

Economic Behavioural Analysis Master's Program

training program

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



Economic Behavioural Analysis Master's Program

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

General information:

Supervisor: Gabriella Kiss, Associate Professor

Training location: in Budapest

Working hours: full-time

Training language: english

Whether you are enrolled in dual training: no

Specialisations:

1. Specializáció neve: **Consumer and Economic Decision Specialisation**

Specializációfelelős: Gabriella Kiss, Associate Professor

2. Specializáció neve: **Work and well-being Specialisation**

Specializációfelelős: Roland Ferenc Szilas, Associate Professor

Training and output requirements

1. Title of the Master's programme:

a) in Hungarian: gazdasági-viselkedéselemzés mesterképzési szak

b) in English: economic behavior analysis master programme

2. The title of the certification:

a) in Hungarian: okleveles gazdasági-viselkedéselemző

b) in English: economic behavior analyst

3. Classification of the Master's degree:

3.1. field of training: social sciences

3.2. the classification of the level of education:

- Master's degree (magister, master of arts, abbreviated MA)
- According to ISCED 2011: 7
- under the European framework: 7
- according to the Hungarian Qualifications Framework: 7

3.3. the ISCED-F 2013 classification of fields of study for vocational education and training according to the ISCED-F 2013 classification of fields of study: 0319

3.4. orientation classification: balanced (40-60 percent)

4. Duration in semesters: 4 semesters

5. Number of credits required to obtain the qualification: 120 credits

6. Training objectives and professional competences, learning outcomes:

6.1. The aim of the training is:

The aim of the training is to train professionals who, with theoretical knowledge and methodological skills in economics and psychology, are able to interpret and predict, in the context of the environment and taking into account the influencing individual, social, organisational, corporate, cultural and societal factors, the economic and organisational behaviour, thinking and decision-making processes of people. The ability to understand patterns of behaviour, thinking and decision-making, to resolve related conflict situations and to make interventions to change behaviour to support the operation and agent-related decisions of competitive, non-profit and public sector companies and institutions in practical terms, in human resources, development and analysis and related fields. Graduates will be prepared to continue their studies at doctoral level.

6.2. The professional competences to be acquired:

6.2.1. Graduates of the course

a) knowledge

- A high level of knowledge of economic and applied psychological, organisational and communication theories related to the behaviour and decision-making of market actors and their internal/external stakeholders.
- Knows and understands the individual and contextual determinants of individual and group choice and decision-making, the specificities and constraints of decision-making.
- Knowledge and understanding of the individual characteristics (cognitive, emotional, regulatory, biological and social, cultural factors) that determine economic behaviour and decision-making, and how individual and group decisions operate in different spheres of life and in organisational contexts.
- It applies behavioural science in an interdisciplinary approach to understanding, predicting and changing human behaviour in economic and organisational contexts.
- Knowledge and understanding of the economic and social psychological factors influencing the interaction of individuals, groups and the institutional and social environment.
- They know the quantitative, qualitative and mixed methodological tools applicable to the study and research of human economic and organisational behaviour and decisions, the methods of (computer) data collection and data analysis underlying behavioural science and decision theory research and analysis, the theory and practice of statistical sampling, the tools of data visualisation, the professional-ethical rules of research and data processing and handling.

b) skills

- It systematically observes and interprets the behaviour and decision-making of market actors, taking into account the perspectives of disciplines (economics and psychology) and adapting them to specific situations and cases.
- Identify, evaluate and interpret the individual, group and contextual determinants of individual and group choice and decision-making, and use them in the design and implementation of risk communication and in support of individual, group, organisational/company and societal decisions.
- With knowledge of behavioural science and qualitative and quantitative methodology, identifies problems and research objectives related to human behaviour in economic and organisational contexts (preferences, attitudes, behaviour at individual and group, organisational/company and societal levels), designs and conducts appropriate data collection/research/participates in it with the necessary competences.
- It carries out basic and multivariate statistical, economic and social statistical analyses to analyse the results of its studies. Evaluates and interprets the results with a critical perspective, using appropriate professional competences. Recognises personal characteristics that influence individual and group behavioural patterns and is able to predict their likely effects and consequences.
- With the interests, well-being and professional ethics of the participants in mind, he/she is able to provide professional support, participate in counselling, plan and prepare decisions/decision alternatives, use group decision-making, conflict management and negotiation techniques, while respecting the interests and well-being of the participants, in the field of individual, group, organisational/company and social decisions, behaviour change interventions.
- It presents and reports back research findings in a way that is tailored to the objectives and participants, in order to improve individual, group and organisational performance. Drafts professional and scientific documents orally and in writing, using methods of visual presentation of information/data.
- You have realistic self-awareness and relationship management skills in professional areas.
- Self-reflection and continuous professional renewal in his/her professional activity.
- The ability to express themselves clearly and appropriately, expressing their opinions, feelings and thoughts independently and giving feedback.

