

International Business Economics Bachelor program

training program description

For students who start in the fall semester in 2023/2024 semester

International Business Economics Bachelor program

Valid: For students starting their studies in the 2023/2024/1 semester

Updated: 12.05.2025

General Information:

Programme Director: Dr. László Kacsirek, associate professor

Place of the training: Budapest

Training schedule: full-time

Language of the training: English

Is it offered as dual training: no

Specialization:

1. **Name of specialisation:** Global Supply Chain Management
2. **Name of specialisation:** Global Economy & Business
3. **Name of specialisation:** Business Venture & Start-Up Management
4. **Name of specialisation:** Global Markets and Marketing

Training and outcome requirements:

1. **Title of the Bachelor programme in English:** International Business Economics
Title of the Bachelor programme in Hungarian: nemzetközi gazdaságkodás
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 gazdaságkodás alapképzési szakon
 - qualification in English: Economist in International Business
3. **Training area:** economics
4. **Training duration, in semesters:** 8 semesters
5. **The number of credits to be completed for the bachelor's degree:** 180+60 credit
 - degree orientation: practice oriented (60-70 percent)
 - minimum credit value of the comprehensive extra-institution practical training: 60 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:** 313/0312
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 policies, international trade processes, and foreign economy policies). 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 mother tongue 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 characteristics

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;
- professional knowledge of international business (International Economy and Trade Institutions, World Trade Processes and Regions, Foreign Economy Policy, Analysis and Market Development, International Finance,

International Transactions, International Marketing, 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. Internship requirements

The internship is a minimum of 480 hours (twelve weeks) of continuous practice after completing seven active semesters or 200 credits.

8.3. Specific features that distinguish the training

The requirement for the training is at least one semester of experience abroad or work experience in an international environment, in order to enhance its international character. In order to obtain the qualification in the initial training, a minimum level of intermediate (B2) in two foreign languages corresponding to the field of training is required.

9. Degree thesis/ Dissertation

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

10. Type of Degree thesis

Research thesis.

11. Foreign language competence in a specialised language other than English:

The acquisition of foreign language competence in a specialised language other than the language of training may be achieved by completing the "foreign language competence I." course of a 0 credit value and a signed, non-contact-hour criterion course. This subject is included in the penultimate semester of the degree programme, but is recommended to be taken in the bachelor program from the 5th semester onwards.

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

12. Requirements for the issue of a final certificate

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

- the study and examination regulation prescribed in the curriculum, and
- the required internship (professional experience),
- the required credits.

13. Conditions for admission to the final examination

Joint conditions for admission to the final exam:

- a) obtaining a final certificate,
- b) submission of the dissertation by the deadline,
- c) evaluation of the dissertation with a different grade than fail (1),
- d) registration for the final exam by the deadline,
- e) the student has no overdue payment debt to the University for the given training,
- f) accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

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

14. Parts of the final exam

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

15. Determining the result of the final exam

The weighted arithmetic means 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, the answer to the questions related to the dissertation - established with a five-level qualification.

16. Components of diploma qualification, method of calculation

The result of the diploma is the arithmetic mean of the following two 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.

17. Conditions for issuing a diploma

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

18. Specialization selection rules

Ranking based on study average and student portfolio: TDK, participation in student organizations, results of study competitions, other extracurricular achievements.

