

Communication and Media Science Bachelor program

training program

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

Communication and Media Science Bachelor program

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

General Informations:

Person responsible for the major: Dr. Bokor Tamás, Assistant 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:** Public Communication specialisation
2. **Name of specialisation:** Közéleti kommunikáció specialisation
3. **Name of specialisation:** Business Communication specialisation
4. **Name of specialisation:** Global Connections and Communications specialisation
5. **Name of specialisation:** Community Communication specialisation
6. **Name of specialisation:** Global Social Challenges specialisation

Training and outcome requirements:

1. **Title of the Bachelor programme in English:** Communication and Media Science

Title of the Bachelor programme in Hungarian: kommunikáció és médiatudomány

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

- qualification level: bachelor (baccalaureus, abbreviation: BA)
- qualification in Hungarian: kommunikátor
- qualification in English: Expert in Communication

3. **Training area: social sciences**

4. **Training duration, in semesters:** 6 semesters

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

- degree orientation: balanced (40-60 percent)
- thesis credit value: 10 credits
- minimum credit value of the comprehensive extra-institution practical training: 10 credits
- minimum credit value of optional courses: 9 credits

6. **International Standard Classification of Education field of education code:** 321/0321

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

The objective of the degree is to train communication experts knowledgeable about the institutions and institutional systems in the various fields of communication. They are knowledgeable regarding the areas of societal communication, the structures of institutions in these areas, the primary institutions of communication and media, and the inner workings of communication and media. With the attained knowledge, abilities, and attitudes, they are completely capable of performing communication-related work in the institutions in the scenes of communication. They are prepared to continue their training at the master's level.

7.1. Attained professional competences

7.1.1. The communicator has

a) knowledge

- Knows the main elements of the social sciences toolkit and understands the connections that serve as the basis of the scientific exploration of society and social communication.
- Knows the main relationships regarding the functioning of society and the relevant scientific contexts.
- Knows and understands the mechanisms of social phenomena explored by communication and media sciences and their subsystems.
- Has an overview of the social spheres of the field: the normative systems and operational practices of institutions, the economy, politics, sciences, arts, morality, religion, language, and law.
- Knows the most important factors of the social, structural, economic, and political processes that define the fields of communication and media,
- Has a confident knowledge of methodology, understands and sees the possibilities and perspectives of methodological innovation.

b) skills

- Is capable of navigating the deeper interconnections of the field and the practical social, communication, and media science-related problems and their possible solutions.
- Is capable of efficiently processing new knowledge in the field. Handles printed and digital resources, social science and media research databases, and the devices that operate them with confidence.
- Is capable of a synthesizing comparison of the basic theories and concepts of social communication, of expressing rational arguments, i.e. of forming and opinion and arguing for it in debates in various fields of communication.

- Based on a basic theoretical knowledge, is capable of developing a working hypothesis that uncovers the real interrelationships of processes in the fields of social communication that explores facts, the most suitable empirical method to study it, and the concept of processing the results.
- Is capable of an in-depth analysis of facts gathered in the levels and fields of communication encountered during theoretical and practical work, and uncovering the interrelationships from the results.
- Is capable of making realistic judgements based on processed information in the fields of communication and media research, and of formulating independent suggestions based on consequences drawn from these.
- Uses the profession's vocabulary, basic scientific concepts, and the elements of the specialised vocabulary confidently.
- Is capable of making decisions in professional (interpersonal, group, public, organisational, intercultural, and mass communication) decision-making processes on his/her field of expertise on the level of practical applicability.