c) attitude

- High level of professional motivation, commitment, responsibility, professionalism (accurate, objective and reliable work), awareness and ethics.
- Advanced analytical skills in different areas of consumer, organisational and institutional individual and group decision-making and behaviour, interpreting them in context and in the light of the multiple determinants of phenomena.
- Her work is characterised by a proactive, problem- and result-oriented attitude and a critical attitude.
- Open and accepting to the opinions and interests of stakeholders/participants (consumers, employees, individuals/groups), to possible differences and divergences, striving for mutually beneficial solutions, and open to multi-stakeholder consultation processes.
- He/she will strive to carry out the processes related to his/her work (assessment, analysis, evaluation, intervention) while recognising the limitations.
- It strives for awareness and self-reflection in the process of human behaviour and decision analysis, planning and support.
- View and evaluate theoretical approaches and assumptions related to research from a critical perspective, be sensitive to problems, and be sensitive to their own and others' research assumptions.
- It represents the standards and expectations of research information, keeping in mind the respective roles and responsibilities of each participant.
- Is aware of and is committed to upholding legal and professional ethical standards in his/her work, and takes responsibility for the protection and welfare of the rights of participants in studies/research.

d) autonomy and responsibility

- Able to carry out managerial, supportive and leadership tasks in collaborations and teamwork, and to take personal responsibility for his/her own work and that of the team he/she is in charge of.
- Independently analyses and interprets the process of human behaviour and decision-making in an economic context, using analytical tools. Takes responsibility for his/her views and contributions based on decision support and data analysis, makes decisions independently and supports them responsibly.
- In his/her research, planning and analytical activities, he/she strives to make empirically sound decisions and recommendations, and acts ethically and in accordance with the standards of the scientific community.
- Identifies and evaluates research problems individually and in a collaborative professional manner, considering the potential social and individual impact of research, and acting as a responsible researcher who adheres to research ethics.
- He/she is able to think independently and critically when evaluating socio-economic processes, to express his/her views, feelings and ideas, and to give feedback in a clear and appropriate manner.
- It strives to participate in the work of national and international professional organisations, and to develop professionally.

7. The professional characteristics of the Master's degree, the fields of specialisation leading to the qualification and the credit units from which the degree is structured:**7.1. Psychology:** 16-20 credits

Social psychology, general and personality psychology, psychology methodology, research methodology.

7.2. Economics: 34-38 credits

Microeconomics, market structures, labour economics (employment), management and organisation, decision theory, statistics (applied statistics, data collection (sampling) techniques, data visualisation).

7.3. Sociology: 10-14 credits

Economic and organisational sociology, social science research methodology.

7.4. Number of credits allocated to the thesis or dissertation: 10 credits**7.5. Minimum number of credits for electives:** 6 credits**7.6. Credits available for the specialisation:** 36-40 credits

8. Requirements for apprenticeships and practical training:

The requirements for the traineeship are set out in the training curriculum.

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,
- commerce and marketing,
- international business economics,
- finance and accounting,
- tourism and catering

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 **60 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 economics and business knowledge (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; corporate economics, economic law, marketing, finance, accounting, decision theory and methodology, business ethics, business communication, taxation, corporate finance, value creation process management, leadership and organization, business planning, business management, strategic planning, controlling, human resource management, leadership skills development, information systems) **at least 30 credits**,
- basic knowledge of social sciences and research methods (sociology, psychology, social psychology, organizational psychology, social history, cultural anthropology, EU studies, public policy studies, economic history, social science research methods, market and public opinion research) **at least 15 credits**,
- basic methodological knowledge: mathematics, statistics, data analysis, IT skills (probability theory, mathematical statistics, economic mathematics, computer data analysis) **at least 15 credits**.

