



# **BUDAPEST BUSINESS SCHOOL**

## **INTERNATIONAL STUDY PROGRAMMES**

*Information brochure*



BUDAPEST BUSINESS SCHOOL

UNIVERSITY OF APPLIED SCIENCES

**BGE**



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## BUDAPEST BUSINESS SCHOOL (BBS) – HUNGARY’S LARGEST BUSINESS SCHOOL

Budapest Business School (BBS) – University of Applied Sciences is one of the largest higher education institutions in Hungary. It educates almost 17,000 students. It has three Faculties in Budapest: the Faculty of Commerce, Catering and Tourism; the Faculty of International Management and Business; and the Faculty of Finance and Accountancy. Its Zalaegerszeg Faculty of Business Administration runs programmes in Zalaegerszeg. Graduates of the legal predecessor institutions and those who obtained their degrees from BBS during the recent years have become experts and professionals in their field and they are in great demand in both the domestic and the international labour market. This is the outcome of our institution’s constant quest for innovation and its continuous effort to adapt training programmes to the market requirements. Our efforts received positive feedback since the Institution was awarded the Higher Education Quality Award in 2010, and since 2012 it is the holder of the ISO 9001:2009 certificate. In 2013 BBS received title of University of Applied Sciences.

BBS has designed its training courses providing practical knowledge and recognised degrees closely adapted to the demands of the labour market. The University has a broad range of business related disciplines, social sciences and IT studies at higher vocational, BA/BSc, MA/MSc and PhD level.

BBS



## BUDAPEST



### WHY BUDAPEST?

Three of the Faculties of Budapest Business School are located in Budapest, Hungary's capital, which is also the largest city of the country.

The city of Budapest with its nearly 1.8 million inhabitants is comprised of two parts: Pest on the left bank of the River Danube, the commercial, cultural and administrative centre, with Buda on the right bank, a green belt area offering a wide variety of outdoor activity options.

Budapest is a popular tourist destination, visited by about 4.2 million tourists each year.

Budapest is a city of numerous World Heritage Sites, including the panorama of the Danube bank, the Buda Castle district, Andrassy street, the Heroes' Square and the Millennium Underground, the second oldest in the world after the London Tube.

Budapest is famous for its eventful cultural life, hosting numerous festivals and other events. The capital offers a great variety of entertainment opportunities for all age groups, with theatres, cinemas, restaurants, confectioneries, cafés, museums and galleries.

For more information please visit: [www.budapest.com](http://www.budapest.com)



## WHY BBS?

Academic staff with professional experience in business and public administration

—

Diverse and colourful student life

—

Wide range of international relations

—

Practice-oriented training

—

Excellent job prospects

—

Internships at recognised businesses and public administration institutions

—

Possibilities for retraining and further training in business and information technology.

—

Easily applicable knowledge, internationally recognised degree.

THE BEST CHOICE IS BBS!



# INTERNATIONAL PARTICIPATION

Budapest Business School is an integral part of the world's scientific and educational system, with more than 200 educational and research contacts with higher education institutions in more than 40 countries on 4 continents.

International cooperation projects include double degree programmes; joint trainings; research and shared projects; educational and scientific cooperations. Student, teacher and staff mobility are carried out within the framework of Erasmus, CEEPUS and other mobility programmes.

BBS is a member of several high profile international organisations:

- EUA: European University Association
- IAU: International Association of Universities
- EURASHE: European Association of Institutions in Higher Education
- SPACE: European Network for Business Studies and Languages
- EDEN: European Distance and E-Learning Network
- IFSSO: International Federation of Social Science Organizations

AIESEC, an international organisation of young economists, is actively present at BBS as well. Focusing on organising and implementing international professional exchange programmes it is a major promoter of international placements for our students.