c) attitudes

- Is open to a dynamic and value-based reception of social changes, is open to adapt viewpoints that fight prejudices.
- Accepts that cultural phenomena are historically and socially determined and changeable.
- Accepts the religious and social, historical and present-day diversity of the Hungarian and the European identities, and assumes responsibility for the representation of these values.
- Desires to learn about non-European cultures, is open to and tolerant of these cultures.
- Accepts and consistently undertakes the diversity of thinking in social science, represents its basic world-view genuinely in his/her immediate and wider communities.
- Is sensitive and open to the most severe social problems, with a world-view that is rooted in professional and personal solidarity with those less fortunate and more vulnerable.
- Is dedicated to social equality, democratic values in every aspect of life, the rule of law, and the European community of values, and is capable of articulating opinions in the appropriate form.
- Is open to all forms of professional innovation, is accepting but appropriately critical of theoretical, practical, and methodological innovation.
- Is open to critical self-evaluation, the various forms of professional training, the self-improvement methods of an intellectual world-view, and strives to improve him/herself in these fields.
- Is capable of learning and continuously improving communication skills and of self-reflection regarding abilities in this field.
- Consciously and responsibly represents the consequent following and protection of the legal, ethical, and professional norms of society, professional field, and workplace.
- Consciously represents methods used in the profession and accepts the methodological diversity of other scientific fields.
- Accepts and realises a health-conscious attitude and lifestyle.

d) autonomy and responsibilities

- Takes on an independent, innovative role in the professional environments of communication and media sciences in affirming his/her view on society.
- In his/her own professional environment, develops a historically and politically coherent individual viewpoint that helps in the development and awareness of him/herself and the environment.
- In a professional work environment, is capable of performing and managing complex tasks based on the professional standards.
- Organises own work and the work of subordinates with an independence and responsibility that is appropriate for his/her place in the organisational structure.
- Presents views at professional and social forums as a sovereign actor, represents the profession, organisation, and professional group responsibly.
- Is independent, constructive, and assertive in forms of cooperation inside and outside the institution.
- Takes responsibility for his/her professional publications in any language, is aware of their possible consequences.

8. Bachelor's degree characteristics

8.1. Professional properties

8.1.1. The scientific fields and areas that the training is based on are: Indicated competences may be attained by learning knowledge and skills regarding professional socialisation, and by learning the theoretical and practical knowledge built into the training programme.

- communication and social science foundation courses 40-55 credits

[Man and Society, Social Communication, Introduction to Social Sciences, Introduction to Social Psychology; Introductory Practices Module, Communication Competences (Written and Media Communication Practices, Communication Research Methods)];

- communication theory and practice studies, 101-116 credits (Fields of Communication,

Theories and Models of Communication, The Operation of Communication Institutions and the Communication Operations of Institutions, The Media Aspects of Communication, Culture and Communication, Visual Communication, Professional Practice Studies).

8.1.2. Specialisation recommended by the educational institution constitutes theoretical and practical knowledge that is capable of working on the given field, improves personal abilities, and results in specialised competences relevant to individual interests. The credit value of optional courses within studies of the practice and theory of communication is 40-44 credits.

8.2. Internship requirements

Internship is at least 80 hours, spent in institutions in the various fields of communication, in semester 5, but can be completed from semester 3

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),
- 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 exam

The final exam consists of the defense of the dissertation and the oral complex exam.

Complex exam topics:

1. Communication Theories
2. Quantitative Communication and Media Research Methods
3. Qualitative Communication and Media Research Methods
4. Language in Culture and Society
5. Persuasive Communication
6. Media Communication
7. Media Literacy
8. Digital Marketing Communication
9. Project and Campaign Communication
10. Creative Visuality

14. Determining the result of the final exam

The weighted arithmetic mean of the following three 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
- c) the grade given for the oral complex examination - determined with a five-grade qualification - with double weight.

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 choose three specialisations. In the chosen specialisation, students are ranked on the basis of their 1-2 semester cumulative credits weighted average.

