

# **Innovation and Entrepreneurship Master's program**

**training program**

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

## Innovation and Entrepreneurship Master's programme

Valid: for students starting in semester 2025/2026/1

General information:

**Supervisor:** Éva Pintér, Associate Professor

**Training location:** in Budapest

**Working hours:** full-time

**Training language:** english

**Whether you are enrolled in dual training:** no

Specialisations:

1. **Specialisation name:** Agile Entrepreneurship Specialisation
2. **Specialisation name:** Design, Business, Society Specialisation
3. **Specialisation name:** Digital Innovation Specialisation
4. **Specialisation name:** Sustainability Management and Entrepreneurship Specialisation

Training and output requirements

**1. Title of the Master's programme:**

- a) in Hungarian: innováció és vállalkozás mesterképzési szak
- b) in English: innovation and entrepreneurship master programme

**2. The title of the certification:**

- a) in Hungarian: okleveles közgazdász innováció és vállalkozás szakon
- b) in English: economist in innovation and entrepreneurship

**3. Classification of the Master's programme:**

**3.1. Training area:** economic sciences

**3.2. The level of qualification attainable in the Master's programme:**

- master- (magister, master of science, abbreviation MSc-)
- according to ISCED 2011: 7
- according to the European framework: 7
- according to the Hungarian qualifications framework: 7

**3.3. International Standard Classification of Education field of education code (ISCED-F 2013):** 0413

**3.4. Degree orientation:** balanced (40-60 percent)

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

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

**6. Master's degree training objectives and professional competences:**

**6.1. Training objectives:**

The aim of the Master's programme is to equip and support future entrepreneurs, intrapreneurs and innovators with implementable and transferable knowledge, skills and mindset necessary to develop their own ventures and to lead innovation projects in corporate or social settings with an understanding of the related processes, practices, and economic, social and environmental impact. Students will learn how to identify, create and evaluate innovative business ideas, design, launch, and lead new ventures with high-growth potential, mobilise resources and create synergies, develop an innovation strategy and an innovation-friendly organisational environment, plan, manage, and deliver value from innovation to navigate complex and uncertain business contexts, to drive meaningful change with an increased awareness of ethical considerations and the principles of sustainable development. Graduates will be able to start and develop their own business, support the innovation organisation of companies, contribute to innovation in existing businesses, and work as innovation managers, analysts or consultants. Graduates are prepared to continue their studies in a doctoral programme.

**6.2. Attained professional competences:**

**6.2.1. The graduates have**

**a) knowledge:**

- Commands the methodological toolkit of consumer, market and macro-environmental analysis.
- Recalls the appropriate theories, frameworks, techniques and information resources to generate and evaluate business ideas and innovations.
- Knows the theories and techniques of strategic analysis and planning, recognizes and understands different business models.
- Demonstrates an understanding of the types, processes, sources, methods, management aspects and tools of innovation, the key characteristics of innovation projects.
- Has the knowledge necessary for financial planning and making financing decisions, understands their methods.
- Recognizes the level, structure and depth of market and customer knowledge in the organization necessary for innovation planning, knows internal and external as well as online and offline communication channels and tools necessary for market launch.
- Identifies opportunities for innovative business applications of digital technologies.
- Is familiar with the concepts, theories, approaches and practical tools of business ethics and responsible corporate management, understands the major sustainability challenges at the business level.
- Understands the different types of written and oral communication forms and their formal, content and stylistic requirements, routinely recognizes different ways of teamwork.

**b) skills:**

- Explores value creation opportunities by analysing consumer needs and the social, cultural and economic environment, able to spot, generate and evaluate potential new business ideas.
- Analyses corporate, business and innovation strategy analysis, plans and develops business models.
- Designs, implements and manages a company's innovation projects, portfolios and network, manages the resources and capabilities needed to turn ideas into action.
- Creates short -, medium-and long-term financial plans, identifies and secures the necessary financing.
- Identifies and gathers market information and knowledge for marketing new products and services and makes proposals for business development.
- Interprets in context and uses innovative digital technologies to source, process and communicate information.
- Evaluates and considers the social, cultural, ethical, environmental and sustainability consequences of business ideas and activities, reflecting on to ethical considerations and sustainability goals.
- Cooperates and works in teams to develop and implement plans, creates and builds teams, creates an atmosphere of trust within the group, motivates and inspires the stakeholders.
- Communicates effectively orally and in writing.

**c) attitudes:**

- Ready to take the initiative with a forward-thinking attitude.
- Thinks creatively.
- Characterized by critical thinking, sensitive to the consistency and logic of one's own and others' judgements.
- Ready to deal with reality using holistic knowledge in complex tasks and situations.
- Unhesitatingly decides in uncertain situations.
- Strives to make data-based and objective decisions.
- Open to learning, seeking feedback, reflect and learn from all activities, success and failure.
- Committed to ethical and sustainability considerations.
- Open to collaborate and work together with others, striving for proactive competition and conflict resolution.

