



Design, Business, Society Master's Program

training program

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



Design, Business, Society Master Programme

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

General information:

Supervisor: Dóra Horváth, Associate 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: design, üzlet, társadalom mesterképzési szak
- b) in English: design, business, society master programme

2. The title of the certification:

- a) in Hungarian: okleveles Közgazdász design, üzlet, társadalom szakon
- b) in English: economist in design, business, society master programme

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's degree (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 credit

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

6.1. Training objectives:

The program is developed for those who seek to extend their professional expertise with a creative design and action-driven managerial and advertising toolkit in the business and societal context. The combined business and society-focused programme offers a unique combination of creative action-oriented competencies: design as an integrative principle; advertising as a metaphor for focused and differentiated expression and identity development as a source of self-representation. The program will contribute to participants' autonomous, creative, and visionary potential. We recommend our program especially for those who strive for designing creative products, advertising campaigns, or even a startup business, social enterprise that reflect the societal and business challenges of our times. Graduates are prepared to continue their studies in a doctoral programme.

6.2. Attained professional competences:

6.2.1. The graduates have

a) knowledge:

- understands the principle of leadership by design, creating connections as designing, designcommunication;
- knows how to apply integrated strategic and creative approaches to complex tasks;
- recognises the role of sustainability and social responsibility in management to resolve potential environmental and social conflicts;
- understands the role of marketing communications strategy and its link to the overall organisational strategy;
- knows the basic principles of communication theory and its marketing aspects and how to apply this knowledge to a particular context;
- understands and knows how to apply powerful and powerless communication methods in leadership communication;
- knows the methods of planning and creating a personal identity;
- understands the concept of second skin, social skin from an artistic, moral, and self-branding perspective.

b) skills:

- applies the principles of designcommunication, therefore is able to act as a creative leader in unexpected and unusual situations in both business and social context;
- develops an innovation concept to answer an emerging problem/question, and designs tasks for idea generation and selection;
- acts as a responsible and creative leader to facilitate change within the organisation and in the broader society. Applies change management methods and key sustainability management tools;

- communicates effectively and professionally in the essential areas of marketing application and the whole organization, in both, business and social context;
- active participant in inter-organisational cooperation and a flexible communicator;
- applies rhetorical sensitivity: uses genial rhetoric and non-violent communication methods in leadership;
- designs the creative content and visual elements of one's own professional, business or societal identity and related communication elements;
- approaches fashion as a societal and business driver and differentiates between and responds to fads, fashion, and megatrends.

c) attitudes:

- acts as a creative leader in unexpected and unusual situations;
- accepts that a solution may be solved in multiple ways and through the use of different creative approaches;
- open to solutions resulting in both incremental and radical change in organizations and society;
- open to cooperation with others, joint work, conflict resolution;
- accepts the existence of situations where the usual, the routine will not work out;
- emphasizes the importance of continuous development of his/her knowledge and skills through novel learning methods;
- open to applying a designer's approach to professional decisions.

d) autonomy and responsibilities:

- represents with responsibility his own opinion, while respects others' different opinions as well;
- juxtaposes responsibility with profit considerations;
- takes responsibility for his/her organization's marketing communication, independently decides on its marketing communication strategy and therefore takes responsibility;
- represents his/her opinion responsibly, while respecting the different opinions of others;
- practices self-reflection regarding one's own decision making and management style.

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. Leadership by design and organisational communication subjects: 21-31 credit

7.2. Self-representational communication subjects: 18-26 credit

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

7.4. Minimum credit value assigned to elective courses: 3 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. Expected credits in credit recognition and field of science:

The **minimum number of credits** required for admission to the master's program is **24 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), 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 6 credits** (can be supplemented),

- basic business knowledge (e.g., business economics, management and leadership, management, corporate finance, human resource management, marketing, business law, decision theory and methodology, business ethics, strategic planning, finance, accounting, controlling), **minimum 12 credits** (max. 6 credits can be substituted).

Admission to the master's program requires that applicants have earned **18 credits from their previous studies as listed above and meet at least one of the two minimum requirements**. It is possible to make up for a maximum of 6 missing credits during your studies.

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.

13. Type of Degree thesis

- 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

- 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.

| MNDEUT25ABP - Design, Business, Society master programme in Budapest, in English, full time training Curriculum for 2026/27/1 fall semester for beginning students | | | | | | | | | | | | | | | | | |
|--|--|------|--------------------------|---------|---------|------------|-------------------------|-----------------------|-----------|-----------|-----------------------|---|-------------|----------------|--------------------|------|-----|
| Subject Code | Subject Name | Type | Number of hours per week | | Credits | Evaluation | Fall or Spring Semester | 2026/27 Academic year | | Credit | Course leader | Institute | Requirement | | Equivalent subject | | PSO |
| | | | Lecture | Seminar | | | | Fall | Spring | | | | Code | Name | Code | Name | |
| Core courses | | | | | | | | 27 | 18 | 45 | | | | | | | |
| Leadership by design and organisational communication core courses | | | | | | | | 18 | 6 | 24 | | | | | | | |
| MARK125NAMB | Designcommunication – creating connection as designing | C | 0 | 4 | 6 | pg | Fall | 6 | | | Attila Róbert Cosovan | Institute of Marketing and Communication Sciences | | | | | yes |
| MARK126NAMB | Critical approaches to advertising | C | 1 | 3 | 6 | pg | Fall | 6 | | | Tamás Viktor Csordás | Institute of Marketing and Communication Sciences | | | | | yes |
| FENT042NAMB | Corporate Responsibility and ESG | C | 2 | 2 | 6 | pg | Fall | 6 | | | Katalin Ásványi | Institute of Sustainable Development | | | | | yes |
| MARK127NAMB | Creative- and media planning for extraordinary organizations | C | 1 | 3 | 6 | pg | Spring | | 6 | | Éva Markos-Kujbus | Institute of Marketing and Communication Sciences | | | | | yes |
| Self-representational communication core courses | | | | | | | | 9 | 12 | 21 | | | | | | | |
| MARK128NAMB | Communication design for dynamic and sustainable identities | C | 0 | 4 | 6 | pg | Fall | 6 | | | Dóra Horváth | Institute of Marketing and Communication Sciences | | | | | yes |
| MARK129NAMB | Genial rhetoric and Responsible Leadership Skills | C | 1 | 3 | 6 | pg | Spring | | 6 | | Zita Komár | Institute of Marketing and Communication Sciences | | | | | no |
| MARK130NAMB | Fashion, identity and society | C | 0 | 4 | 6 | pg | Spring | | 6 | | Julianna Faludi | Institute of Marketing and Communication Sciences | | | | | yes |
| VEZ0097NAMB | Skill seminar III | C | 0 | 2 | 3 | pg | fall | 3 | | | Péter Móricz | Institute of Strategy and Management | | | | | no |
| Thesis | | | | | | | | 3 | 6 | 9 | | | | | | | |
| MARK172NAMB | Thesis seminar | C | 1 | 1 | 3 | pg | fall | 3 | | | Dóra Horváth | Institute of Marketing and Communication Sciences | | | | | yes |
| MARK173NAMB | Thesis writing | C | 0 | 3 | 6 | pg | spring | | 6 | | Dóra Horváth | Institute of Marketing and Communication Sciences | MARK172NAMB | Thesis seminar | | | 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 | | | | | | | | 30 | 30 | 60 | | | | | | | |

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, 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!