

International Business Economics Bachelor program

training program

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



International Business Economics Bachelor program

<u>Valid</u>: For students who start in the fall semester of 2025/2026 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: International 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 gazdálkodás
- 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: 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 consists of a minimum of 480 hours (12 weeks) of continuous practice after seven active semesters or 200 credits as specified in the curriculum.

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 completeing the "foreign language competence I." course of a O 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 fall (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 | - Inte | erna | ation | nal E | Busiı | ness E | Econo | mics | s bach | elor | prog | ramı | ne in | Bud | apest, | in English, full timetraining | g Curriculum for 2025/2026. (1. |) fall semester | r for beginning stude | ents | | |
|---------------------------|---|--------|---------|-------------------------------|-------|-------|---------------|-------|--------------------|--------|--------------------|------|--------------------|-------|------------------------|--------|-----------------------------------|---|------------------------------------|---|-------------|-------------------------------------|------|
| Subject Code | Subject Name | pe | of h | mber nours week ours | dits | ation | ng Semester | | 5/26 nic year | | 6/27 nic year | | 7/28 mic yea | | 2028/29 ademic year | | course leader | Institute | 1 | Prerequisit | Equi | valent subject | PSS |
| Subject Code | Subject Name | Ty | Lecture | Seminar | Cre | Evalu | Fall or Sprir | Fall | Spring semester | Fall | Spring semester | Fall | Spring semester | Fall | Spring semester | Credi | . course reader | institute | Code | Name | Code | Name | - 82 |
| Core courses | | | | | | | | 30 | 27 | 27 | 21 | 27 | 0 | 0 | 0 | 132 | | | | | | | |
| Foundation Core course | es | | | П | | Т | | 27 | 24 | 24 | 0 | 0 | 0 | 0 | 0 | 75 | | | | | | | |
| VGUG082NABB | Business Essentials | С | 1 | 4 | 6 | ex | fall | 6 | | | | | | | | | Miklós György Stocker | Institute of Strategy and Management | | | VGUG015NABB | Business Essentials | no |
| MSST013NABB | Statistical Business Analytics | С | 2 | 2 | 6 | ex | fall | 6 | | | | | | | | | Ilona Cserháti | Institute of Data Analytics and Information Systems | | | | | yes |
| KG00064NABB | Microeconomics for Business | С | 2 | 2 | 6 | ex | fall | 6 | | | | | | | | | Naoki Fujiwara | Institute of Economics | | | | | yes |
| VF00004NABB | Developing Professional Skills | С | 0 | 4 | 6 | pg | fall | 6 | | | | | | | | | László Kacsirek | Institute of Entrepreneurship and Innovation | | | | | no |
| PSGJ014NABB | Introduction to Business Law | С | 1 | 1 | 3 | ex | fall | 3 | | | | | | | | | Zoltán Nemessányi | Institute of Accounting and Law | | | | | yes |
| KSPV005NABB | Interpersonal & Learning Skills - Foundation | CR | 0 | 2 | 0 | s | fall | 0 | | | | | | | | | Zsolt Péter Szabó | Institute of Strategy and Management | | | | | yes |
| VGLE060NABB | Serving International Customers | С | 0 | 4 | 6 | pg | spring | | 6 | | | | | | | | Mónika Miskolczi-Gábriel | Institute of Operations and Decision Sciences | s VGUG082NABB | Business Essentials | VGLE003NABB | Serving International Customers | yes |
| MSOA007NABB | Business Decision Analytics ¹ | С | 2 | 2 | 6 | ex | spring | | 6 | | | | | | | | Kristóf Ábele-Nagy | Institute of Operations and Decision Sciences | S | | | Customers | no |
| KG00065NABB | Open-Economy Macroeconomics | С | 2 | 2 | 6 | ex | spring | | 6 | | | | | | | | Petra Németh | Institute of Economics | | | | | yes |
| PSPS012NABB | Understanding Financial Statements | С | 2 | 2 | 6 | ex | spring | | 6 | | | | | | | | László Péter Lakatos | Institute of Accounting and Law | VGUG082NABB | Business Essentials | | | yes |
