

# **Business Administration and Management Bachelor program**

**training program**

**For students who start in the fall semester of 2025/2026**

## Business Administration and Management Bachelor program

**Valid:** For students starting their studies in the 2025/2026/1 semester

**General Informations:**

**Person responsible for the major:** Dr. Judit Nagy, Associate Professor

**Place of the training:** Budapest

**Training schedule:** full-time

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

**Is it offered as dual training:** no

**Specialization:**

Strategic Analysis

Enterprenurship

Digital Marketing

Tourism Innovation and Management specialization

Sustainability management specialization

Quantitative Management Science

**Training and outcome requirements:**

**1. Title of the Bachelor programme in English:** Business Administration and Management

**Title of the Bachelor programme in Hungarian:** Gazdálkodási és menedzsment

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

- qualification level: bachelor (baccalaureus, abbreviation: BSc)
- qualification in Hungarian: közgazdász gazdálkodási és menedzsment alapképzési szakon
- qualification in English: Economist in Business Administration and Management

**3. Training area:** economics

**4. Training duration, in semesters:** 7 semesters

**5. The number of credits to be completed for the bachelor's degree:** 180+30 credits

- degree orientation: practice oriented (60-70 percent)
- minimum credit value of the comprehensive extra-institution practical training: 30 credits, credit value of the thesis: 10 credits
- minimum credit value of optional courses: 10 credits

**6. International Standard Classification of Education field of education code:** 345/0413

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

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

### **7.1. Attained professional competences**

**7.1.1. The economist with the business administration and management undergraduate degree has**

**a) knowledge**

- Knows the basic, comprehensive concepts, theories, facts, national and international economy interrelationships regarding relevant economic actors, functions, and processes.
- Has studied the basic theories and characteristics of the micro and macro levels of economy, possesses the basic information-gathering, mathematical, and statistical analytic methods.
- Knows the rules and ethical norms of cooperation in a project, team, work organisation, and of managing projects.
- Knows the principles and methods regarding the creation of organisations and institutions and the creation and modification of their structure and organisational behaviour.
- Knows and understands the principles and methods of managing, organising, and operating business processes, the methodology of analysing business processes, and the methodological bases of decision preparation and decision support.
- Knows the bases of other specialisations (engineering, legal, environmental, quality assurance, etc.) related to the specialist field.
- Possesses basic managerial and organisational skills and skills for the preparation, initiation, and management of founding small and medium enterprises.

- Is knowledgeable about IT and office automation tools that support the operation of organisations and economic processes.
- Has learned the written and oral forms of professional and efficient communication, and the spreadsheet and graphic methods of presenting data.
- Possesses the basic technical terminology of economics in the mother tongue and in at least one foreign language.

**b) skills**

- Plans and organises business activities and projects, manages and controls small enterprises and businesses.
- Can uncover, systemise, and analyse facts and basic interrelationships by utilising the studied theories and methods, can formulate independent deductions and critiques, makes decision-preparation suggestions, and makes decisions in routine and partially unknown – Hungarian or international – environments.
- Follows and interprets international and world economy business processes, changes in economic policy and in policies and laws relevant to his/her professional specialisation, their effects, and considers these in analyses, suggestions, and decisions.
- Is capable of determining the complex consequences of economic processes and organisational events.
- Can use the techniques of solving economic problems, problem-solving methods, considering their applications and limits.
- Is capable of cooperating with representatives of other specialisations.
- Participates in projects, group work, and after attaining practical knowledge and experience, manages, organises, evaluates, and controls activity in them as a leader.
- After attaining practical knowledge and experience, is capable of leading small and medium enterprises or organisational units of business organisations.
- Presents professional suggestions, formulated in a conceptually and theoretically correct way in an oral or written form, in Hungarian or in foreign languages, according to the rules of professional communication.
- Is capable of using a professional foreign language at an intermediate level.