**d) autonomy and responsibilities:**

- Works independently, supporting their decisions with professional arguments.
- Independently carries out strategic analyses, creates plans and develops a business model, and monitors their own work.
- Uses sources of analysis consciously and critically.
- Works independently and self-efficiently by prioritizing tasks, managing time and staying focused.
- Works together with experts in other fields to prepare decision-making materials and make decisions.
- Consciously represents the methods of their own profession and accepts the specifics of other disciplines, their professional support.
- Takes responsibility for their individual and teamwork.
- Sets an example for their peers and those around them.
- Takes responsibility for the created professional texts, is aware of their possible consequences.

**7. The Master's programme's professional properties, the scientific fields and areas that the training is based on and their credit proportions:**

**7.1. Business and management subjects:** 24-36 credit

**7.2. Innovation and entrepreneurship professional subjects:** 24-36 credit

**7.3. Credits of elective specialisations, professional modules within the programme:** 39-51 credit

**7.4. Number of credits allocated to elective subjects:** minimum 6 credit

**7.5. Number of credits allocated to the thesis or dissertation:** 9 credit

**8. Internship requirements: -**
**9. Specific features that distinguish the training: -**
**10. For studies in a foreign language, the level of foreign language proficiency to be achieved: -**
**11. The knowledge on which the credit is based is based on a comparison of the knowledge and competences required by the credit transfer committee of the higher education institution for the completion of the studies, and the knowledge and competences acquired previously in the following areas:**

**11.1** Courses accepted as prerequisites for admission to the Master's programme, without prior credit recognition procedure and with full credit transfer:

- applied economics,
- human resource management,
- business administration and management,
- business informatics,
- commerce and marketing,
- international business economics,
- finance and accounting,
- tourism and catering,

Bachelor's degree courses.

**11.2.** The bachelor's degree courses not listed under 11.1., and the bachelor's and master's degree courses and courses under Act LXXX of 1993 on Higher Education, which are accepted as a prerequisite for admission to the master's degree programme on the basis of a comparison of the knowledge on which the credit is based (during the preliminary credit recognition procedure) by the Board of Higher Education.

**11.3.** The minimum number of credits required for admission to the Master's programme is 12 credits, based on a comparison of the knowledge or work experience acquired in previous studies or equivalent non-formal, informal learning, with the knowledge used as the basis for the award of credits in the following areas:

- economics (e.g. micro- and macroeconomics, international economics, environmental economics, economic theory, economic statistics, history of economic theory, economic modelling, economic policy, sectoral and functional economics, community economics), minimum 3 credits (substitutable)
- business studies (e.g. business economics, management and organisation, management, corporate finance, human resource management, marketing), minimum 6 credits (not replaceable), accounting minimum 3 credits (renewable).

To be admitted to the Master's programme, students must have at least 6 credits in the listed areas based on their previous studies.

The missing credits in the Master's programme must be acquired in accordance with the study and examination regulations of the higher education institution.

## **12. Degree thesis/ Dissertation**

The aim of the dissertation is to certify 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, analysis and in refuting the counter-arguments, in a coherent, consistent, language-oriented written explanation of his thoughts, views, positions, statements.

## **13. Type of Degree thesis**

Depending on specialisation:

### **Agile Entrepreneurship Specialisation:**

Research thesis

### **Digital Innovation Specialisation:**

Research thesis

### **Sustainability Management and Entrepreneurship Specialisation:**

Research thesis

### **Design, Business, Society Specialisation:**

- a) research thesis
- b) portfolio thesis
- c) artistic thesis
- d) project thesis

## **14. 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 credits.

## **15. 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.

## **16. Parts of the final exam**

The final exam consists of oral defending the dissertation.

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

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

- a) the grade given to the thesis 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.