| VTVT003NABB | Project: Solving Strategic Problems | С | 0 | 4 | 6 | pg | fall | | | 6 | | | | | | | Xénia Szanyi-Gyenes | Institute of Strategy and Management | VGLE060NABB | Serving International Customers | | | no |
| INIR079NABB | Digital Technologies in Business ¹ | С | 0 | 4 | 6 | pg | fall | | | 6 | | | | | | | Mutaz Abdelrazzaq Saleh AlShafeey | Institute of Data Analytics and Information Systems | VGUG082NABB | Business Essentials | INIR007NABB | Digital Technologies in Business | no |
| VTVZ001NABB | Management and Organisations | С | 2 | 2 | 6 | pg | fall | | | 6 | | | | | | | Balázs György Vaszkun | Institute of Strategy and Management | VGUG082NABB | Business Essentials | | Business | yes |
| PSBVo28NABB | Corporate Finance and Investments ¹ | С | 2 | 2 | 6 | ex | fall | | | 6 | | | | | | | Nóra Ágota Felföldi-Szűcs | Institute of Finance | VGUG082NABB | Business Essentials | | | no |
| KSPV006NABB | Interpersonal Skills - Advanced | CR | 0 | 2 | 0 | s | spring | | | | 0 | | | | | | Zsolt Péter Szabó | Institute of Strategy and Management | | | | | no |
| Subjects that can also be | e completed in German | | | | | | | | | | | | | | | | | | | | | | |
| PENZ033NNBB | Betriebswirtschaftliche Entscheidungstheorie | С | 2 | 2 | 6 | ex | spring | | 6 | | | | | | | | Kolos Csaba Ágoston | Institute of Operations and Decision Sciences | 5 | | MSOA007NABB | Business Decision Analytics | |
| ADIN115NNBB | Informationsmanagement | С | 2 | 2 | 6 | ex | spring | | | 6 | | | | | | | Zoltán Szabó | Institute of Data Analytics and Information Systems | | | INIR079NABB | Digital Technologies in Business | |
| 2DS91NAK03B | Investition und Finanzierung | С | 2 | 2 | 6 | ex | fall | | | 6 | | | | | | | Richard Andreas Werner | Institute of Finance | | | PSBV028NABB | Corporate Finance and | |
| International Business | | | | | | | | 0 | 0 | 0 | 18 | 27 | 0 | 0 | 0 | 45 | | | | | | Investments | |
| GKOI004NABB | Project: Entering Global Markets | C | 0 | 4 | 6 | pg | spring | | | | 6 | | | | | | Miklós Rosta | Institute of Economics | VGLE060NABB | Serving International Customers | | | no |
| VF00005NABB | Global Markets & Players | С | 2 | 2 | 6 | ex | spring | | | | 6 | | | | | | László Kacsirek | Institute of Entrepreneurship and Innovation | KG00065NABB | Open-Economy Macroeconomics | | | yes |
| VTSM012NABB | Cross-Cultural Management | С | 2 | 2 | 6 | pg | spring | | | | 6 | | | | | | Henriett Primecz | Institute of Strategy and Management | VGUG082NABB | Business Essentials | | | yes |
| VF00006NABB | Project: Concluding International Trade Deals | С | 0 | 4 | 6 | pg | fall | | | | | 6 | | | | | Éva Pintér | Institute of Entrepreneurship and Innovation | PSBV028NABB VAGY 2DS91NAK03B | Corporate Finance and Investments VAGY Investition und Finanzierung | | | no |
| VF00007NABB | International Trade Practices | С | 2 | 2 | 6 | ex | fall | | | | | 6 | | | | | László Kacsirek | Institute of Entrepreneurship and Innovation | VF00005NABB | Global Markets & Players | | | yes |
| MAMF003NABB | International Marketing | С | 2 | 2 | 6 | ex | fall | | | | | 6 | | | | | Tibor Farkas | Institute of Marketing and Communication Sciences | VGLE060NABB | Serving International Customers | | | no |
| VF00008NABB | Doing Business in Europe | С | 2 | 2 | 6 | ex | fall | | | | | 6 | | | | | Zoltán Gálik | Institute of Global Studies | VF00005NABB | Global Markets & Players | | | yes |
| MARK064NABB | International Business Protocol & Negotiation Skills | С | 0 | 2 | 3 | pg | 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 for Research and Education in Foreign Languages | | | | | no |
| IOKooo3NABB | English for Career Purposes | С | 0 | 4 | 3 | pg | spring | | 3 | | | | | | | | Philip Jeffrey Saxon | Centre for Research and Education in Foreign Languages | IOK0002NABB | English for Academic Purposes | | | no |
| IDNYELV_NEMZGAZD | 2nd Foreign Language | С | 0 | 4 | 3 | pg | fall | | | 3 | | | | | | | | | | | | | no |
| IDNYELV_NEMZGAZD | 2nd Foreign Language | С | 0 | 4 | 3 | pg | spring | | | | 3 | | | | | | | | | | | | no |