**c) attitudes**

- Demonstrates a problem-sensitive, proactive behaviour for quality work; is constructive, cooperative, and takes initiative in project and group work.
- Is open to new information, to new professional knowledge and methodologies, and to performing new tasks and tasks that require cooperation. Strives to improve knowledge and work relationships and to cooperate with colleagues in this.
- Is open to changes in the economic and social environment of the job, work organisation, or enterprise; strives to follow and understand changes.
- Is open to the opinions of others, to sectoral, regional, national, and European values (including social, ecological, and sustainability considerations).
- Accepts and recognises the importance of career planning.
- Strives for lifelong learning in the working life and outside of it.

**d) autonomy and responsibilities**

- Performs and organises the tasks defined in his/her job description independently, with a general professional oversight.
- Takes responsibility for analyses, conclusions, and decisions made.
- Leads, organises, manages organisational units and work groups in business organisations or enterprises and minor business organisations, taking responsibility for the organisation and the employees.
- Organises, manages, and controls business activities in business organisations, in business jobs according to his/her training.
- Takes responsibility for observing professional, legal, and ethical norms and rules regarding work and behaviour.
- As a member of projects, group work, and organisational units, performs the assigned tasks independently and responsibly.
- Organises, manages and controls economic activities in an economic organisation, in an economic job according to his/her qualifications.
- Assumes responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- As a member of projects, teams and departments, carries out his/her duties autonomously and responsibly.
- Giving presentations and leading discussions independently. Participates autonomously and responsibly in professional fora within and outside the organisation.

- Does presentations and moderates debates independently. Participates in the work of professional forums inside and outside the business organisation independently and responsibly.

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

### **8.1. Professional properties**

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

- economy, methodology, and business skills [Mathematics, Statistics, Informatics, Micro and Macro Economics, International Economics, Finance, Corporate Economics, Economic Law, Marketing, Accounting Management, Business Communication, Terminology, Environmental Economics, other basic business studies] 80-90 credits;
- social science studies (European Union Studies, General and Financial Law Studies, Economic History, Sociology, Psychology, Philosophy) 10-20 credits;
- business administration and management professional studies (Corporate Finance, Accounting Analysis, Human Resource Management, Marketing Management, Management and Administration, Management of Value Creating Processes, Decision Theory and Methodology, Controlling, Business Ethics, Strategic Planning, Production Management, Process and Quality Management, Human Resource Management, Team Management, Public Management, Organisation Methodology, Information Management, optional specialisation) 70-90 credits.

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

### **8.2. Internship requirements**

The duration of the internship is 12 weeks (480 hours for full-time courses, 200 hours for part-time courses) of contiguous training.

Defined in the Study and Examination Regulations.

## **9. Degree thesis/ Dissertation**

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

### **10. Type of Degree thesis**

Research thesis.

### **11. Requirements for the issue of a final certificate**

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

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

### **12. Conditions for admission to the final examination**

Joint conditions for admission to the final exam:

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

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

### **13. Parts of the final examination**

The student shall defend his/her thesis before a final examination committee and answer questions, relating to the thesis, in the topics determined as final examination requirements.

### **14. Determining the result of the final exam**

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

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

### **15. Components of diploma qualification, method of calculation**

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

a) the credit-weighted average of the marks of the compulsory and compulsory elective subjects (if the student has taken more than the compulsory elective subjects, then all the subjects taken) in the amount of credits prescribed in the curriculum, and

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

**16. Conditions for issuing a diploma**

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

**17. Specialization selection rules**

Students can choose a specialisation at the end of semester 4 for semester 6. The rules for the choice of specialisation are set out in the Academic and Examination Regulations, the prerequisite and the criteria and rules for ranking students in case of oversubscription are set out in the table of rules for the choice of specialisation. Students may choose to complete the specialisation, but may also choose to study (1) 30 credits of electives at our University or (2) an exchange abroad. It is recommended that students take advantage of the possibility to choose a specialisation, thus deepening their knowledge in a field of specialisation, which will be indicated in the diploma.