Admission to the master's program requires that the applicant have **48 credits** in the above areas based on their previous 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

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 the defense of the dissertation and the oral complex exam.

During the final examination, the student defends the thesis and answers the thesis-related questions set as requirements for the final examination.

17. Topics of the complex examination

The complex examination consists of the compulsory and optional subjects of the chosen specialisation and specialisation.

Topics include: behavioural decision theory, characteristics of individual, group and organisational decision-making, psychological, social and economic processes influencing decision-making; application of quantitative, qualitative and mixed research methodologies in the field of economic behavioural analysis research;

Consumer and economic decision making specialisation: decision support methods, modelling and analysis; consumer and buyer behaviour, complex decisions in firms and business.

Well-being and work specialisation: well-being at work and its relationship with motivation and competences; well-being and its measurement at individual, group and organisational levels; well-being and its relationship with leadership and group functioning; organisational networks of relationships.

18. Determining the result of the final exam

The arithmetic mean of the following three 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,
- c) the grade obtained on the oral comprehensive exam, determined on a five-point scale.

19. Components of diploma qualification, method of calculation

The result of the diploma is the arithmetic mean of the following two n 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,

20. 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.

21. Specialization information

Successful completion of 90% of the compulsory subjects of the 1st year, min. 54 credits.

Only one specialisation may be chosen.

22. Specialization selection rules

In Neptun, students indicate the order of the two specialisations according to their individual preference (in case the first specialisation is not taken up due to a possible low number of students.)