## **18. 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.

## **19. Conditions for issuing a diploma**

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

MNINVA25ABP - Innovation and Entrepreneurship master 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	2025/2026 Academic year		2026/2027 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		PSO
			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester								
Core courses								33	12	3	0	48							
Business and management foundational core subjects								15	6	3	0	24							
PENZo61NAMB	Financial Management	C	0	4	6	pg	Fall	6					Géza Sebestyén	Institute of Finance				no	
CIASo08NAMB	Ethical Business Models	C	2	2	6	ex	Fall	6					Gábor Kovács	Corvinus Institute for Advanced Studies				no	
FENTO41NAMB	Global Economy and Sustainability	C	2	2	6	ex	Spring		6				Gyula Zilahy	Institute of Sustainable Development				yes	
VEZo095NAMB	Skill seminar I	C	0	2	3	pg	Fall	3					Péter Móricz	Institute of Strategy and Management				no	
VEZo097NAMB	Skill seminar III	C	0	2	3	pg	Fall			3			Péter Móricz	Institute of Strategy and Management				no	
Innovation and entrepreneurship professional core subjects								18	6	0	0	24							
VALLo49NAMB	Design Thinking in Innovation	C	2	2	6	pg	Fall	6					Éva Pintér	Institute of Entrepreneurship and Innovation				yes	
VALLo50NAMB	Entrepreneurial Strategy	C	2	2	6	ex	Fall	6					Nikolett Deutsch	Institute of Entrepreneurship and Innovation				no	
MARKo73NAMB	Marketing Management	C	2	2	6	ex	Fall	6					Tamás Gyulavári	Institute of Marketing and Communication Sciences		293NMARK653M	Marketing Management	yes	
VALLo43NAMB	Innovation Management	C	2	2	6	ex	Spring		6				Nikolett Deutsch	Institute of Entrepreneurship and Innovation				no	
Core Elective (minimum 12 credit)								0	12	0	0	12							
VEZo098NAMB	Project Management	CE	2	2	6	ex	Spring		6				Bálint Blaskovics	Institute of Strategy and Management				yes	
OPDOo79NAMB	Decision Making Skills	CE	0	4	6	pg	Spring		6				Richárd Szántó	Institute of Operations and Decision Sciences				yes	
SZAMo86NAMB	Management Accounting in Practice	CE	0	4	6	pg	Spring		6				Kira Martin	Institute of Accounting and Law				yes	
INIRo61NAMB	Business Intelligence	CE	2	2	6	pg	Spring		6				Andrea Kő	Institute of Data Analytics and Information Systems		INIRo84NAMB	Business Intelligence	no	
SZAMo87NAMB	European Business and Tax Law	CE	2	2	6	ex	Spring		6				Mónika Csöndes	Institute of Accounting and Law				no	
Specialisation or Module (one specialisation is compulsory)								0	0	24	18	42							
Agile Entrepreneurship specialisation								0	0	24	18	42	Leader of the specialisation: Réka Matolay						
VALLo51NAMB	Entrepreneurial Journey	C	0	4	6	pg	Fall			6		6	Réka Matolay	Institute of Entrepreneurship and Innovation				yes	
MARK125NAMB	Designcommunication – creating connection as designing	C	0	4	6	pg	Fall			6		6	Attila Róbert Cosovan	Institute of Marketing and Communication Sciences				no	
VALLo52NAMB	Social Entrepreneurship and Innovation	C	0	4	6	pg	Spring				6	6	Réka Matolay	Institute of Entrepreneurship and Innovation				no	
VALLo53NAMB	Business Growth and Internationalisation	C	2	2	6	pg	Spring				6	6	Loretta Huszák	Institute of Entrepreneurship and Innovation		2KG23NAV02M	Strategisches Denken	yes	
VALLo54NAMB	Entrepreneurial Financing	C	2	2	6	ex	Fall			6		6	Endre Molnár	Institute of Entrepreneurship and Innovation				yes	
VALLo55NAMB	Business Models for Digital Startups	C	2	2	6	ex	Fall			6		6	Márta Aranyossy	Institute of Entrepreneurship and Innovation				yes	
VEZo105NAMB	Contemporary Project Management	C	1	3	6	ex	Spring				6	6	Viktória Papp-Horváth	Institute of Strategy and Management				yes	
Digital Innovation specialisation								0	0	24	18	42	Leader of the specialisation: Krisztián Varga						
ADIN144NAMB	Digital Transformation	C	2	2	6	pg	Fall			6		6	Krisztián Varga	Institute of Data Analytics and Information Systems				yes	