Rules for choosing a specialisation		
List of specialisation	Prerequisites	Basis for ranking
<b>Business Administration and Management</b>  <b>bachelor programme in Budapest, in English, full time training</b>		
<b>Strategic Analysis</b>		- 60 % Cumulative grade point average
		- 10 % result from Applied Business Economics subject
		- 20% result from Cases on Business Economics subject
		- 5% result from Corporate Finance (SPM) subject
		- 5% result from Statistics II (SPM) subject
<b>Entrepreneurship</b>		- 40 % Cumulative grade point average
		- 60 % motivation score: motivation letter
<b>Digital Marketing</b>		- 50%: result from Marketing subject (but only if it is 3, or 4 or 5, otherwise this is 0 point)
		- 50%: Cumulative grade point average
<b>Quantitative Management Science</b>		- 100%: Cumulative grade point average
<b>Tourism Innovation and Management specialization</b>		- 100%: Cumulative grade point average
<b>Sustainability management specialization</b>		- 100%: Cumulative grade point average

BNGMEN22ABP - Business Administration and Management bachelor programme in Budapest, in English, full time training Curriculum for 2025/2026. (1.) fall semester for beginning students																						
Subject code	Subject name	Type	Number of hours per week		credit	evaluation	fall or spring semester	2025/26 Academic year		2026/27 Academic year		2027/28 Academic year		2028/29 Academic year	credit	course leader	Institute	Pre-requisites		Equivalents		PSS
			1	2				3	4	5	6	7	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester										
Core courses								27	33	30	30	18	0	0	138							
Foundation core courses (economic, methodological and business foundation courses)								27	21	30	3	0	0	0	81							
MSMT043NABB	Mathematics	C	0	4	6	ex	fall	6								Gyula Magyarkuti	Institute of Data Analytics and Information Systems			MSMT018NABB	Mathematics I. (Calculus)	yes
MSST044NABB	Data Analysis I.	C	1	4	6	pg	fall	6								Tibor Takács	Institute of Data Analytics and Information Systems			293NCOMK223B and MSST024NABB together	Business Data Analysis and Statistics I. together	no
KG00064NABB	Microeconomics for Business	C	2	2	6	ex	fall	6								Naoki Fujiwara	Institute of Economics					yes
293NBUSK276B	Business Economics	C	2	2	6	ex	fall	6								Attila Kajos	Institute of Entrepreneurship and Innovation					yes
MAMM021NABB	English for Specific Purposes I.	C	0	4	3	pg	fall	3								Stanley Allen Ward Jr	Institute of Marketing and Communication Sciences			MAME026NABB	English for Specific Purposes I.	yes
MAMM022NABB	English for Specific Purposes II.	C	0	4	3	pg	spring		3							Stanley Allen Ward Jr	Institute of Marketing and Communication Sciences	MAMM021NABB	English for Specific Purposes I.	MAME027NABB	English for Specific Purposes II.	yes
NPGG046NABB	Global Sustainability Challanges	C	2	2	6	ex	spring		6							Zsófia Vetőné Móznér	Institute of Sustainable Development			VGLE035NABB	Sustainability Management	no
293NECOK136B	Macroeconomics	C	2	2	6	ex	spring		6							Klára Major	Institute of Economics					yes
ADIN038NABB	Data Analysis II. (Probability and Statistics)	C	1	4	6	pg	spring		6							Tibor Takács	Institute of Data Analytics and Information Systems	MSMT043NABB MSST044NABB	Mathematics, Data Analysis I.	293NMATK225B	Mathematics II. (Probability and Statistics)	yes
PSBV096NABB	Basics of Financial Markets	C	2	2	6	ex	fall			6						Helena Naffa	Institute of Finance	293NFINK351B VAGY 2DS91NAK03B	Corporate finance VAGY Investition und Finanzierung	293NFINK156B	Basic Finance	yes
293NMARK370B	Marketing	C	2	2	6	ex	fall			6						József Hubert	Institute of Marketing and Communication Sciences					yes
293NACCK191B	Elements of Accounting	C	2	2	6	ex	fall			6						László Péter Lakatos	Institute of Accounting and Law					yes
GLOB072NABB	World Economics	C	2	2	6	ex	fall			6						András Tétényi	Institute of Global Studies	KG00064NABB, 293NECOK136B	Microeconomics for Business, Macroeconomics	293NECOK238B	International Economics	yes
PSGJ048NABB	Introduction to Legal Studies and Taxation	C	2	2	6	ex	fall			6						Péter Metzinger	Institute of Accounting and Law			293NLAWK462B	Introduction to Legal Studies	no
MSOA047NABB	Quantitative Methods	C	1	2	3	ex	spring				3					Zsuzsanna Jankó	Institute of Operations and Decision Sciences	ADIN038NABB	Data Analysis II. (Probability and Statistics)	293NMATK217B	Quantitative Methods	yes
Courses can be completed in German instead of English																						
VGUG024NMBB	Allgemeine Betriebswirtschaftslehre	C	2	2	6	ex	fall	6								Loretta Huszák	Institute of Entrepreneurship and Innovation			293NBUSK276B	Business Economics	no
PSGJ021NMBB	Wirtschaftsrecht und Steuerlehre	C	2	2	6	pg	spring		6							Gabriella Erdős	Institute of Accounting and Law			PSGJ048NABB	Introduction to Legal Studies and Taxation	no
Professional Core courses								0	12	0	27	18	0	0	57							
KSPV028NABB	Learning Methods and Personal Skills	CR	0	3	0	s	fall	0								Andrea Juhászné Klér	Institute of Strategy and Management			MAMM013NABB	Learning Methods	yes
293NMANK481B	Organizational Theory and Behavior	C	2	2	6	ex	spring		6							Mária Dunavölgyi	Institute of Strategy and Management					yes
293NFINK351B	Corporate Finance	C	2	2	6	ex	spring		6							Nóra Ágota Felföldi-Szűcs	Institute of Finance					yes
VEZ0033NABB	Organisational interpersonal skills development	CR	0	3	0	s	fall			0						Mária Dunavölgyi	Institute of Strategy and Management			VF00064NABB	Business Communication	yes
VGDE034NABB	Decision Techniques	C	1	3	6	pg	spring				6					Julianna Kiss	Institute of Operations and Decision Sciences			293NOPRK212B	Decision Techniques	no
SZAM044NABB	Managerial Accounting	C	1	3	6	ex	spring				6					Charles Alan Mcferren	Institute of Accounting and Law	293NACCK191B	Elements of Accounting			yes
VGUG085NABB	Business Policy and Strategy	C	2	2	6	pg	fall					6				Szabolcs Sebrek	Institute of Strategy and Management	293NBUSK276B VAGY VGUG024NMBB	Business Economics VAGY Allgemeine Betriebswirtschaftslehre	293NBUSS439B	Business Policy and Strategy	no
293NOPRK313B	Operations Management	C	2	2	6	ex	spring				6					Sofia De Leon Almaraz	Institute of Operations and Decision Sciences	293NBUSK276B VAGY VGUG024NMBB	Business Economics VAGY Allgemeine Betriebswirtschaftslehre			yes