BNKOMM25ABP - Communication and Media Science 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		Credits	Evaluation	Fall or Spring Semester	2025/26 Academic year		2026/27 Academic year		2027/28 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		SS
			Lecture	Seminar				1	2	3	4	5	6				Code	Name	Code	Name	
Core courses								27	33	24	18	6	10	118							
TARS128NABB	Philosophy	C	2	2	6	ex	fall	6						Olga Kiss	Institute of Social and Political Sciences					yes	
MARK094NABB	Persuasive Communication	C	2	2	6	ex	fall	6						Jessie Margaret Labov	Institute of Marketing and Communication Sciences					yes	
IOK0345NABB	English for Academic Purposes I.	C	0	4	3	pg	fall	3						József Erdei	Centre for Research and Education in Foreign Languages					yes	
GLOB038NABB	International Politics and Globalization	C	2	2	6	ex	fall	6						Anita Szűcs	Institute of Global Studies					yes	
MARK098NABB	The Art of Communication	C	2	2	6	ex	fall	6						Veronika Pelle	Institute of Marketing and Communication Sciences					yes	
SZAM083NABB	Introduction to Law and Politics	C	2	2	6	ex	spring		6					Réka Várnagy	Institute of Accounting and Law					yes	
TARS127NABB	Social Forces in a Global World	C	2	2	6	ex	spring		6					Zoltán Nicolás Dujisin-Muharay	Institute of Social and Political Sciences					yes	
KOZG005NABB	Introduction to Economics	C	2	2	6	ex	spring		6					Andreas Ferdinand Rudolf Orland	Institute of Economics					yes	
TARS129NABB	Social Research Methods: Quantitative Data Analysis	C	2	2	6	pg	spring		6					Matthew Edward Bergman	Institute of Social and Political Sciences					no	
IOK0344NABB	English for Academic Purposes II.	C	0	4	3	pg	spring		3					József Erdei	Centre for Research and Education in Foreign Languages					yes	
MARK099NABB	Creative Visuality	C	0	4	6	pg	spring		6					Lajos Kovács	Institute of Marketing and Communication Sciences					no	
TARS130NABB	Social Research Methods: Text Analysis	C	0	4	6	ex	fall			6				Jacob Richard Thomas	Institute of Social and Political Sciences					no	
MARK100NABB	Language in Culture and Society	C	2	2	6	pg	fall			6				Réka Ágnes Benczes	Institute of Marketing and Communication Sciences					yes	
MARK101NABB	Media Literacy	C	4	0	6	ex	fall			6				Jessie Margaret Labov	Institute of Marketing and Communication Sciences					yes	
MARK102NABB	Data Visualisation in Society	C	2	2	6	pg	fall			6				László Levente Székely	Institute of Marketing and Communication Sciences					yes	
TARS146NABB	Social Research Methods: Interview and Focus Group	C	0	4	6	pg	spring				6			Lilla Mária Vicsek	Institute of Social and Political Sciences					no	
MARK103NABB	Digital Marketing Communication	C	2	4	6	pg	spring				6			Mirkó György Gáti	Institute of Marketing and Communication Sciences					yes	
MARK104NABB	Media Communication	C	2	2	6	ex	spring				6			Tamás Bokor	Institute of Marketing and Communication Sciences					yes	
MARK105NABB	Project and Campaign Communication	C	0	4	6	pg	fall					6		Veronika Pelle	Institute of Marketing and Communication Sciences					no	
MARK106NABB	Thesis Seminar	C			10	pg	spring						10	Tamás Bokor	Institute of Marketing and Communication Sciences					yes	
Specialisation								0	0	0	12	12	18	42							
Public Communication								0	0	0	12	12	18	42							
MARK107NABB	Visual Culture and Literacy	C	4	0	6	ex	spring				6			Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes	
MARK108NABB	Social Semiotics	C	2	2	6	pg	spring				6			Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes	
MARK109NABB	Media Linguistics	C	2	2	6	pg	fall					6		Réka Ágnes Benczes	Institute of Marketing and Communication Sciences					yes	
MARK110NABB	Public Relations and Campaign Design	C	2	2	6	pg	fall					6		Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences					yes	
MARK111NABB	Visual Content for Business	C	2	2	6	ex	spring						6	Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes	
ADIN140NABB	Law, Ethics and Economy of Media	C	0	2	3	pg	spring						3	Ágnes Urbán	Institute of Data Analytics and Information Systems					yes	
MARK112NABB	Analyzing Discourse	C	0	4	6	pg	spring						6	Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes	
MARK113NABB	Public Writing	C	2	2	3	pg	spring						3	Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes	
Közéleti kommunikáció								0	0	0	12	12	18	42							
MARK114NMBB	Vizuális kultúra és műveltség	C	4	0	6	ex	spring				6			Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes	
MARK115NMBB	Szemiotika	C	2	2	6	pg	spring				6			Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes	

