

FACULTY OF ECONOMICS & BUSINESS ADMINISTRATION

Our Faculty has been taking on more and more international students each year and has been **building a truly international academic community within its walls**. The Faculty's BSc, MSc and PhD programmes are highly regarded worldwide and provide reliable and up-to-date professional knowledge and practical experience for students. Currently we offer 4 English language programmes for our international applicants: Business Administration and Management BSc, Tourism and Catering BSc, International Economy and Business MSc programmes and the Phd programme of Economics.

The **Business Administration and Management BSc programme** is proud to host international students from over 50 nations from all over the world thus promoting a **multicultural atmosphere** in which students can strengthen their communicative and problem solving abilities as well as develop a greater sense of tolerance and respect for each other. **Students are offered training to meet the challenges of the business world**. The programme is developed for international students who wish to pursue extended studies in international business trends and entrepreneurship; enable them to manage all sectors of the organized economic activity, to be co-workers at top-level industrial organizations or to be effective change agents.

Our institution is based on the **principles of cooperation and support**. Besides conveying professional knowledge, we provide a wide range of extracurricular activities and services to international students in order to help their academic, cultural and social integration.

We put emphasis on supporting international students in entering **academic competitions** (like the presentation talent show forming around a topic related to economics each year, or the Hungarian National Scientific Students' Association's competition).

The Faculty is proud of its mentor system formed by both international and Hungarian students. Each freshmen student have an assigned mentor helping them with administrative issues, finding accommodation and later tutoring or counselling for students in difficult situations.

The Faculty organizes **student excursions for international students** in order to familiarize them with Hungarian culture and also their Hungarian fellow students. Every year we offer welcome trips to freshmen students **to help their integration into the Faculty community**. During the pandemic we started a regular online informal student gathering, called International Nights where students can hang out together online and feel less isolated. These occasions prove also that it is possible to go beyond the formal in-class interaction between teachers and students.

Courses Offered for IISMA 2023 Awardees

Course Code	Name of Course	Short Description	ECTS Credits	QUOTA
60B205	Living Abroad, Reflecting the Intercultural Experience	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	8

60A401	Business Writing: In-Company Correspondence	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
60A309	Business Communication	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 unique and different business situations. Students are required to actively and creatively participate in the course, and do individual as well as group assignments.	3	3
60C232	Business Ethics	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
60C211	Project Management in the EU	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
60C209	Marketing Channels	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	8
60C220	Public Speaking and Presentation Skills	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

61C101	Basics of Tourism	<p>Basics of Tourism is an introductory tourism course. It provides the foundation for all of the other tourism and hospitality related courses in the degree programme and seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism.</p> <p>The key objectives of the course are to:</p> <ul style="list-style-type: none"> -familiarize students with the basic concepts of travel and tourism -discuss the terminology used -give an insight into how travel and tourism evolved over a period of time and reached the modern stage. -identify the key elements and structure of tourism industries and their economic contribution on a global scale -understand the tourism product and the role of attractions in the whole tourism system -understand tourists' motivations -identify and evaluate the key elements of the tourism system and its interaction with the business environments as well as their impact. 	3	8
61C110	Touristic Products and Product Groups	<p>The aim of the course is to introduce students to the characteristics of some remarkable tourism product groups (e.g. urban tourism, cultural tourism, MICE tourism, active tourism) and tourism product (e.g. agro tourism, festival tourism, film tourism). They will learn about the supply and demand characteristics and typical destinations of these products along with numerous domestic and foreign best practices.</p>	3	8
61C113	International Touristic Geography	<p>The course aims to familiarise students with the main trends and processes in global tourism, including regional differences in the international tourism industry and their causes. In addition, using the UNWTO macro-regions as a geographical framework, the main global attractions, their importance, development and main characteristics will be presented.</p>	3	8