CORVINUS UNIVERSITY of BUDAPEST

Intellectual Property Management Master Programme

training program

For students who start in the fall semester of 2026/2027

Intellectual Property Management Master Programme

Valid: for students starting in semester 2026/2027/1

General information:

Supervisor: Tünde Tátrai, Professor
Training location: in Budapest
Working hours: full-time
Training language: english
Whether you are enrolled in dual training: no
Specialisations: No specialisations

Training and output requirements

1. Title of the Master's programme:
a. in Hungarian: szellemi tulajdon menedzsmentje mesterképzési szak
b. in English: intellectual property management master programme
2. The title of the certification:
a. in Hungarian: okleveles közgazdász szellemi tulajdon menedzsmentje szakon
b. in English: economist in intellectual property management
3. Classification of the Master's programme:
3.1. Training area: economic science
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: 2 semesters
5. The number of credits to be completed for the Master's degree: 60 credits
6. Master's degree training objectives and professional competences:
6.1. Training objectives:

The aim of the Master's programme is to equip students with the knowledge and skills necessary for the strategic management and exploitation of intellectual property in both national and international contexts. The programme integrates innovation, entrepreneurship and IP strategy as a cornerstone for sustainable business development. The Master's programme aims to equip students with the comprehensive knowledge and skills that will enable them to strategically manage and exploit intellectual property in both national and international contexts. It focuses on innovation, business development and IP-based strategy creation and application as key pillars for sustainable business development. Participants will acquire an in-depth knowledge of the legal, economic and strategic aspects of intellectual property, as well as practical skills in the identification, protection, valuation and market exploitation of intangible assets. Graduates will be prepared to continue their studies in a doctoral programme.

6.2. Attained professional competences:
6.2.1.The graduates have
a. knowledge:
- understands key concepts, models, and theories of innovation, technology, and intellectual property (IP) management in business, legal, and societal contexts;
- recognizes different types of IP, their legal, strategic, and economic relevance, and identifies appropriate methods of protection and monetization;
- understands entrepreneurial processes including startup design, financial planning, scaling, and strategies for sustainable growth;
- demonstrates knowledge of the structure and implementation of IP Management Systems, including risk mitigation techniques, quality standards, and governance models;
- understands the structure of global supply chains, interdependencies, and IP-related aspects of business relationships and contracts;
- is familiar with fundamental principles of data maturity, digital transformation, and AI-driven decision-making, understands the principles of ethical data and AI governance, including privacy protection, bias mitigation, and trust-building;
- knows the formats, structures, and key negotiation strategies of IP-related contracts such as licensing, confidentiality, and collaboration agreements;
- understands agile project management concepts;
- demonstrates knowledge of the forms, structures, and stylistic conventions of professional written and oral communication.

b. skills:

- designs, evaluates, and implements innovation, IP, and technology strategies aligned with organizational goals;
- assesses and leverages IP assets using legal, financial, and strategic criteria; manages IP portfolios effectively;
- develops and validates business models, prepares business plans, and scales entrepreneurial ventures;
- drafts, interprets, and negotiates IP-related agreements with attention to legal, commercial, and ethical considerations;
- applies agile and data-driven project management methods to support innovation, product development, and team coordination;
- uses AI technologies, digital tools, and responsible data practices to support business model innovation and decision-making, applies structured tools to analyse technologies, market trends, and regulatory risks that impact IP-related decisions;
- maps, analyses, and improves supply chain structures and inter-organizational processes related to IP, facilitates collaboration and builds innovation ecosystems and stakeholder communities;
- prepares and delivers clear, engaging, and professional presentations tailored to diverse audiences;
- evaluates their own professional performance and provides constructive feedback to others.

c. attitudes:

- values innovation as a driver of economic, cultural, and sustainable development;
- demonstrates critical, holistic, and systems thinking in strategic, legal, and ethical decision-making processes;
- remains open to interdisciplinary collaboration, continuous learning, and reflective feedback;
- acts with transparency, integrity, and professionalism in all IP and innovation-related activities;
- embraces agility, creativity, and resilience in complex, uncertain, or evolving environments;
- promotes ethical data use, fairness, and accountability in AI and digital transformation efforts;
- takes initiative and acts proactively in entrepreneurial and IP management situations;
- demonstrates empathy and openness toward social, cultural, and professional diversity, and supports inclusive collaboration.

d. autonomy and responsibilities:

- manages innovation, IP, and business-related projects independently, with a focus on sustainability and long-term value creation;
- leads or contributes to interdisciplinary teams and communicates decisions in a professional and transparent manner;
- takes responsibility for decisions, recognises errors, and initiates corrective actions when necessary;
- oversees the full lifecycle of IP assets, including identification, protection, commercialization, and enforcement;
- exercises sound judgment in balancing legal, ethical, and strategic considerations in decision-making;
- advocates open innovation, transparency, and responsible leadership across organizational and sectoral boundaries;
- supports the professional development of others and acts as a mentor or peer advisor when appropriate;
- contributes actively to professional communities and fosters collective knowledge-building and knowledge-sharing.