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			1	2				3	4	5	6	7	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester										
VTSM126NABB	Human Resource Management	C	1	2	3	ex	spring				3					Sándor Takács	Institute of Strategy and Management			293NMANK485B	Human Resource Management	yes
INIRo82NABB	Intelligent Systems	C	0	4	6	pg	fall					6				Betsabé Perez Garrido	Institute of Data Analytics and Information Systems			293NCOMK534B	Intelligent Systems	no
VF0o131NABB	Entrepreneurship	C	1	3	6	pg	fall					6				László Tibor Kállay	Institute of Entrepreneurship and Innovation					yes
VF0o132NABB	Project Management	C	2	2	6	ex	spring				6					Bálint Blaskovics	Institute of Strategy and Management			293NOPRV518B	Project Management	no
Courses can be completed in German instead of English																						
2DS91NAK03B	Investition und Finanzierung	C	2	2	6	ex	fall			6						Richard Andreas Werner	Institute of Finance			293NFINK351B	Corporate Finance	
SZAMo60NNBB	Kostenrechnung	C	2	2	6	ex	spring				6					János Lukács	Institute of Accounting and Law			SZAMo44NABB	Managerial Accounting	
Core Elective courses***								3	0	0	0	3	0	0	6							
Social sciences core electives (one subject is compulsory from the list)								3	0	0	0	0	0	0	3							
KSPVo29NABB	Economic Psychology	CE	2	0	3	ex	fall	3								Andrea Juhászné Klér	Institute of Strategy and Management					yes
KSSZo43NABB	Foundations of Sociology	CE	1	1	3	ex	fall	3								Adél Pásztor	Institute of Social and Political Sciences					yes
PSGK013NABB	Business Ethics	CE	2	2	6	ex	fall	6								Gábor László Kovács	Corvinus Institute for Advanced Studies			293NBUSV498B	Business Ethics	no
NPGGo47NABB	Global Geopolitical Relations	CE	1	1	3	ex	fall	3								László Botond Jeney	Institute of Sustainable Development					yes
KOZGo2oNABB	Economic history	CE	2	0	3	ex	fall	3								Róbert Venyige	Institute of Economics					yes
NPGGo48NABB	Regions and Policies of the EU	CE	1	1	3	ex	fall	3								István Kollai	Institute of Global Studies			293NPOLV311B	Policies of the European Union	yes
OMo00o1NMBB	Erasmus semester abroad subject - 3 credits	CE			3	ex	fall, spring										Education Management					
Professional core electives (one subject is compulsory from the list)								0	0	0	0	3	0	0	3							
VGUGo86NABB	Applied Business Economics	CE	1	3	4	ex	spring		3							Miklós Attila Kozma	Institute of Entrepreneurship and Innovation					yes
VF0o133NABB	International Business	CE	2	2	6	pg	fall					6				László Kacsirek	Institute of Entrepreneurship and Innovation			VF0o062NABB	International Business	yes
GKIOi26NABB	Institutional Economics	CE	0	2	3	pg	fall					3				József Golovics	Institute of Economics					yes
VGDEo35NABB	Corporate Social Responsibility	CE	2	2	6	pg	fall					6				Katalin Ásványi	Institute of Sustainable Development			293NBUSV499B	Corporate Social Responsibility	yes
2VL6oNCVo1B	Cases on Business Economics	CE	0	2	3	pg	fall			3		3				Miklós György Stocker	Institute of Strategy and Management					yes
MATT031NABB	Tourism Management Strategies	CE	2	2	6	ex	fall					6				Anna Rita Irimías	Institute of Sustainable Development			MAMMo14NABB	Tourism Management and Marketing	yes
OMo00o5NMBB	Erasmus semester abroad subject - 3 credits	CE			3	ex	fall, spring										Education Management					
Elective courses								0	0	0	0	6	0	0	6							
	Foreign language	E			3	pg	fall, spring	3	3							József Erdei	Centre of Foreign Language Education and Research					
IOK0o01NABB	Hungarian Language SHI I.*	E	0	4	3	pg	fall	3								Judit Magyar	Centre of Foreign Language Education and Research			IOK0o01NABB	Hungarian Language SHI I.*	no
IOK0o04NABB	Hungarian Language SHI II.*	E	0	4	3	ex	spring		3							Judit Magyar	Centre of Foreign Language Education and Research			IOK0o04NABB	Hungarian Language SHI II.*	no
VF0o07oNABB	Contemporary Issues Related to Business and Management	E	0	2	3	pg	fall, spring	3	3	3	3	3	3	3		Judit Nagy	Institute of Operations and Decision Sciences					no
the full list of elective courses for bachelor students (in English) are available in Neptun																						
Specializations								0	0	0	0	0	30	0	30							
Strategic analysis specialization													30									
VTVT01oNMBB	Strategic positioning for competitive advantage	C	0	4	6	pg	spring					6				Dóra Horváth	Institute of Strategy and Management					no
VGUGo25NMBB	Cases in business strategy	C	0	4	6	pg	spring					6				Miklós György Stocker	Institute of Strategy and Management					no
VF0o025NMBB	Fundamentals of finance for strategic decision making	C	0	4	6	pg	spring					6				Márta Aranyossy	Institute of Entrepreneurship and Innovation					no



