

**Courses offered for Indonesian semester mobility students on Bachelor level**

**Autumn semester 2022**

Name	Short description	ECTS	Number of IISMA students accepted in the course
Living Abroad, Reflecting the Intercultural Experiences / Interkulturális reflexiók	The course plans to introduce their temporary place of residence for the foreign visiting students. In the framework of contemporary cultural and social theory it aims to open up the contemporary social and cultural changes of the town. On the lectures selected pieces of the cultural landscape of the town will be presented. This will be contextualised by some insights on the cultural and psychological effects of migration.	3	5
Business Writing: In-Company Correspondence / Üzleti kommunikáció: Cégen belüli levelezés	This course is designed to develop the writing skills the students need in business life, through improving their general writing skills and familiarizing them with different fields, styles, and conventions of business writing. The seminar focuses on in-company correspondence, including memorandums and reports, and also deals with correspondence related to employment. Throughout the course, emphasis is laid on both the formal and the language aspects of business correspondence, layout, style, vocabulary, correctness, conciseness, and courtesy. The course also provides practice and encouragement in evaluating one's own and other students' written work.	3	2
Business Communication / Üzleti kommunikáció	The aim of this course is to acquaint the students with the main themes of business as well as the various situations where people communicate in the world of business. The course is based on several authentic materials, and besides focusing on acquiring the special vocabulary, emphasis is laid primarily on oral activities. The overriding goal is to provide students with a solid communication base to make them be able to communicate effectively in several business contexts. By the end of this course students should know what strategies and techniques to employ in	3	3

	unique and different business situations. Students are required to actively and creatively participate in the course, and do individual as well as group assignments.		
Business Ethics / Üzleti etika	The aim of the lecture is to enable students to know and use the basic notions and theories of business ethics. Students learn to recognize and analyse the moral dilemmas of business life (such as discrimination, fair wages, environmental pollution etc.). Based on theoretical knowledge, they understand the moral, social and economic environment, in which these questions arise. Moreover, students get to know ethical frameworks to use in analysis and ethical audit.	3	3
Project Management in the EU / Európai Unió projekt menedzselése	The course aims to give an overall picture of project management in the European Union, give an insight into the project cycle management phenomenon. As the course is really based on tasks, students learn how to design and implement a project.	3	5
Marketing Channels / Értékesítési csatornák	Students present their understanding of distribution in marketing with working on a case study and conducting analysis and holding a presentation in the topics discussed throughout the semester. At the end of the semester a written exam should be passed.	3	5
Public Speaking and Presentation Skills / Retorika és prezentációs technika	The aim of the course is to give an overview of how to be confident, effective, and self-conscious during public speaking and to know how to create great presentations.	3	3