For more information please visit: [www.en.uni-bge.hu](http://www.en.uni-bge.hu)

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|-------------------|-----------------|-----------------|--------------------|
| 1. Argentina      | 12. Georgia     | 23. Norway      | 34. Thailand       |
| 2. Austria        | 13. Germany     | 24. Poland      | 35. Tunisia        |
| 3. Belgium        | 14. Greece      | 25. Portugal    | 36. Turkey         |
| 4. Brazil         | 15. Indonesia   | 26. Romania     | 37. Ukraine        |
| 5. China          | 16. Ireland     | 27. Russia      | 38. United Kingdom |
| 6. Croatia        | 17. Italy       | 28. Slovakia    | 39. Uruguay        |
| 7. Czech Republic | 18. Japan       | 29. Slovenia    | 40. Vietnam        |
| 8. Denmark        | 19. Latvia      | 30. South Korea |                    |
| 9. Estonia        | 20. Lithuania   | 31. Spain       |                    |
| 10. Finland       | 21. Mongolia    | 32. Sweden      |                    |
| 11. France        | 22. Netherlands | 33. Taiwan      |                    |





## STUDY PROGRAMMES IN FOREIGN LANGUAGES

# BBS'S INTERNATIONAL STUDY PROGRAMMES

### Bachelor study programmes

Commerce and Marketing	in English and in German	Faculty of Commerce, Catering and Tourism
Tourism and Catering	in English and in German	
International Business Economics	in English and in French	Faculty of International Management and Business
Finance and Accounting	in English	Faculty of Finance and Accountancy

### Master study programmes

Tourism Management	in English	Faculty of Commerce, Catering and Tourism
International Relations	in English	Faculty of International Management and Business
International Economics and Business	in English	

In cooperation with Anglia Ruskin University (Cambridge) PhD degree can be obtained at BBS in the framework of the following course:

### PhD study Programme

PhD in International Business	in English	Budapest Business School – Anglia Ruskin University (collaborative programme)
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## Bachelor Study Programmes in English and German

### TOURISM AND CATERING BA PROGRAMME

*(in English and German)*

**Available specialisations:**

- Tourism and Hotel Management
- Catering and Hotel Management (only in English)

**Type:** full-time

**Place of training:** BBS, Faculty of Commerce, Catering and Tourism (1055 Budapest, Markó u. 29-31.)

**Duration:** 7 semesters (6 theoretical, 1 practical)

**Title of award:** Economist in Tourism and Catering (BA)

**Degree accredited by:**

- Hungarian Accreditation Committee
- Institute of Hospitality UK (if taught in English)

**The aim of the programme is to educate professionals who:**

- become practice-oriented tourism experts based on high standard theoretical training
- can communicate fluently in several foreign languages

**The graduates are able to:**

- manage tourism businesses,
- apply special presentation and negotiation techniques.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)

### COMMERCE AND MARKETING BA PROGRAMME

*(in English and in German)*

**Available specialisations:**

- Commerce
- Commercial Communication (only in English)

**Type:** full-time

**Place of training:**

BBS, Faculty of Commerce, Catering and Tourism (1055 Budapest, Markó u. 29-31.)

**Duration:**

7 semesters (6 theoretical, 1 practical)

**Title of award:**

Economist in Commerce and Marketing (BA)

**Degree accredited by:**

Hungarian Accreditation Committee

**The aim of the programme is to educate professionals who:**

- know the principles of societal and economic trends,
- are familiar with the role and tools of marketing,
- are conscious of consumer behaviour and consumer protection.

**The graduates are able to:**

- organise SMEs' commercial operations,
- analyse and control advertisements, market research
- data and commercial processes.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)





# INTERNATIONAL BUSINESS ECONOMICS BA PROGRAMME

*(in English)*

**This programme is organized in cooperation with the following universities:**

BA Business Administration (ASIS, Breda, Netherlands)

BA International Business Administration (FH FFM, Frankfurt am Main, Germany)

BA International Business of the Faculty of Management of Shih Chien University (USC) (Taipei, Taiwan)

**Available specialisation:**

- International Business Enterprises

**Type:** full-time

**Place of training:** BBS, Faculty of International Management and Business (1165 Budapest, Diósy L. u. 22-24.)

4 semesters at BBS and 3 semesters at our Dutch or German partner institution.