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								1	2	3	4	5	6	7				Code	Name	Code	Name	
			lecture	seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester								
VGUGo26NMBB	Strategy in Action	C	1	3	6	pg	spring						6		Ágnes Szukits	Institute of Strategy and Management					no	
VTVT011NMBB	Business project	C	0	4	6	pg	spring						6		Zoltán Fülöp	Institute of Strategy and Management					no	
Entrepreneurship specialization													30									
VF0o134NABB	Business Planning	C	2	2	6	pg	spring						6		Endre Mihály Molnár	Institute of Entrepreneurship and Innovation					no	
VF0o135NABB	Business Financing	C	2	2	6	pg	spring						6		Katalin Mihalkovné Szakács	Institute of Entrepreneurship and Innovation					no	
VF0o136NABB	Business Enterprise: Start-Ups	C	2	2	6	pg	spring						6		Timothy Benjamin Gittins	Institute of Entrepreneurship and Innovation					no	
VF0o137NABB	Innovation Management	C	2	2	6	ex	spring						6		Nikolett Deutsch	Institute of Entrepreneurship and Innovation					no	
VEZ0119NABB	Family Business	C	0	4	6	pg	spring						6		Attila Wieszt	Institute of Strategy and Management					no	
Digital marketing specialization													30									
MAME041NABB	Marketing Planning	C	2	2	6	ex	spring						6		Ádám Csepeti	Institute of Marketing and Communication Sciences					no	
MAMFo26NABB	Business Research	C	2	2	6	ex	spring						6		Julianna Faludi	Institute of Marketing and Communication Sciences					no	
MAMMo23NABB	Digital Marketing Strategy and Tactics	C	2	2	6	ex	spring						6		Ákos Varga	Institute of Marketing and Communication Sciences					no	
MAMFo27NABB	Online Customer Behavior	C	2	2	6	ex	spring						6		Attila Mucsi	Institute of Marketing and Communication Sciences					no	
MAMFo28NABB	Online Shopping Trends	C	2	2	6	ex	spring						6		Zsófia Hajnalka Cserdi	Institute of Marketing and Communication Sciences					no	
Quantitative Management Science specialization													30									
OPDOo54NABB	Optimization methods	C	0	4	6	pg	spring						6		Marianna Eisenberg-Nagy	Institute of Operations and Decision Sciences					no	
OPDOo55NABB	Planning- Inventory- and Transportation Problems	C	2	2	6	pg	spring						6		Kristóf Ábele-Nagy	Institute of Operations and Decision Sciences					no	
OPDOo56NABB	Risk Management	C	0	4	6	pg	spring						6		Márton Benedek	Institute of Operations and Decision Sciences					no	
OPDOo57NABB	Simulation	C	0	4	6	pg	spring						6		Kolos Csaba Ágoston	Institute of Operations and Decision Sciences					no	
OPDOo58NABB	Games and Decisions	C	0	4	6	pg	spring						6		Sándor Bozóki	Institute of Operations and Decision Sciences					no	
Tourism Innovation and Management specialization													30		Márk Miskolczi							
FENTo93NABB	International Tourism and Mobility	C	2	2	6	pg	spring						6		Márk Miskolczi	Institute of Sustainable Development					no	
FENTo94NABB	Tourism Innovation	C	2	2	6	pg	spring						6		Krisztina Keller	Institute of Sustainable Development					no	
FENTo95NABB	Cultural and Creative Tourism	C	2	2	6	pg	spring						6		Melinda Jászberényi	Institute of Sustainable Development					no	
FENTo96NABB	Active and Sport Tourism	C	2	2	6	pg	spring						6		László Kökény	Institute of Sustainable Development					no	
FENTo97NABB	Food Service Management	C	2	2	6	pg	spring						6		Anna Rita Irimiás	Institute of Sustainable Development					no	
Sustainability management specialization													30		Zsófia Nemes							
FENTo98NABB	Environmental Economics	C	2	2	6	ex	spring						6		Anna Zsófia Széchy	Institute of Sustainable Development					no	
FENTo99NABB	Evaluation and Policy Framework of Sustainability Performance	C	2	2	6	pg	spring						6		András Márton	Institute of Sustainable Development					no	
FENT10oNABB	Business models for a circular economy	C	2	2	6	pg	spring						6		Zsófia Nemes	Institute of Sustainable Development					no	