| | | | Numi of ho per w hou | urs eek | ion | Semester | | | - | nic year Aca | | Acade | | - | course leader | | 1 | Prerequisit | Equiv | alent subject | |
|------------------------|--|------|-------------------------------|---------------|---------|-----------------|---------------|----------|--------|------------------------|----------|--------|----------|--------|-------------------------------|--|--|--|-------|---------------|-----|
| Subject Code | Subject Name | Type | Lecture | Seminar Credi | Evaluat | Fall or Spring | Fall remester | Spring 8 | Fall w | Spring 4 semester Fall | Spring 9 | Fall 6 | Spring 8 | Credit | | Institute | Code | Name | Code | Name | S&d |
| Specialisations | | | | | | | 0 | 0 | 0 | 0 0 | 30 | | 0 | 30 | | | | | | | |
| International Supply C | | | | | | £all | 0 | 0 | 0 | 0 0 | 30 | | 0 | 30 | | | | Coming International | | | |
| VGLE004NABB | Project: Contemporary Challenges in Supply Chain Management | CE | 0 | 4 6 | pg | spring | | | | | 6 | 6 | | | Orsolya Diófási-Kovács | Institute of Operations and Decision Sciences | s VGLE060NABB | Serving International Customers | | | n |
| VGLE005NABB | Global Business Value Creation | CE | 2 | 2 6 | ex | fall, spring | | | | | 6 | 6 | | | Péter Vakhal | Institute of Operations and Decision Sciences | KG00065NABB | Open-Economy Macroeconomics | | | ye |
| VGLE006NABB | Customs and Trade Compliance | CE | 2 | 2 6 | ex | fall, spring | | | | | 6 | 6 | | | Dániel Bán | Institute of Accounting and Law | VGLE060NABB | Serving International Customers | | | n |
| VGLE007NABB | Supply Chain Intelligence | CE | 2 | 2 6 | ex | fall | | | | | 6 | 6 | | | Mónika Miskolczi-Gábriel | Institute of Operations and Decision Sciences | S VGLE060NABB | Serving International Customers | | | ye |
| OPDOo8oNABB | Fundamentals of International | CE | o | 4 6 | ex | fall, | | | | | 6 | 6 | | | Judit Nagy | Institute of Operations and Decision Sciences | s VGLE060NABB | Serving International | | | ye |
| Global Economy & Bus | Distribution iness | | | - | | spring | 0 | 0 | 0 | 0 0 | 30 | | 0 | 30 | | T | | Customers | | | |
| NPVG001NABB | Project: Operation of a TNC in the Global Economy | CE | 0 | 4 6 | pg | fall, spring | | | | | 6 | 6 | | 30 | Viktória Endrődi-Kovács | Institute of Global Studies | VF00005NABB | Global Markets & Players | | | n |
| GLOB039NABB | International Business Environment | CE | 2 | 2 6 | pg | fall, | | | | | 6 | 6 | | | Denis Ivanov | Institute of Global Studies | VF00005NABB | Global Markets & Players | | | n |
| NPVGoo3NABB | World Economic Analysis – Country Cases | CE | 2 | 2 6 | | fall, | _ | | | | 6 | 6 | | | Norbert Szijártó | Institute of Global Studies | VF00005NABB | Global Markets & Players | | | ye |
| | TNCs in the World Economy | CE | | | | fall | | | | | | 6 | | | Viktória Endrődi-Kovács | Institute of Global Studies | VF00005NABB | Global Markets & Players | | | |
