how you learn it, also tells a story about your opportunities in the future. Teamwork being one of the pillars of our teaching methodology, you will have to closely cooperate with other students in solving problems. You will work with case studies on a daily basis, transforming knowledge into abilities you can capitalize on in real business situations. There is no denying that this method of learning requires serious efforts on the part of the participants. Yet there is no success without commitment - this is the first lesson anyone engaged in business should learn.

### Schedule

Classes in the part-time program take place every second weekend (Friday afternoon and Saturday) and also during one additional intensive week each semester.

## Candidate profile

Due to the demanding and participatory nature of our programs, we look for high quality applicants with the necessary intellectual capacity and motivation to contribute to the Corvinus MBA experience. Applicants should demonstrate professional and leadership abilities. Our students will have to be highly communicative and open-minded in order to contribute to the professional and personal development of their peers, as well as their own. Participants come from all over the world, especially in Central Eastern Europe.

## Admission process and requirements

Candidates should hold a university or college degree or equivalent (B.Sc. / undergraduate level at least), and have a minimum of five (5) years of work experience. Good command of English, both written and spoken, is mandatory.

Prospective students will be carefully selected to ensure that a highly motivated and enthusiastic class is formed. Applications are accepted on an on-going basis, yet we encourage candidates to apply as early as possible since the availability of places cannot be guaranteed in later stages of the admission process.

## Fees and financing

The tuition fee covers: classes, tutorials and exams, course material, intranet access, university services including access to the library, team-building kick-off event, accommodation and meals, the introductory module, company visits, an international week (excluding travel expenses, accommodations and meals), official student entitlements and career services. The tuition fee does not cover personal travel expenses, accommodations and meals, (recommended) text books and language courses. It is our intention to support participants in finding a solution for financing their Corvinus MBA program.

Course's code	Name of course	Követelmény	Length of class (45 mins)		Credit	Responsible instructor
			Theory	Seminar		
	<b>Core subjects</b>					
<b>Managing Yourself and Other</b>						
2SM95LAK28D	Leading People	practical grade	0	22	5	Takács Sándor
2SM95LAK29D	Human Resource Management	exam	0	24	5	Takács Sándor
2SM95LAK34D	Kick-off Team Building	signature	0	11	0	Toarniczky Andrea
2SM95LAK35D	Personal Development	practical grade	0	20	3	Toarniczky Andrea
2SM95LAK36D	PDP Anchoring Workshop	signature	0	12	0	Toarniczky Andrea
2SM95LAK37D	Role Development	practical grade	0	16	2	Takács Sándor
2SM95LAK32D	Module Exam 1.	module exam	0	0	0	Takács Sándor
<b>Managing in Global and Regional context</b>						

2SM95LBK01D	Comparative Economic Policy	exam	0	24	4	Bod Péter Ákos
2SM95LBK08D	Business-Government Relations	practical grade	0	22	4	Bod Péter Ákos
2SM95LBK09D	The Role of Capital Markets	exam	0	22	3	Bod Péter Ákos
2SM95LBK10D	Corporate Sustainability	practical grade	0	22	4	Matolay Réka
2SM95LBK11D	Module Exam 2.	module exam	0	0	0	Bod Péter Ákos
<b>Managing Business Performance</b>						
2SM95LCK10D	Understanding Financial Statements	exam	0	26	5	Lakatos László Péter
2SM95LCK11D	Corporate Finance	exam	0	26	5	Walter György
2SM95LCK12D	Management Control Systems and Processes	exam	0	22	5	Drótos György
2SM95LCK13D	Module Exam 3.	module exam	0	0	0	Walter György
<b>Managing Operations and Systems</b>						
2SM95LDK05D	Process Management and IT	exam	0	24	5	Drótos György
2SM95LDK06D	Supply Chain and Operations Management	exam	0	26	5	Városiné Demeter Krisztina
2SM95LDK07D	Management of Information Resources	practical grade	0	22	5	Fehér Péter
2SM95LDK08D	Module Exam 4.	module exam	0	0	0	Drótos György
<b>Managing the Market</b>						
2SM95LEK01D	Connecting to Market	exam	0	26	5	Bauer András
2SM95LEK02D	Marketing Communication	practical grade	0	22	5	Horváth Dóra
2SM95LEK05D	International and Intercultural Marketing	exam	11	11	5	Kelemen Zita
2SM95LEK04D	Module Exam 5.	module exam	0	0	0	Bauer András
<b>Competition and Strategy</b>						
2SM95LFK04D	Strategic Thinking	practical grade	0	24	5	Walter György
2SM95LFK05D	Strategy Tools	exam	0	22	5	Walter György

2SM95L FK06D	Applying Strategic Thinking and Tools	exam	0	22	5	Deák Csaba
2SM95L FK07D	Module Exam 6.	module exam	0	0	0	Walter György
2SM95L GK03D	Thesis seminar I.	practical grade	0	4	5	Walter György
2SM95L GK04D	Thesis seminar II.	practical grade	0	8	10	Walter György