BNGMEN22ABP - Business Administration and Management bachelor programme in Budapest, in English, full time training Curriculum for 2025/2026. (1.) fall semester for beginning students																							
Subject code	Subject name	Type	Number of hours per week		credit	evaluation	fall or spring semester	2025/26 Academic year		2026/27 Academic year		2027/28 Academic year		2028/29 Academic year	credit	course leader	Institute	Pre-requisites		Equivalents		PSS	
								1	2	3	4	5	6	7				Code	Name	Code	Name		
			lecture	seminar				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester	Fall semester									
MARK149NABB	Sustainability management case studies	C	2	2	6	pg	spring						6			Ágnes Zsóka	Institute of Marketing and Communication Sciences					no	
VALL078NABB	Social entrepreneurship and social innovations	C	0	4	6	pg	spring						6			Réka Matolay	Institute of Entrepreneurship and Innovation					no	
Criterion courses								0	0	0	0	0	0	0	0								
TES_TESTNEV	Sports/Physical Education	CR	0	2	0	s	fall, spring	0	0							Csaba Vladár	Centre for Physical Educations and Sports						
Internship + Thesis Work								0	0	0	0	0	3	27	30								
293NINTERN400	Internship	C			20	pg	fall							20		Judit Nagy	Institute of Operations and Decision Sciences					no	
293NTHECONS1	Thesis work consultation I.	C	0	2	3	pg	spring						3			Judit Nagy	Institute of Operations and Decision Sciences					yes	
293NTHECONS2	Thesis work consultation II.	C	0	2	7	pg	fall							7		Judit Nagy	Institute of Operations and Decision Sciences	293NTHECONS1	Thesis work consultation I.			yes	
Credits overall								30	33	30	30	27	33	27	210								

