CORVINUS UNIVERSITY of BUDAPEST

Digital Innovation Master Programme

Admission information for training programme

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

Digital Innovation Master Programme

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

General information:

Supervisor: Krisztián Varga, 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: digitális innováció mesterképzési szak
b) in English: digital innovation master programme
2. The title of the certification:
a) in Hungarian: okleveles közgazdász digitális innováció szakon
b) in English: economist in digital innovation
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 tot he 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 Digital Innovation program aims to equip graduates – entrepreneurs, intrapreneurs, and innovators – with the frontier knowledge and skills to identify new digital opportunities and lead innovative digital solutions, to develop and manage digital technologies and delivery of business innovations.

The students explore and learn how digital technology innovations and leadership can be harnessed to strategically organize and lead people and technology in a digital environment. They learn to develop a strategic approach and apply the latest and most appropriate theories and models to create a new digital-business value. Students learn how existing and cutting-edge technologies can provide innovative digital business solutions. It involves the understanding of digital technology principles, values-based innovation, digital business, and platform ecosystems, and employs the emerging service science and ecosystem approaches to the development of digital business solutions. It covers innovations in processes, products, technology, services, and business models, as well as methods and models to create new business value in highly competitive and technology-rich environments.

Graduates will be able to transform their own projects and growing businesses with the digital skills, capabilities, and knowledge to contribute strongly to digital innovation and change in increasing technology and information-rich environments. Graduates will be able to visualize, and effectively analyse large amounts of data in businesses and organizations, they realize increasing need for organizations to assess how effectively data analytics can be utilized for business. Graduates are prepared to continue their studies in a doctoral programme.

6.2. Attained professional competences:
6.2.1. The graduates have
a) knowledge:
- knows and understands the business applications of digital technologies - evaluation methods, tools and use of current software for data and information processing in support of organisational operations;
- knows the business models that can be linked to entrepreneurship and the innovation culture of your organisation;
- knows the types, processes, sources, methods, management aspects and tools of innovation, the key characteristics of innovation projects;
- know and understand the importance and methods of creating synergies of cooperation between stakeholders;
- knows and understands detailed the company's business architecture, process management principles; and knows global IT trends, cutting-edge technology solutions, the role of IT in innovation, the limitations and opportunities of emerging technologies;

- knows and understands the principles of information management in the context of business decisions, with particular emphasis on information visualisation. Understand the main differences between data, information and experience and their role in the representation of business data and in decision making;
- knows and understands concepts of entrepreneurship, focused mostly but not completely on post-startup, growth-related activities;
- knows the theories and techniques of strategic analysis and planning, recognizes and understands different business models. Understand the different stages of technology development and its relationship with the successive stages of development of the business life cycle, adapting the strategy and operations of the company's competitive model to the requirements of each of them.

b) skills:

- selects and uses digital technologies for information gathering and processing purposes, which support the design of specific digital business models and assess their suitability.
- able to give business a competitive edge and keep it;
- able to design, implement and manage a company's innovation projects, portfolios and network, manages the resources and capabilities needed to turn ideas into action;
- creates, builds and leads teams motivates and inspires the stakeholders;
- able to work in a teams to develop and implement plans, cooperate with stakeholders, create an atmosphere of trust within the group, and resolve conflicts;
- able to analyse organisational business processes, identify software applications to support implementation and align business and organisational needs. Able to apply digital innovation knowledge elements to explore new products and services;
- able to explore and obtain professional and organizational data sources, systematize, critically analyse and visualize data with the help of information communication technology tools;
- able to make strategic choices in dynamic and uncertain markets, and in competitive and regulatory environments. Able to develop and apply ideas about social networks, organizational structure and culture, opportunity creation, discovery and evaluation, firm growth and change, employment practices and incentives, innovation and resources;
- analyses the current technological map, with an emphasis on the key technologies in the different time horizons, and the identification of selection and investment criteria of the core technologies for each company.

c) attitudes:

- open to learning digital technologies, new and up-to-date ways of collecting and evaluating information, critical of the results of information processing;
- recognises the importance of the time dimension in maintaining competitiveness;
- seeking data-driven and objective decision-making;
- open to collaborate and work together with others, striving for proactive competition and conflict resolution;
- willing to compromise when reconciling needs. Open to finding alternative solutions;
- is open to learning and to examining data and information from different perspectives;
- takes ethical, social and sustainability aspects into account in its decisions. Makes decisive decisions in uncertain situations;
- 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.

d) autonomy and responsibilities:

- works independently and consciously;
- consciously plan your response between professional alternatives;
- works independently and self-efficiently by prioritizing tasks, managing time and staying focused;
- sets an example for their peers and those around them;
- consciously represents the methods used in his/her own profession and accepts the specificities and professional support of other disciplines;
- takes responsibility for the content and meaningfulness of the information prepared and presented to stakeholders;
- independently supports decisions with professionally founded arguments;
- uses sources- of analysis consciously and critically.

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 and management subjects: 21-31 credit

7.2. Business informatics 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 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. The following courses accepted as prerequisites for admission to the master's program, without a preliminary credit recognition procedure and with full credit value:
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 busines
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 **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, computer science), economics (e.g., micro- and macroeconomics, international economics, environmental economics, economic theory, economic statistics, history of economic theory, economic modeling, economic policy, sectoral and functional economics, community economics), **minimum 6 credits** (can be supplemented),

Basic business knowledge (e.g., business economics, leadership and organization, 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),

Basic IT skills, **minimum 3 credits** (can be supplemented).

Admission to the master's program requires that applicants have earned **18 credits from their previous studies as listed above and meet at least two of the three minimum requirements**. 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.

13. Type of Deg ree thesis

Research 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.

MNDIIN25ABP - Digital Innovation 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 semester 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**							
VEZ0109NAMB	Managing Innovation Projects	C	1	3	6	pg	Fall	6			Bálint Blaskovics	Institute of Strategy and Management					yes
VALL055NAMB	Business Models for Digital Startups	C	2	2	6	ex	Fall	6			Márta Aranyossy	Institute of Entrepreneurship and Innovation					yes
VALL056NAMB	Managing Growing Ventures	C	2	2	6	pg	Spring		6		Éva Pintér	Institute of Entrepreneurship and Innovation					yes
VALL057NAMB	Strategic Technology Management	C	1	3	6	pg	Spring		6		Nikolett Deutsch	Institute of Entrepreneurship and Innovation					no
Business informatics professional core cources								**15**	**6**	**21**							
ADIN144NAMB	Digital Transformation	C	2	2	6	pg	Fall	6			Krisztián Varga	Institute of Data Analytics and Information Systems					yes
ADIN145NAMB	Data Analytics and Visualisation	C	2	2	6	pg	Fall	6			Szabina Eszter Fodor	Institute of Data Analytics and Information Systems					yes
ADIN157NAMB	AI and Data Strategy	C	2	2	6	pg	Spring		6		Réka Franciska Vas	Institute of Data Analytics and Information Systems					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**							
ADIN182NAMB	Thesis consultation 1	C			3	pg	Fall	3			Krisztián Varga	Institute of Data Analytics and Information Systems					yes
ADIN183NAMB	Thesis consultation 2	C			6	pg	Spring		6		Krisztián Varga	Institute of Data Analytics and Information Systems	ADIN182NAMB	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!