	<b>Elective courses</b>					
2SM 95L DV0 5D	International Week I.*	practical grade	0	24	5	Walter György
2SM 95L DV0 6D	International Week II.**	practical grade	0	24	5	Walter György
2SM 95L DV0 7D	International Week III.*	practical grade	0	24	5	Walter György
2SM 95L DV0 8D	International Week IV.**	practical grade	0	24	5	Walter György
2SM 95L GV2 9D	International Week V.***	practical grade	0	24	5	Walter György
2SM 95L GV1 8D	Management Accounting	practical grade	0	24	5	Naffa Helena
2SM 95L GV1 7D	Soft skills that make a difference	practical grade	0	24	5	Zala Ákos
2SM 95L GV1 5D	Corporate Governance and Board of Directors	practical grade	0	24	5	Szőnyi András János
2SM 95L GV1 6D	Financial Markets FinLab Seminars	practical grade	0	24	5	Váradi Kata
2SM 95L GV1 9D	How to finance your business	practical grade	0	24	5	Walter György
2SM 95L GV2 0D	International Debate and Diplomacy	practical grade	0	24	5	Stanley Allen Ward
2SM 95L GV2 1D	Overview of Current Financial Market Events	practical grade	0	24	5	Váradi Kata
2SM 95L GV2 2D	Building Media Strategy in a Digital Era	practical grade	0	24	5	Kenneth Krushel
2SM 95L GV2 3D	Personal Leadership Branding	practical grade	0	24	5	Toarniczky Andrea

2SM 95L GV2 4D	Project Management	practical grade	0	24	5	Deák Csaba Tamás
2SM 95L GV2 5D	Techniques from the World of Diplomacy	practical grade	0	24	5	Marton Péter
2SM 95L GV2 6D	Brand strategy and management	practical grade	0	24	5	Halász Éva
2SM 95L GV2 7D	Advanced Corporate Finance	exam	0	24	5	Walter György
2SM 95L GV2 8D	Flow-Leadership via FLIGBY	practical grade	0	24	5	Buzády Zoltán
2SM 95L GV3 0D	Entrepreneurship and Small Business	practical grade	0	24	5	Szőnyi Andrew
2SM 95L GV3 1D	Mergers & Acquisitions and Corporate Restructuring	exam	0	24	5	Thomas S. Coe
2SM 95L GV3 2D	Professionalism & Ethics in Finance- related Field	practical grade	0	24	5	David Schwarzkopf
2SM 95L GV3 3D	Microfinance Practices around the World	practical grade	0	24	5	Roy Wiggins

\* Munich Business School-nál (MBS) teljesített kurzus

\*\* Quinnipiac University-nél teljesített kurzus

\*\*\* University of Pretoria – Gordon Institute of Business Science (GIBS)-nél teljesített kurzus

## ACADEMIC CALENDAR 2019/2020

Fall 2019	
<b>September 2 - 6</b>	Enrollment week
<b>September 2</b>	First day to add and drop courses and register for the semester
<b>September 3-6</b>	Orientation Day for freshman degree students – BA and MSc programs (obligatory to attend), non-degree/free-mover students (exact respective dates will be sent to all students)
<b>September 9</b>	First day of classes
<b>September 13 (12:00 h)</b>	Last day to add and drop courses
<b>September 13 (14:00 h) to September 16 (12:00 h)</b>	Additional course registration period ONLY for students whose chosen elective course(s) were cancelled
<b>September 15</b>	Last day to register for the semester (active/passive student status) free of charge
<b>October 10 (12:00 h)</b>	Deadline for submission of BA thesis works
<b>October 17 (12:00 h)</b>	Deadline for submission of MSc thesis works
<b>October 21 - 25</b>	Midterm exams (classes will be held!) (subject to change – check with the professors)
<b>October 23</b>	National Holiday (university closed, no classes)
<b>October 28 - November 3</b>	Autumn Holiday (no classes) (university closed on Nov. 1-3.)
<b>November 4-7</b>	Intensive Course Week (intensive, one-week elective courses)
<b>November 8-9</b>	CEMS Career Forum – no classes will be held
<b>TBA</b>	Start of exam registration period
<b>December 13</b>	Last day of classes

<b>December 16 - 20</b>	First week of the Exam Period
<b>December 16 - 20</b>	Thesis Defense Period for BA graduating students
<b>December 21 - January 1</b>	All university offices and buildings will be closed
<b>January 2 - 24, 2020</b>	Exam Period ( <i>all students expecting to go for the Thesis Defense in January must finish with all their exams by January 10<sup>th</sup>, 2020</i> )
<b>January 20-31, 2020</b>	Thesis Defense period for graduating BA and MSc students

<b>Spring 2020</b>	
<b>February 2-7</b>	Orientation day (exact dates TBA) for exchange students, non-degree/free-mover students,
<b>February 3 - 14</b>	Registration for the semester (active/passive), add and drop period
<b>February 10</b>	First day of classes
<b>February 13 (12:00 h)</b>	Last day to register for courses
<b>February 13 (14:00 h) to February 16 (12:00 h)</b>	Additional course registration period ONLY for students whose chosen elective course(s) were cancelled
<b>February 16</b>	Last day to register for the semester
<b>March 23-27</b>	Midterm exams (classes will be held!) (subject to change – check with the professors)
<b>May 1 (Friday)</b>	National Holiday (University is closed, no classes)
<b>TBA</b>	Exam registration period
<b>TBA</b>	Deadline for submission of Thesis Work
<b>May 18 – 22</b>	First week of the examination period
<b>May 18 – June 26</b>	Examination period
<b>June 8 - 16</b>	Thesis Defense for BA/BSc graduates & MA/MSc/Postgrad graduates
<b>July 11</b>	International Graduation Ceremony for all English programmes of Corvinus Business School