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. Entrepreneurship professional subjects: 22-26 credits

7.2. Intellectual Property Management professional subjects: 18-24 credits

7.3. Number of credits allocated to elective subjects: minimum 6 credits

7.4. Number of credits allocated to the thesis or dissertation: 9 credits

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. The following courses accepted as prerequisites for admission to the master's program, without a preliminary credit recognition procedure and with full credit value:

- applied economics,
- human resource management,
- business administration and management,
- business informatics,
- agrobusiness and rural development engineer
- commerce and marketing,
- international business economics,
- finance and accounting,
- tourism and catering,
- data science in business

Bachelor's degree courses.

11.2. Based on a comparison of the knowledge accepted as prerequisites for admission to the master's program and serving as the basis for credit determination, the bachelor's programs not listed in point 11.1. as well as those basic and master's degree programs, or programs under Act LXXX of 1993 on Higher Education, which are accepted by the CTC based on a comparison of the knowledge serving as the basis for credit determination (during the preliminary credit recognition procedure).

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

- basic methodological knowledge (e.g., mathematics, statistics, informatics) or economic knowledge (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 6 credits** (can be supplemented)
- basic business and compulsory professional knowledge (e.g. business economics, economic law, marketing, management and leadership, decision theory and methodology, business ethics, strategic planning, finance, accounting, controlling), **minimum 6 credits** (can be supplemented),

Admission to the master's program requires that applicants have earned **6 credits** in the listed subject areas based on their previous studies. Any missing credits (up to a maximum of 6) may be made up during the course of study.

Missing credits in the master's program must be earned 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.

A project-type thesis consists of a plan for solving a given business or economic problem or practical phenomenon, case study, as well as a critical analysis thereof. A project-type thesis consists of a review of the literature relevant to the problem and its solution, an analytical presentation of the problem,an analytical presentation of the proposed solution, and – in light of any results – a critical reflection on it.

13. Type of Deg ree thesis

Project thesis

14. Requirements for the issue of a final certificate

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

- to the student who has fulfilled the requirements contained in the study and examination regulations and
- obtained 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 grade other than „fail",
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 an oral defence of the thesis work.

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.

MNSZTM26ABP - Intellectual Property Management master programme in Budapest, in English, full time training Curriculum for 2026/2027 (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2026/2027 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		PSO
			Lecture	Seminar				1 Fall semester	2 Spring semester				Code	Name	Code	Name	
Core courses								**27**	**18**	**45**							
Entrepreneurship professional core cources								**12**	**12**	**24**							
OPDO094NAMB	Managing IP in supply chain	C	0	4	6	ex	Spring		6		Tünde Tátrai	Institute of Operations and Decision Sciences					yes
VALL091NAMB	Strategic IP and technology management	C	2	2	6	pg	Fall	6			Nikolett Deutsch	Institute of Entrepreneurship and Innovation					yes
VALL051NAMB	Entrepreneurial Journey	C	0	4	6	pg	Fall	6			Réka Matolay	Institute of Entrepreneurship and Innovation					yes
ADIN157NAMB	AI and Data Strategy	C	2	2	6	pg	Spring		6		Réka Franciska Vas	Institute of Data Analytics and Information Systems					no
IP professional courses								**15**	**6**	**21**							
PENZ070NAMB	IP Monetisation and valuation	C	2	2	6	ex	Fall	6			Péter Juhász	Institute of Finance					yes
SZAM104NAMB	IP Legal context	C	4	0	6	pg	Fall	6			László Péter Lakatos	Institute of Accounting and Law					yes
OPDO095NAMB	IP Licencing and contract management	C	2	2	6	ex	Spring		6		Tünde Tátrai	Institute of Operations and Decision Sciences					yes
VEZ0097NAMB	Skill seminar III	C	0	2	3	pg	Fall	3			Péter Móricz	Institute of Strategy and Management					no
Thesis (Core)								**3**	**6**	**9**							
OPDO096NAMB	Thesis consultation 1	C			3	pg	Fall	3			Tünde Tátrai	Institute of Operations and Decision Sciences					yes
OPDO097NAMB	Thesis consultation 2	C			6	pg	Spring		6		Tünde Tátrai	Institute of Operations and Decision Sciences	OPDO096NAMB	Thesis consultation 1			yes
Elective courses* (6 credit)								**0**	**6**	**6**							
	Elective courses	E				pg/ex	Spring										
	Foreign language	E	0	4	0	s	Fall, Spring				József Erdei	Centre of Foreign Language Education and Research					no
TS00001NMMB	Sports/Physical Education	E	0	2	2	pg	Fall	2			Csaba Vladár	Centre for Physical Educations and Sports					
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 (semester)								**30**	**30**	**60**							

Remarks
Type: C=compulsory courses, CE=core elective courses, E=elective (optional) courses, CR=criterium 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)

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, 6 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 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!