Placement to be completed abroad.

In case of USC Taiwan, 5 semesters at BBS and 2 semesters at our partner university in Taiwan.

Placement to be completed at BBS.

**Duration:** 7 semester (6 theoretical, 1 practical)

**Title of awards:** Economist in International Business (BA) (Awarded by BBS)

**Degree accredited by:** Hungarian Accreditation Committee

**Double degree:**

- BA in Business Administration (Awarded by ASIS, Breda, Netherlands)
- BA in International Business Administration (Awarded by University of Applied Sciences Frankfurt, Frankfurt am Main, Germany)
- BA in International Business (Awarded by The Faculty of Management of USC, Taiwan)

**The aim of the programme is to educate professionals who:**

- can negotiate fluently in at least two foreign languages,
- can manage and organise the work of international businesses
- have profound knowledge of the most frequent types and processes of international transactions.

**The graduates are able to:**

- undertake middle and senior managerial tasks in professional and functional areas.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)



# FINANCE AND ACCOUNTING BA PROGRAMME

*(in English)*

**Available specialisation:**

- Finance

**Type:** full-time

**Place of training:** BBS, Faculty of Finance and Accountancy (1149 Budapest, Buzogány u. 10-12.)

**Duration:** 7 semesters (6 theoretical, 1 practical)

**Title of award:** Economist in Finance and Accounting (BA)

**Degree accredited by:** Hungarian Accreditation Committee

**The aim of the programme is to educate professionals who:**

- have high quality theoretical and practical knowledge and professional skills in finance, accounting, business IT and management.
- have updated and comprehensive knowledge and skills in their profession and
- are able to work both in domestic and international environment

**The graduates are able to:**

- execute professional tasks as accountant, auditor and financial director at national and international companies
- develop, operate and instruct financial and accounting information systems
- assess companies' financial position
- prepare and control financial statements, business plans, tenders

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)



## INTERNATIONAL BUSINESS ECONOMICS BA PROGRAMME

*(in French)*

### **Available specialisation:**

- International Business Enterprises

**Type:** full-time

**Place of training:** BBS, Faculty of International Management and Business (1165 Budapest, Diósy L. u. 22-24.)

**Duration:** 7 semesters (6 theoretical, 1 practical. In the 5th and 6th semesters the tutors of the partner university teach classes in Budapest in one-week blocks)

**Title of awards:** Economist in International Business (BA)

**Double degree:** Licence en économie et gestion de l'Université de Picardie Jules Verne Amiens

### **Degree accredited by:**

- Hungarian Accreditation Committee
- National Ministry of Education, France

### **The aim of the programme is to educate professionals who:**

- can communicate fluently in French and in one more foreign language,
- can adapt to the international business environment,
- are able to work in any business enterprise or as individual entrepreneurs.

### **The graduates are able to:**

- work successfully for Hungarian, French or multinational enterprises in the area of marketing, finance, corporate governance, and HR.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)