BNNKGA20ABP - International Business Economics bachelor programme in Budapest, in English, full timetraining Curriculum for 2023/2024. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per week hours		Credits	Evaluation	Fall or Spring Semester	2023/24 Academic year		2024/25 Academic year		2025/26 Academic year		2026/27 Academic year		Credit	course leader	Institute	Prerequisite		Equivalent subject		PSO
			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
Core courses								30	27	27	21	27	0	0	0	132							
Foundation Core courses								27	24	24	0	0	0	0	0	75							
VGUGo82NABB	Business Essentials	C	1	4	6	ex	fall	6									Miklós György Stocker	Institute of Strategy and Management			VGUGo15NABB	Business Essentials	no
MSSTo13NABB	Statistical Business Analytics	C	2	2	6	ex	fall	6									Ilona Cserháti	Institute of Data Analytics and Information Systems					yes
KG0o064NABB	Microeconomics for Business	C	2	2	6	ex	fall	6									András Kálec-Simon	Institute of Economics					yes
VF0o0o4NABB	Developing Professional Skills	C	0	4	6	pg	fall	6									László Kacsirek	Institute of Entrepreneurship and Innovation					no
PSGJo14NABB	Introduction to Business Law	C	1	1	3	ex	fall	3									Zoltán Nemessányi	Institute of Accounting and Law					yes
KSPVo05NABB	Interpersonal & Learning Skills - Foundation	CR	0	2	0	s	fall	0										Institute of Strategy and Management					yes
VGLEo6oNABB	Serving International Customers	C	0	4	6	pg	spring		6								Orsolya Diófási-Kovács	Institute of Operations and Decision Sciences			VGLEo03NABB	Serving International Customers	yes
MSOAo07NABB	Business Decision Analytics	C	2	2	6	ex	spring		6								Kristóf Ábele-Nagy	Institute of Operations and Decision Sciences					no
KG0o065NABB	Open-Economy Macroeconomics	C	2	2	6	ex	spring		6								Petra Németh	Institute of Economics					yes
PSPSo12NABB	Understanding Financial Statements	C	2	2	6	ex	spring		6								László Péter Lakatos	Institute of Accounting and Law					yes
VTVT0o3NABB	Project: Solving Strategic Problems	C	0	4	6	pg	fall			6							András Mármaros	Institute of Strategy and Management					no

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			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
INIR079NABB	Digital Technologies in Business	C	0	4	6	pg	fall			6						Álmos Dinnyés	Institute of Data Analytics and Information Systems			INIR007NABB	Digital Technologies in Business	no	
VTVZ001NABB	Management and Organisations	C	2	2	6	pg	fall			6						Balázs György Vaszkun	Institute of Strategy and Management					yes	
PSBV028NABB	Corporate Finance and Investments	C	2	2	6	ex	fall			6						Nóra Ágota Felföldi-Szűcs	Institute of Finance					no	
KSPV006NABB	Interpersonal Skills - Advanced	CR	0	2	0	s	spring				0					Zsolt Péter Szabó	Institute of Strategy and Management					no	
International Business Core courses								0	0	0	18	27	0	0	0	45							
GKOI004NABB	Project: Entering Global Markets	C	0	4	6	pg	spring				6					Miklós Rosta	Institute of Economics					no	
VF00005NABB	Global Markets & Players	C	2	2	6	ex	spring				6					László Kacsirek	Institute of Entrepreneurship and Innovation	KG00065NABB	Open-Economy Macroeconomics			yes	
VTSM012NABB	Cross-Cultural Management	C	2	2	6	pg	spring				6					Henriett Primecz	Institute of Strategy and Management					yes	
VF00006NABB	Project: Concluding International Trade Deals	C	0	4	6	pg	fall					6				Éva Pintér	Institute of Entrepreneurship and Innovation	PSBV028NABB	Corporate Finance and Investments			no	
VF00007NABB	International Trade Practices	C	2	2	6	ex	fall					6				László Kacsirek	Institute of Entrepreneurship and Innovation					yes	
MAMF003NABB	International Marketing	C	2	2	6	ex	fall					6				Tibor Farkas	Institute of Marketing and Communication Sciences					no	
VF00008NABB	Doing Business in Europe	C	2	2	6	ex	fall					6				Zoltán Gálik	Institute of Global Studies					yes	