| NPVG004NABB | TNCs in the World Economy | CE | 2 | 2 6 | pg | spring | | | | | 6 | 0 | | | VIKtoria Endrodi-Kovacs | Institute of Global Studies | VF00005NABB | Global Markets & Players | | | ye |
| NPVG005NABB | International Financial Markets and Management | CE | 2 | 2 6 | pg | fall, spring | | | | | 6 | 6 | | | Magdolna Judit Hadházy-Burucs | Institute of Global Studies | VF00005NABB, PSBV028NABB VAGY 2DS91NAK03B | Global Markets & Players Corporate Finance and Investments VAGY Investition und Finanzierung | | | ує |
| Business Venture & Sta | rt-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 Pistrui | Institute of Entrepreneurship and Innovation | VF00006NABB, VF00007NABB | Project: Concluding International Trade Deals, International Trade Practices | | | n |
| VF00011NABB | Business Financing | CE | 2 | 2 6 | ex | fall, spring | | | | | 6 | 6 | | | Milos Milicsevics | Institute of Entrepreneurship and Innovation | PSBVo28NABB VAGY 2DS91NAKo3B | Corporate Finance and Investments VAGY Investition und Finanzierung | | | ye |
| VALL015NABB | Design thinking | CE | 2 | 2 6 | pg | fall, spring | | | | | 6 | 6 | | | Éva Pintér | Institute of Entrepreneurship and Innovation | | | | | n |
| VALL018NABB | Business Planning | CE | 2 | 2 6 | pg | fall | | | | | 6 | 6 | | | Endre Mihály Molnár | Institute of Entrepreneurship and Innovation | | | | | ye |
| VF00063NABB | Internationalisation Strategies of Small Business Ventures | CE | 2 | 2 6 | pg | fall | | | | | 6 | 6 | | | Éva Mariann Kiss | Institute of Entrepreneurship and Innovation | VF00005NABB, VTVT003NABB | Global Markets & Players, Project: Solving Strategic Problems | | | ye |
| Global Markets and Ma | rketing | | | | | | 0 | 0 | 0 | 0 0 | 30 | | 0 | 30 | | | | | | | |
| MAMF017NABB | Project: International Marketing Planning | CE | 0 | 4 6 | pg | fall, spring | | | | | 6 | 6 | | | Attila Mucsi | Institute of Marketing and Communication Sciences | MAMF003NABB, VTSM012NABB | International Marketing, Cross-Cultural Management | | | n |
| MAMF018NABB | Marketing Research in International Markets | CE | 2 | 2 6 | pg | fall, spring | | | | | 6 | 6 | | | Mirkó György Gáti | Institute of Marketing and Communication Sciences | MAMF003NABB, VTSM012NABB | International Marketing, Cross-Cultural Management | | | ye |
| MAMF019NABB | Cross-Cultural Consumer Behaviour | CE | 2 | 2 6 | pg | fall, spring | | | | | 6 | 6 | | | Anna Török | Institute of Marketing and Communication Sciences | MAMF003NABB, VTSM012NABB | International Marketing, Cross-Cultural Management | | | ye |
| MAMMoo5NAMB | International Branding Strategies | CE | 2 | 2 6 | ex | fall, spring | | | | | 6 | 6 | | | Krisztina Ágnes Kolos | Institute of Marketing and Communication Sciences | MAMF003NABB, VTSM012NABB | International Marketing, Cross-Cultural Management | | | ye |
| MAMMoo4NABB | Global Communication Campaigns | CE | 2 | 2 6 | ex | fall, spring | | | | | 6 | 6 | | | Tamás Viktor Csordás | Institute of Marketing and Communication Sciences | MAMF003NABB, VTSM012NABB | International Marketing, Cross-Cultural Management | | | ye |