MNGAVI24ABP - Economic Behavior Analysis 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 classes per week		Credits	Evaluation	Fall or Spring Semester	2026/27 Academic year		2027/28 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		OS
			Lecture	Seminar				Fall	Spring	Fall	Spring				Code	Name	Code	Name	
Core courses								30	24	15	8	77							
KOZG076NAMB	The foundations of behavioural economics	C	1	1	3	pg	Fall	3					Hubert János Kiss	Institute of Economics			KOZG011NAMB	The foundations of behavioural economics	yes
VEZ0087NAMB	Introduction to psychology of behaviour	C	1	1	3	pg	Fall	3					Zsolt Péter Szabó	Institute of Strategy and Management			VEZ0022NAMB	Introduction to psychology of behaviour	yes
ADIN130NAMB	Basic Statistics	CR	0	2	0	s	Fall	0					Anita Ilona Oroszné Csesznák	Institute of Data Analytics and Information Systems			OPDO023NAMB	Basic Statistics	yes
OPDO068NAMB	Behavioral Decision Sciences	C	2	2	6	ex	Fall	6					Richárd Szántó	Institute of Operations and Decision Sciences			OPDO024NAMB	Behavioral Decision Sciences	yes
OPDO079NAMB	Decision Making Skills	C	0	4	6	pg	Fall	6					Richárd Szántó	Institute of Operations and Decision Sciences			OPDO025NAMB	Decision Making in Groups and Organizations	yes
TARS029NAMB	Foundations of Quantitative Research Methods	C	0	2	6	ex	Fall	6					Zsuzsanna Beretzky	Institute of Social and Political Sciences					yes
OPDO026NAMB	Statistics 1.	C	2	2	6	pg	Fall	6					Anita Ilona Oroszné Csesznák	Institute of Data Analytics and Information Systems					yes
VEZ0088NAMB	The psychological factors behind individual decision-making	C	2	2	6	ex	Spring		6				Zsolt Péter Szabó	Institute of Strategy and Management	OPDO068NAMB	Behavioral Decision Sciences	VEZ0023NAMB	The psychological factors behind individual decision-making	yes
OPDO070NAMB	Decision Making in Practice	C	2	2	6	pg	Spring		6				Richárd Szántó	Institute of Operations and Decision Sciences	OPDO068NAMB OPDO079NAMB	Behavioral Decision Sciences; Decision Making Skills	OPDO027NAMB	Decision Making in Practice	yes
VEZ0024NAMB	Introduction to Qualitative Research Methods	C	2	2	6	pg	Spring		6				Roland Ferenc Szilas	Institute of Strategy and Management	TARS029NAMB	Foundations of Quantitative Research Methods			yes
OPDO028NAMB	Statistics 2.	C	0	4	6	pg	Spring		6				Anita Ilona Oroszné Csesznák	Institute of Data Analytics and Information Systems	OPDO026NAMB	Statistics 1.			yes
KOZG119NAMB	Research in Behavioral Economics	C	1	1	3	ex	Fall			3			Hubert János Kiss	Institute of Economics					no
OPDO029NAMB	Statistics 3. (Multivariate Statistics)	C	0	4	6	pg	Fall			6			Anita Ilona Oroszné Csesznák	Institute of Data Analytics and Information Systems	OPDO026NAMB OPDO028NAMB	Statistics 1. Statistics 2.			yes
MARK035NAMB	Theory of consumption and Consumer Behaviour	C	2	2	6	pg	Fall			6			Anna Török	Institute of Marketing and Communication Sciences					yes
OPDO092NAMB	Problem Solving in Practice	C	0	4	8	pg	Spring				8		Gabriella Katalin Kiss	Institute of Operations and Decision Sciences	TARS029NAMB VEZ0024NAMB	Foundations of Quantitative Research Methods Introduction to Qualitative Research Methods			no
Specialisation								0	0	12	12	24							
Specialization in Consumer and Economic Decisions								0	0	12	12	24							
OPDO030NAMB	Decision Support Methods	C	2	2	6	pg	Fall			6			Sándor Bozóki	Institute of Operations and Decision Sciences					yes
OPDO031NAMB	Participatory decision-making in practice	C	0	4	6	pg	Fall			6			Gabriella Katalin Kiss	Institute of Operations and Decision Sciences					no
OPDO033NAMB	Decision support - modeling and analysis	C	0	4	6	pg	Spring				6		Norbert Becser	Institute of Operations and Decision Sciences	OPDO030NAMB	Decision Support Methods			yes
OPDO032NAMB	Complex decision making in business	C	2	2	6	ex	Spring				6		Zoltán András Buzády	Institute of Operations and Decision Sciences					yes
Specialization in Work and Well-being knowledge fields								0	0	12	12	24							
VEZ0025NAMB	Well-being and its measurement	C	2	2	6	pg	Fall			6			Andrea Juhászné Klér	Institute of Strategy and Management					yes
VEZ0110NAMB	Well-being and motivation at work	C	2	2	6	ex	Fall			6			Roland Ferenc Szilas	Institute of Strategy and Management					yes
VEZ0027NAMB	Practice of Well-being in Groups and Organizations	C	2	2	6	pg	Spring				6		Andrea Toarniczky	Institute of Strategy and Management	VEZ0025NAMB	Well-being and its measurement			no
VEZ0029NAMB	Organizational Social Network Analysis	C	2	2	6	ex	spring				6		Sándor Takács	Institute of Strategy and Management					yes

MNGAVI24ABP - Economic Behavior Analysis 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 classes per week		Credits	Evaluation	Fall or Spring Semester	2026/27 Academic year		2027/28 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		OS
			Lecture	Seminar				Fall	Spring	Fall	Spring				Code	Name	Code	Name	
								1	2	3	4								
Thesis (Core)								0	0	3	7	10							
OPDO077NAMB	Thesis work I.	C	0	2	3	pg	Fall			3			Noémi Krátki	Institute of Operations and Decision Sciences					
OPDO078NAMB	Thesis work II.	C	0	2	7	pg	Spring				7		Gabriella Katalin Kiss	Institute of Operations and Decision Sciences	OPDO077NAMB	Thesis work I.			yes
Elective courses								0	6	0	3	9							
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					
	Foreign language	E	0	4	0	pg	Fall, Spring						József Erdei	Centre of Foreign Language Education and Research					
	Elective courses	E					Fall, Spring		6		3								
Total credits								30	30	30	30	120							

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

For more information on language instruction and language requirements, please visit the following link:<https://www.uni-corvinus.hu/post/hir/important-information-on-the-compulsory-language-test/?lang=en>
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.

* 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!