Remarks

Type: C – core courses, CE – core elective courses; E – elective courses; CR- Criterion courses

Methods of assessment: ex – exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg – grade based on coursework; s – signature

A subject that can be completed in a preferential study schedule (PSS) on the basis of Section 92 of the Study and Examination Regulation (SER)

Physical education

Physical education is a criterion subject. The condition for obtaining a diploma is the completion of two semesters of physical education.The two semesters of physical education can be completed in 4 semesters from the start of studies. Students who have completed the mandatory two semesters can only take further semesters of the subject for a fee.

DSG - German Language Centre for Business Studies

In close cooperation with the University of Passau, the German language course offers an additional certificate programme in the bachelor's degree programme The DSG's bachelor's degree courses are now an integral part of the Bachelor of Business and Management. The subjects belong to several disciplines, e.g. business studies, finance, accounting, business informatics, etc. Of the 10 German-language core subjects currently taught, 4 can be matched with compulsory subjects, thus enabling students to obtain a supplementary diploma after completing the 4 German-language subjects. Additional DSG courses can be taken at the expense of elective credits.

The following subjects can also be taken in German:

- Business Economics - Allgemeine Betriebswirtschaftslehre
- Corporate Finance - Investition und Finanzierung
- Managerial Accounting - Kostenrechnung
- Introduction to Legal Studies and Taxation - Wirtschaftsrecht und Steuerlehre

Foreign language

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

Curriculum

Students are recommended to follow the sample curriculum when deciding when to enrol in each subject Students may deviate from this, taking into account:

- the prerequisites of the subject
- semester of announcing subjects
- completion of an average of 30 credits per semester
- In addition to the core, students should take elective subjects from a wide variety available on Neptun, and may take foreign languages as well.
- A minimum of 2/3 of the required amount of credits must be completed at Corvinus University.

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

Detailed rules regarding the enrolment into and completion of subjects are included in the Study and Examination Regulations.

Please note that the curriculum may be subject to changes.