| | BNNKGA20ABP | - Inte | erna | tion | al Bı | ısiness | Ecor | omic | s bacl | ielor | prog | ramn | ne in | Buda | apest, | in English, full timetrainin | ng Curriculum for 2025/2026. (1. |) fall semester | r for beginning stude | nts | | |
|------------------------|--|--------|---------|----------------------|----------------|-----------------|------|---------------------|--------|--------------------|------|--------------------|-------------------------------|--------------------|--------|------------------------------|---|-----------------|---|------|----------------|-----|
| | | | of h | nber ours week | u | emester | | 025/26 lemic yea | | 6/27 mic year | | 7/28 mic year | | 8/29 nic year | | | | 1 | Prerequisit | Equi | valent subject | |
| Subject Code | Subject Name | ype | ho | hours | edits uatio | ing S. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Credit | course leader | Institute | | | | PSS | |
| | | Į. | Lecture | Seminar | Cr | Fall or Spr | Fall | Spring | Fall | Spring semester | Fall | Spring semester | Fall semester Spring semester | Spring semester | | | | Code | Name | Code | Name | - A |
| Social Science Electiv | ves . | | | | | | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 6 | | | | | | | |
| GKOI005NABB | Economic Psychology | CE | 2 | 2 | 6 ex | spring | 5 | | | 6 | | | | | | Zsolt Péter Szabó | Institute of Strategy and Management | | | | | yes |
| NPPT008NABB | Political Science | CE | 2 | 2 | 6 ex | spring | 5 | | | 6 | | | | | | Réka Várnagy | Institute of Social and Political Sciences | | | | | yes |
| GKOI006NABB | Comparative Political Economy | CE | 2 | 2 | 6 ex | spring | 5 | | | 6 | | | | | | Márton Tamás Katona | Institute of Economics | | | | | yes |
| NP00001NABB | Analysing the Struggle for Power in a Global Context | CE | 2 | 2 | 6 ex | spring | 5 | | | 6 | | | | | | Dániel Vékony | Institute of Global Studies | | | | | yes |
| VALL009NABB | Social Science Elective Erasmus | CE | 2 | 2 | 6 ex | spring | 5 | | | 6 | | | | | | László Kacsirek | Institute of Entrepreneurship and Innovation | | | | | yes |
| KSPV007NABB | Economic and Social History | CE | 2 | 2 | 6 pg | g spring | 5 | | | 6 | | | | | | Federico Pachetti | Institute of Social and Political Sciences | | | | | yes |
| FENT048NABB | Agricultural policy and trade | CE | 2 | 2 | 6 ex | spring | 5 | | | 6 | | | | | | Jeremiás Máté Balogh | Institute of Sustainable Development | | | | | no |
| Electives | | | | | | | 0 | 3 | 3 | 3 | 3 | 0 | 0 | 0 | 12 | | | | | | | |
| | Foreign language | E | | | 3 pg | fall, spring | 3 | 3 | | | | | | | | József Erdei | Centre for Research and Education in Foreign Languages | | | | | |
| | Electives Subjects | Е | | | | fall, spring | 0 | 3 | 3 | 3 | 3 | 0 | 0 | | | | | | | | | no |
| Others | | | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 33 | 27 | 60 | | | | | | | |
| VF00015NABB | Thesis consultation | C | | | 3 pg | g fall | | | | | | | 3 | | | László Kacsirek | Institute of Entrepreneurship and Innovation | | | | | yes |
| VF00016NABB | Internship | С | | : | 20 pg | g spring | 5 | | | | | | | 20 | | László Kacsirek | Institute of Entrepreneurship and Innovation | 1 | e completed only in the very last semester | | | no |
| VF00017NABB | Thesis | С | | | 7 pg | g spring | 5 | | | | | | | 7 | | László Kacsirek | Institute of Entrepreneurship and Innovation | VF00015NABB | Thesis consulatation | | | yes |
| VF00088NABB | International semester | С | | | 30 pg | fall, | | | | | | 30 | 30 | | | László Kacsirek | Institute of Entrepreneurship and Innovation | S | Semesters 1-5 | | | no |
| Criterion subjects | | | | | | | 0 | 0 | | | | | | | | | | | | | | |
| IOK0001NABB | Hungarian Language SHI I.* | E/C | О | 4 | 3 ps | g fall | 3 | 3 | | | | | | | | Judit Magyar | Centre for Research and Education in Foreign Languages | | | | | no |
| IOKooo4NABB | Hungarian Language SHI II.* | E/C | 0 | 4 | 3 ex | spring | 3 | 3 | | | | | | | | Judit Magyar | Centre for Research and Education in Foreign Languages | IOK0001NABB | Hungarian Language SHI I. | | | no |
| TES_TESTNEV | Sports/Physical Education | CR | 0 | 2 | o s | fall, spring | o | o | | | | | | | | Csaba Vladár | Centre for Physical Educations and Sports | | | | | no |
| IOKo334NABB | Competency test in a foreign language for specific purposes I. | CR | | | o s | fall, spring | 5 | | | | 0 | 0 | | | | József Erdei | Centre for Research and Education in Foreign Languages | | | | | |
| Total credits | | | | | | | 30 | 30 | 30 | 30 | 30 | 30 | 33 | 27 | 240 | | | | | | | |