## MASTER STUDY PROGRAMMES IN ENGLISH

### TOURISM MANAGEMENT MA PROGRAMME

*(in English)*

### **Available specialisations:**

- Health Tourism and Regional Development
- Food and Beverage Management

**Type:** full and part-time

**Place of training:** BBS, Faculty of Commerce, Catering and Tourism (1055 Budapest, Markó u. 29-31.)

**Duration:** 4 semesters

**Title of award:** Economist in Tourism Management (MA)

### **Degree accredited by:**

Hungarian Accreditation Committee

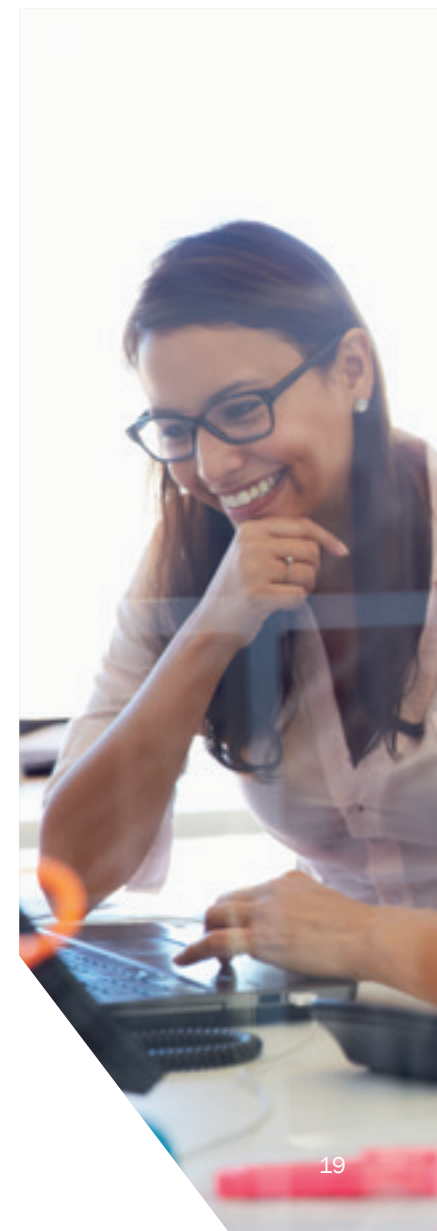
### **The aim of the programme is to educate professionals who:**

- are able to work in tourism, performing comprehensive planning, management and coordination tasks,
- are aware of the need to continue their studies on a doctoral programme.

### **The graduates are able to:**

- work in (senior) managerial positions in businesses, in public administration or in the non-profit sector,
- develop and coordinate other activities linked to tourism.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)





## INTERNATIONAL RELATIONS MA PROGRAMME

*(in English)*

**Type:** full and part-time

**Place of training:** BBS, Faculty of International Management and Business (1165 Budapest, Diósy L. u. 22-24.)

**Duration:** 4 semesters

**Title of award:** International Relations Expert (MA)

**Degree accredited by:**

- Hungarian Accreditation Committee

**The aim of the programme is to educate professionals who:**

- are able to understand the status of a country within the international political scene,
- have high level analytical skills, theoretical and practical knowledge (of diplomacy, language and protocol).

**The graduates are able to:**

- analyse and evaluate the significance of international events,
- prepare, make and implement decisions in international economic, political and legal fields.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)



## INTERNATIONAL ECONOMICS AND BUSINESS MA PROGRAMME

*(in English)*

**Type:** full and part-time

**Place of training:** BBS, Faculty of International Management and Business (1165 Budapest, Diósy L. u. 22-24.)

**Duration:** 4 semesters

**Title of award:** Economist in International Economy and Business (MA)

**Degree validated by:**

Hungarian Accreditation Committee

**The aim of the programme is to educate professionals who:**

- possess professional knowledge of micro- and macroeconomics, international politics, European integration, international law, regional, civilizational- and globalization affairs and business
- are able to carry out economic analysis of international nature, as well as work in various fields of organizations. Graduates will have adequate knowledge to start doctorate studies.

**The graduates are able to:**

- work independently to prepare decision making and analysis in various fields and at different levels of the economic-institutional system
- fulfill expert, analyst and management positions in domestic public administration and at international organizations.