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			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
VF00009NABB	International Business Protocol & Negotiation Skills	C	0	2	3	ex	fall					3					Zita Komár	Institute of Marketing and Communication Sciences					no
Languages								3	3	3	3	0	0	0	0	12							
IOK0002NABB	English for Academic Purposes	C	0	4	3	pg	fall	3									Philip Jeffrey Saxon	Centre of Foreign Language Education and Research					no
IOK0003NABB	English for Career Purposes	C	0	4	3	pg	spring		3								Philip Jeffrey Saxon	Centre of Foreign Language Education and Research					no
IDNYELV_NEMZGAZD	2nd Foreign Language	C	0	4	3	pg	fall			3								Centre of Foreign Language Education and Research					no
IDNYELV_NEMZGAZD	2nd Foreign Language	C	0	4	3	pg	spring				3							Centre of Foreign Language Education and Research					no
Specialisations								0	0	0	0	0	30		0	30							
International Supply Chain Management								0	0	0	0	0	30		0	30							
VGLE004NABB	Project: Contemporary Challenges in Supply Chain Management	CE	0	4	6	pg	fall, spring						6	6			Orsolya Diófási-Kovács	Institute of Operations and Decision Sciences					no
VGLE005NABB	Global Business Value Creation	CE	2	2	6	ex	fall, spring						6	6			Péter Vakhal	Institute of Operations and Decision Sciences					yes
VGLE006NABB	Customs and Trade Compliance	CE	2	2	6	ex	fall, spring						6	6			Dániel Bán	Institute of Accounting and Law					no

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			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
VGLE007NABB	Supply Chain Intelligence	CE	2	2	6	ex	fall, spring						6	6			Mónika Miskolcziné Gábrriel	Institute of Operations and Decision Sciences					yes
VGLE008NABB	Fundamentals of International Distribution	CE	2	2	6	ex	fall, spring						6	6			Judit Nagy	Institute of Operations and Decision Sciences					yes
Global Economy & Business								0	0	0	0	0	30		0	30							
NPVG001NABB	Project: Operation of a TNC in the Global Economy	CE	0	4	6	pg	fall, spring						6	6			Viktória Endrődi-Kovács	Institute of Global Studies					no
GLOB039NABB	International Business Environment	CE	2	2	6	pg	fall, spring						6	6			Denis Ivanov	Institute of Global Studies					no
NPVG003NABB	World Economic Analysis – Country Cases	CE	2	2	6	pg	fall, spring						6	6			Norbert Szijártó	Institute of Global Studies					yes
NPVG004NABB	TNCs in the World Economy	CE	2	2	6	pg	fall, spring						6	6			Viktória Endrődi-Kovács	Institute of Global Studies					yes
NPVG005NABB	International Financial Markets and Management	CE	2	2	6	pg	fall, spring						6	6			Magdolna Judit Hadházyné Burucs	Institute of Global Studies					yes
Business Venture & Start-Up Management								0	0	0	0	0	30		0	30							
VF00061NABB	Project: Entering International Markets	CE	0	4	6	pg	fall, spring						6	6			Bence László Pistru	Institute of Entrepreneurship and Innovation					no
VF00011NABB	Business Financing	CE	2	2	6	ex	fall, spring						6	6			Milos Milicsevics	Institute of Entrepreneurship and Innovation					yes
VALL015NABB	Design thinking	CE	2	2	6	pg	fall, spring						6	6			Éva Pintér	Institute of Entrepreneurship and Innovation					no

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			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
VF00o6oNABB	Business Planning	CE	2	2	6	ex	fall, spring						6	6			Endre Mihály Molnár	Institute of Entrepreneurship and Innovation					yes
VF00o63NABB	Internationalisation Strategies of Small Business Ventures	CE	2	2	6	pg	fall, spring						6	6			Éva Mariann Kiss	Institute of Entrepreneurship and Innovation					yes
Global Markets and Marketing								o	o	o	o	o	3o		o	3o							
MAMFo17NABB	Project: International Marketing Planning	CE	o	4	6	pg	fall, spring						6	6			Attila Mucsi	Institute of Marketing and Communication Sciences					no
MAMFo18NABB	Marketing Research in International Markets	CE	2	2	6	pg	fall, spring						6	6			Mirkó György Gáti	Institute of Marketing and Communication Sciences					yes
MAMFo19NABB	Cross-Cultural Consumer Behaviour	CE	2	2	6	pg	fall, spring						6	6			Anna Török	Institute of Marketing and Communication Sciences					yes
MAMMo05NAMB	International Branding Strategies	CE	2	2	6	ex	fall, spring						6	6			Krisztina Ágnes Kolos	Institute of Marketing and Communication Sciences					yes
MAMMo04NABB	Global Communication Campaigns	CE	2	2	6	ex	fall, spring						6	6			Tamás Viktor Csordás	Institute of Marketing and Communication Sciences					yes
Social Science Electives								o	o	o	6	o	o	o	o	6							
GKOIo05NABB	Economic Psychology	CE	2	2	6	ex	spring				6						Zsolt Péter Szabó	Institute of Strategy and Management					yes
NPPToo8NABB	Political Science	CE	2	2	6	ex	spring				6						Réka Várnagy	Institute of Social and Political Sciences					yes