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			Lecture	Seminar				1	2	3	4	5	6				Code	Name	Code	Name	
MARK116NMBB	Public relations és kampánytervezés	C	2	2	6	pg	fall					6			Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences					yes
MARK117NMBB	Médianyelvészet	C	2	2	6	pg	fall					6			Réka Ágnes Benczes	Institute of Marketing and Communication Sciences					yes
MARK118NMBB	Üzleti vizuális tartalomkészítés	C	2	2	6	ex	spring						6		Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes
ADIN141NMBB	Médiajog, médiaetika, médiagazdaság	C	0	2	3	pg	spring						3		Ágnes Urbán	Institute of Data Analytics and Information Systems					yes
MARK119NMBB	Diskurzuselemzés	C	0	4	6	pg	spring						6		Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes
MARK120NMBB	Közéleti írás	C	2	2	3	pg	spring						3		Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes
Business Communication								0	0	0	12	12	18	42							
MARK107NABB	Visual Culture and Literacy	C	4	0	6	ex	spring				6				Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes
MARK097NABB	Organisational Culture and Business Protocol	C	2	2	6	ex	spring				6				Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences					yes
MARK110NABB	Public Relations and Campaign Design	C	2	2	6	pg	fall					6			Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences					yes
MARK134NABB	Negotiation Strategies	C	2	2	6	pg	fall					6			Tamás Bokor	Institute of Marketing and Communication Sciences					yes
MARK111NABB	Visual Content for Business	C	2	2	6	ex	spring						6		Andrea Katalin Kárpáti	Institute of Marketing and Communication Sciences					yes
ADIN140NABB	Law, Ethics and Economy of Media	C	0	2	3	pg	spring						3		Ágnes Urbán	Institute of Data Analytics and Information Systems					yes
MARK095NABB	Communication for Business Success	C	2	2	6	pg	spring						6		Márton Gergely Rétvári	Institute of Marketing and Communication Sciences					yes
MARK121NABB	Inclusion in the Organisations	C	0	2	3	pg	spring						3		Tamás Bokor	Institute of Marketing and Communication Sciences					yes
Global Connections and Communications											12	12	18	42							
GLOB158NABB	Competitive narratives in global relations	C	4	0	6	ex	spring				6				Zoltán Kelemen	Institute of Global Studies					yes
MARK097NABB	Organisational Culture and Business Protocol	C	2	2	6	ex	spring				6				Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences					yes
GLOB143NABB	Political Conflicts and Media	C	2	2	6	ex	fall					6			Péter Marton	Institute of Global Studies					yes
GLOB144NABB	Societies and politics in the global media	C	2	0	3	ex	spring						3		Bernadett Judit Lehoczki	Institute of Global Studies					yes
MARK134NABB	Negotiation Strategies	C	2	2	6	pg	fall					6			Tamás Bokor	Institute of Marketing and Communication Sciences					yes
MARK095NABB	Communication for Business Success	C	2	2	6	pg	spring						6		Márton Gergely Rétvári	Institute of Marketing and Communication Sciences					yes
MARK121NABB	Inclusion in the Organisations	C	0	2	3	pg	spring						3		Tamás Bokor	Institute of Marketing and Communication Sciences					yes
GLOB145NABB	International Advocacy	C	2	2	6	ex	spring						6		Ágnes Kemenszky	Institute of Global Studies					yes
Community Communication								0	0	0	12	12	18	42							
MARK097NABB	Organisational Culture and Business Protocol	C	2	2	6	ex	spring				6				Alexandra Nagy-Béni	Institute of Marketing and Communication Sciences					yes
MARK108NABB	Social Semiotics	C	2	2	6	pg	spring				6				Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes
MARK134NABB	Negotiation Strategies	C	2	2	6	pg	fall					6			Tamás Bokor	Institute of Marketing and Communication Sciences					yes
MARK109NABB	Media Linguistics	C	2	2	6	pg	fall					6			Réka Ágnes Benczes	Institute of Marketing and Communication Sciences					yes
MARK121NABB	Inclusion in the Organisations	C	0	2	3	pg	spring						3		Tamás Bokor	Institute of Marketing and Communication Sciences					yes
MARK095NABB	Communication for Business Success	C	2	2	6	pg	spring						6		Márton Gergely Rétvári	Institute of Marketing and Communication Sciences					yes
MARK112NABB	Analyzing Discourse	C	0	4	6	pg	spring						6		Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes
MARK113NABB	Public Writing	C	2	2	3	pg	spring						3		Lilla Petronella Szabó	Institute of Marketing and Communication Sciences					yes