**Contact:** [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)





## PHD STUDY PROGRAMME IN ENGLISH

### *International Doctorate in Business Studies*

(in collaboration with Anglia Ruskin University, Cambridge)

**Type:** full-time (min. 4 semesters) or part-time (min. 6 semesters)

**Place of training:** BBS, Faculty of Commerce, Catering and Tourism  
(1055 Budapest, Markó u. 29-31.)

**Title of award:** Doctor of Philosophy (PhD) in International Business

**PhD diploma validated by:** Anglia Ruskin University, Cambridge, United Kingdom

**Special features of the programme:**

- international tutors and supervisors
- up-to-date and innovative themes and syllabuses
- tutorials in English and Hungarian
- full and part-time training schedules
- individual requirements taken into account

**Contact person:**

Dr. Katalin Kolláth  
Academic director (CIMB)

[kollath.katalin@uni-bge.hu](mailto:kollath.katalin@uni-bge.hu)



## Bachelor Study Programmes' admission requirements

Programme title (Bachelor)	Secondary school leaving certificate	Secondary school leaving certificate	Filled-out application form with 4 standard passport size photos	Proof of language knowledge	Proof of payment of application fee	Health certificate	Admission examination interview
Commerce and Marketing (in English)	✓	in English	✓	✓	✓		
Commerce and Marketing (in German)	✓	in German	✓	✓	✓		
International Business Economics (in French)	✓	in French	✓	✓	✓		
International Business Economics (in English)	✓	in English	✓	✓	✓		
Tourism and Catering (in English)	✓	in English	✓	✓	✓	✓	✓
Tourism and Catering (In German)	✓	in German	✓	✓	✓	✓	✓
Finance and Accounting (in English)	✓	in English	✓	✓	✓		

\*In the case of programmes in English: TOEFL language certificate with a score of at least 550 (minimum score of 220 in the case of on-line TOEFL examination) is a prerequisite.

## Master Study Programmes' admission requirements

Programme title (Master)	BA/BSc degree	Foreign language CV	Filled-out application form with 4 standard passport size photos	Proof of language knowledge	Proof of payment of application fee	Admission examination interview
Tourism Management	✓	in English	✓	in English	✓	✓
International Relations	✓	in English	✓	in English	✓	✓
International Economics and Business	✓	in English	✓	in English	✓	✓

## PhD Study Programme's admission requirements

Programme title (PhD)	MA/MSc degree	Foreign language CV	Filled-out application form with 2 standard passport size photos	NProof of language knowledge	Proof of payment of application fee	Research plan approved by programme director**
International Business	✓	in English	✓	✓	✓	✓

\*In the case of programmes in English: TOEFL language certificate with a score of at least 550 (minimum score of 220 in the case of on-line TOEFL examination) is a prerequisite.

## Tuition fees of the BBS foreign language study programmes (valid from 2015/16)

Programme title	Application fee, EU member state (one-off €)	Application fee, non-EU member state (one-off €)	Tuition fee, EU member state (€/semester)	Tuition fee, non-EU member state (€/semester)
<b>BACHELOR STUDY PROGRAMMES</b>				
Commerce and Marketing, English, full-time	100	600	1260	2000
Commerce and Marketing, German, full-time	100	600	1200	2000
International Business Economics, English, full-time	100	600	1600	2000
International Business Economics, French, full-time	100	600	1450	2000
Finance and Accounting, English, full-time	100	600	1150	2000
Tourism and Catering, English, full-time	100	600	1260	2000
Tourism and Catering, German, full-time	100	600	1200	2000
<b>MASTER STUDY PROGRAMMES</b>				
International Relations, English, full and part-time	100	600	1300	2600
Tourism Management, English, full and part-time	100	600	1300	2600
International Economics and Business, English, full and part-time	100	600	1300	2600
<b>PHD STUDY PROGRAMMES</b>				
International PhD program, English (ARU* part-time)	-	-	2100 GBP/year	4850 GBP/year

\*The tuition fee payable for the course is determined by ARU, thus the institution reserves the right of change.



## SERVICES



## STUDENT SERVICES

### *Libraries*

The Faculties of BBS have their own public library where students have access to international databases as well. Further assistance is provided by the electronic library providing easy access to articles, theses, studies, periodicals and teaching materials closely linked to the academic courses of the University.