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 completed the mandatory two semesters can only take further semesters of the subject for a fee.

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.



| | BNNKGA20AB | BP - International B | usiness | Economics bachelor programme in Budapest | t, in English, full timetraining | Curriculum for 2025/2026. (1.) | fall semester f | or beginning stude | nts | | |
|---------------|--------------|---|----------------------|--|----------------------------------|--------------------------------|-----------------|--------------------|--------------------|------|--|
| Subject Code | Subject Name | Number of hours per week hours | ng Semester | 2025/26 Academic year 2026/27 Academic year 2027/28 Academic year 2028/29 Academic year 1 2 3 4 5 6 7 8 Cred | it course leader | Institute | Prerequisit | | Equivalent subject | | |
| 5.5,500.500.5 | | Lecture Seminar Cr | Evan Fall or Spri | Fall semester Spring semester Fall semester Fall semester Spring semester Fall semester Spring semester Fall semester Spring semester Spring semester | course reader | institute | Code | Name | Code | Name | |

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:

- 1. the prerequisites of the subject
- 2. semester of announcing subjects
- 3. 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 students participating in the Stipendium Hungaricum scholarship programme 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.

International semester

Students should complete 30 credits in their international semester. A detailed explanation about the opportunities and requirements of the international semester can be found on the website.

Not all specialisations will be offered in both (fall and spring) semesters. Ca 50% of students are expected to study their specialisation courses in the 6th semester and 50% in the 7th semester and vice versa.

Courses taken in German all have equivalent courses in English.

¹ The following subjects can also be taken in German: Business Decision Analytics - Betriebswirtschaftliche Entscheidungstheorie Digital Technologies in Business - Informationsmanagement Corporate Finance and Investments - Investition und Finanzierung