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			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
GKOI006NABB	Comparative Political Economy	CE	2	2	6	ex	spring				6						Márton Tamás Katona	Institute of Economics					yes
NP00001NABB	Analysing the Struggle for Power in a Global Context	CE	2	2	6	ex	spring				6						Dániel Vékony	Institute of Global Studies					yes
VALL009NABB	Social Science Elective Erasmus	CE	2	2	6	ex	spring				6						László Kacsirek	Institute of Entrepreneurship and Innovation					yes
KSPV007NABB	Economic and Social History	CE	2	2	6	pg	spring				6						Federico Pachetti	Institute of Social and Political Sciences					yes
Electives								0	3	3	3	3	0	0	0	12							
	Electives Subjects	E					fall, spring	0	3	3	3	3	0	0									no
IOK0001NABB	Hungarian Language SHI I.*	E/C	0	4	3	pg	fall	3	3								Judit Magyar	Centre of Foreign Language Education and Research					no
IOK0004NABB	Hungarian Language SHI II.*	E/C	0	4	3	ex	spring	3	3								Judit Magyar	Centre of Foreign Language Education and Research					no
Others								0	0	0	0	0	0	33	27	60							
VF00015NABB	Thesis consulatation	C			3	pg	fall							3			László Kacsirek	Institute of Entrepreneurship and Innovation					yes
VF00016NABB	Internship	C			20	pg	spring								20		László Kacsirek	Institute of Entrepreneurship and Innovation					no
VF00017NABB	Thesis	C			7	pg	spring								7		László Kacsirek	Institute of Entrepreneurship and Innovation	VF00015NABB	Thesis consulatation			yes

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			1	2				3	4	5	6	7	8	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester	Fall semester	Spring semester										
VF00088NABB	International semester	C			30	pg	fall, spring						30	30		László Kacsirek	Institute of Entrepreneurship and Innovation					no	
Criterion subjects								0	0														
TES_TESTNEV	Sports/Physical Education	CR	0	2	0	s	fall, spring	0	0							Csaba Vladár	Centre for Physical Educations and Sports					no	
IOK0334NABB	Competency test in a foreign language for specific purposes I.	CR			0	a	fall, spring					0	0			József Erdei	Centre for Research and Education in Foreign Languages						
Total credits								30	30	30	30	30	30	33	27	240							

Remarks

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses
Methods of assessment: ex-exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg- grade based on the practical assignments given during the course of the semester, a=signature, ce- Comprehensive examination
A subject that can be completed in a preferential study order (KTR) on the basis of Section 92 of the Study and Examination Regulation (TVSZ)

Physical education

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

Foreign language

During their studies, students can study an additional foreign language free of charge for two semesters, including a specific language, 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

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

1. the pre-study order (prerequisites),
2. semester of announcing subjects
3. completion of an average of 30 credits per semester
4. in addition to the compulsory subjects, students should take elective subjects from the offer of elective subjects (see Neptun) and may take foreign languages as well.
5. 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.

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

Please note that curriculum changes are possible!

International semester

A detailed explanation about the opportunities and requirements of the international semester can be found on the website.