**MNINVA25ABP - Innovation and Entrepreneurship master 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	2025/2026 Academic year		2026/2027 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		PSO
			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester								
ADIN145NAMB	Data Analytics and Visualisation	C	2	2	6	pg	Fall			6		6	Szabina Eszter Fodor	Institute of Data Analytics and Information Systems					yes
VEZo109NAMB	Managing Innovation Projects	C	1	3	6	pg	Fall			6		6	Bálint Blaskovics	Institute of Strategy and Management					yes
VALLo55NAMB	Business Models for Digital Startups	C	2	2	6	ex	Fall			6		6	Márta Aranyossy	Institute of Entrepreneurship and Innovation					yes
ADIN157NAMB	AI and Data Strategy	C	2	2	6	pg	Spring				6	6	Réka Franciska Vas	Institute of Data Analytics and Information Systems					yes
VALLo56NAMB	Managing Growing Ventures	C	2	2	6	pg	Spring				6	6	Éva Pintér	Institute of Entrepreneurship and Innovation					yes
VALLo57NAMB	Strategic Technology Management	C	1	3	6	pg	Spring				6	6	Nikolett Deutsch	Institute of Entrepreneurship and Innovation					no
Design, Business, Society specialisation								0	0	24	18	42	Leader of the specialisation: Dóra Horváth						
MARK125NAMB	Designcommunication – creating connection as designing	C	0	4	6	pg	Fall			6		6	Attila Róbert Cosovan	Institute Of Marketing and Communication Sciences					yes
MARK126NAMB	Critical approaches to advertising	C	1	3	6	pg	Fall			6		6	Tamás Viktor Csordás	Institute Of Marketing and Communication Sciences					yes
FENTO42NAMB	Corporate Responsibility and ESG	C	2	2	6	pg	Fall			6		6	Katalin Ásványi	Institute of Sustainable Development					yes
MARK127NAMB	Creative- and media planning for extraordinary organizations	C	1	3	6	pg	Spring				6	6	Éva Markos-Kujbus	Institute Of Marketing and Communication Sciences					yes
MARK128NAMB	Communication design for dynamic and sustainable identities	C	0	4	6	pg	Fall			6		6	Dóra Horváth	Institute Of Marketing and Communication Sciences					yes
MARK129NAMB	Genial rhetoric and Responsible Leadership Skills	C	1	3	6	pg	Spring				6	6	Zita Komár	Institute Of Marketing and Communication Sciences					no
MARK130NAMB	Fashion, identity and society	C	0	4	6	pg	Spring				6	6	Julianna Faludi	Institute Of Marketing and Communication Sciences					yes
Sustainability Management and Entrepreneurship special								0	0	24	18	42	Leader of the specialisation: Gyula Zilahy						
FENTO43NAMB	The Circular Economy - Challenges and Business Solutions	C	2	2	6	ex	Fall			6		6	Mária Csutora	Institute of Sustainable Development					no
FENTO42NAMB	Corporate Responsibility and ESG	C	2	2	6	pg	Fall			6		6	Katalin Ásványi	Institute of Sustainable Development					no
FENTO44NAMB	Theory and Practice of Environmental Policymaking	C	2	2	6	ex	Fall			6		6	Anna Zsófia Széchy	Institute of Sustainable Development					no
FENTO45NAMB	Strategic Responses to Climate Change	C	2	2	6	ex	Spring				6	6	Ágnes Zsóka	Institute of Sustainable Development					yes
FENTO46NAMB	Sustainable Business Models**	C	2	2	6	pg	Fall, blocked**			6		6	Gyula Zilahy	Institute of Sustainable Development					no
VALLo52NAMB	Social Entrepreneurship and Innovation	C	0	4	6	pg	Spring				6	6	Réka Matolay	Institute of Entrepreneurship and Innovation					no
FENTO47NAMB	Case Studies in Agritourism and Agribusiness	C	0	4	6	pg	Spring				6	6	Márk Miskolczi	Institute of Sustainable Development					no
Thesis (Core)								0	0	3	6	9							
VALLo58NAMB	Thesis consultation 1	C			3	pg	Fall			3		3	Éva Pintér	Institute of Entrepreneurship and Innovation					
VALLo59NAMB	Thesis consultation 2	C			6	pg	Spring				6	6	Éva Pintér	Institute of Entrepreneurship and Innovation					
Elective courses* (9 credit)									3		6	9							
	Elective courses	E				pg/ex	spring												
TS00001NMMB	Sports/Physical Education	E	0	2	2	pg	Fall						Csaba Vladár	Centre for Physical Educations and Sports					

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			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
								Fall semester	Spring semester	Fall semester	Spring semester								
IOK0001NABB	Hungarian Language SHI I.*	E/C	0	4	3	pg	Fall	3					Judit Magyar	Centre of Foreign Language Education and Research					
IOK0004NABB	Hungarian Language SHI II.*	E/C	0	4	3	ex	Spring		3				Judit Magyar	Centre of Foreign Language Education and Research					
Total credits								33	27	30	30	120							

#### Remarks

Type: C=compulsory courses, CE=core elective courses, E=elective (optional) 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 the practical assignments given during the course of the semester, s=signature

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

Suggested semester for international mobility: second semester of the first year.

#### Physical education

Students wishing to take part in sport can take one semester without paying a fee and the following semesters the students can only take physical education with the payment of a specified fee.

#### Foreign language

During their studies, students can learn a language in the form of paid subjects within the framework of elective subjects.

#### 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
4. In addition to the compulsory subjects, students may take elective subjects from the offer of elective subjects (see Neptun) as well as foreign languages.
5. A minimum of 2/3 of the required amount of credit must be completed at Corvinus University.

\* From master elective subjects, including physical education announced at the Corvinus University of Budapest, 9 credits in total. Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

\*\* The course will be organized in block seminar format: 4 days (8 classes) at the beginning of the semester, consultations during the semester (equivalent to 2 classes) and 1 day at the end of the semester (2 classes).

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!