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			1	2				3	4	5	6	Code	Name				Code	Name			
			Fall semester	Spring semester				Fall semester	Spring semester	Fall semester	Spring semester										
Global Social Challenges								0	0	0	12	12	18	42							
TARS137NABB	Factchecking and Fake News	C	2	2	6	pg	spring				6				Miklós Hajdu	Institute of Social and Political Sciences				yes	
TARS138NABB	Media, Power, and Politics	C	2	2	6	pg	spring				6				Zoltán Nicolás Dujisin-Muharay	Institute of Social and Political Sciences				yes	
TARS141NABB	Global Migration and Transnationalism	C	2	2	6	pg	fall					6			Attila Meleg	Institute of Social and Political Sciences				yes	
TARS151NABB	Population Ageing and ‘Younging’	C	2	2	6	pg	fall					6			Róbert Iván Gál	Institute of Social and Political Sciences				yes	
TARS144NABB	Greed, Corruption, and Inequality	C	2	2	6	ex	spring						6		Miklós Hajdu	Institute of Social and Political Sciences				yes	
TARS143NABB	Nationalism and the Nation	C	2	2	6	pg	spring						6		Zoltán Nicolás Dujisin-Muharay	Institute of Social and Political Sciences				yes	
TARS140NABB	Identity Politics	C	2	2	6	pg	spring						6		Noémi Krisztina Katona	Institute of Social and Political Sciences				yes	
Elective courses								3	0	7	0	0	0	10							
	Foreign language	E			3	pg	fall, spring	3	3						József Erdei	Centre for Research and Education in Foreign Languages				no	
IOK0001NABB	Hungarian Language SHI I.*	E/C	0	4	3	pg	fall	3	3						Judit Magyar	Centre for Research and Education in Foreign Languages				no	
IOK0004NABB	Hungarian Language SHI II.*	E/C	0	4	3	ex	spring	3	3						Judit Magyar	Centre for Research and Education in Foreign Languages				no	
	the full list of elective courses for bachelor students (in English) are available in Neptun																			no	
Criterion subjects								0	0	0	0	0	0	0							
OMMK035NABB	Learning Methods and Personal Skills	CR	0	3	0	s	fall	0							Magdolna Daruka	Centre for Educational Quality Enhancement and Methodology				no	
	Physical Education	CR	0	2	0	s	fall	0	0						Csaba Vladár	Centre for Physical Educations and Sports				no	
Internship								0	0	0	0	10	0	10							
MARK123NABB	Internship ¹	C			10	pg	fall			0	0	10	0		Antal Péter Szántay	Institute of Marketing and Communication Sciences				no	
Credits overall								30	33	31	30	28	28	180							

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 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. The two semesters of physical education can be completed in 4 semesters from the start of studies. Students who have fulfilled the criterion can only take the subject in the form of reimbursement for a fee.

Foreign language

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

Curriculum

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

- 1. the pre-study order,
- 2. semester of announcing subjects
- 3. completion of an average of 30 credits per semester

*: 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!