### *Information, liaising*

The BBS Faculties host a large number of student organisations. They coordinate a great variety of cultural and sports programmes besides representing students' interests. The Student Centres, or the Career and Student Information Offices help students find the necessary information while the Alumni Social Space is a forum for the maintenance of the relationships between among graduates and between graduates and the School. They are also fora for technical/professional cooperation and for joint activities.

### *Dormitories*

**Each Faculty has its dormitory with the following services:**

- cooking facilities,
- computer room,
- Internet access,
- study rooms,
- laundry,
- photocopier.

### *Accommodation of foreign students*

The University dormitories can accommodate a limited number of foreign students. Therefore, the Faculties provide assistance to those looking for a suitable flat/room. The renting fees are around EUR 200 - 300 a month per person.



## SPORT AND CULTURE

## CULTURAL LIFE AND SPORTS ACTIVITIES AT BBS

### **BBS offers a range of cultural programmes:**

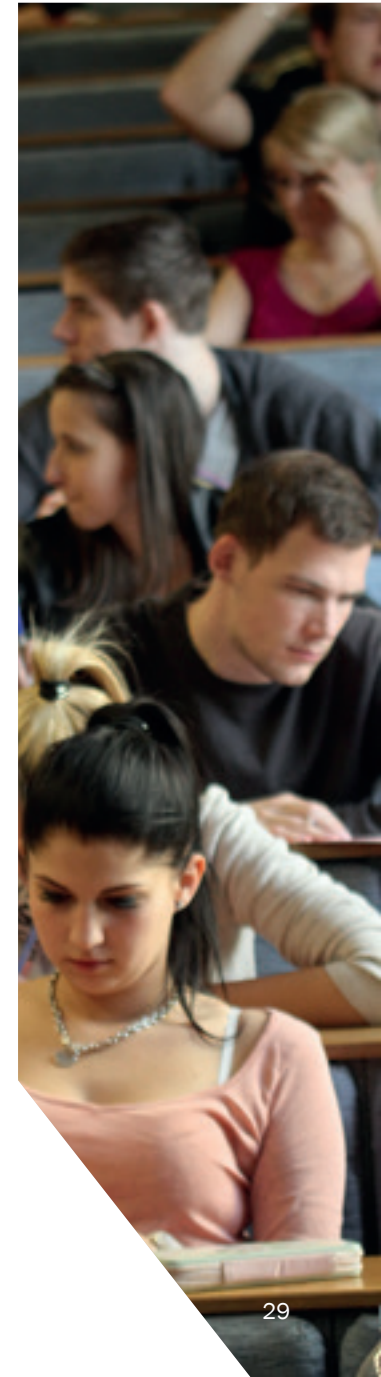
- New Year's concert
- Generations' Meeting – Cultural and Sports Day
- various language, trade and cultural days (English, German, Spanish, Italian, Russian, French, Japanese, Chinese etc.)
- photo competitions
- student film reviews
- creative arts exhibitions
- choir
- theatrical company (Színlelde)
- rock band (Tanárock)

### **The institution offers a wide range of sports activities including:**

- volleyball,
- basketball,
- soccer,
- floorball,
- tennis,
- table tennis,
- body building,
- aerobic,
- yoga,
- horseback riding,
- swimming,
- competitive dancing,
- hiking,
- athletics.

### **FIN: Faculty Days at the BBS Faculties**

The Faculties of the University organise a series of events called Faculty Days each year prior to the summer examination period, with a variety of opportunities for relaxing: professional programmes, performances, games, concerts. In the evenings the best performers of the Hungarian pop music entertain the audience.





## FURTHER USEFUL INFORMATION

- Foreign students should purchase their international student cards before arriving in Hungary so that they can use transport services and attend cultural programmes at a discount.
- The health and accident insurance costs are about 50 euros per month.
- The academic years: the autumn term lasts from September until the end of January while the spring term is between February and the end of June.





## USEFUL LINKS

**Tempus Public Foundation**

[english.tpf.hu](http://english.tpf.hu)

**Study in Hungary**

[studyinhungary.hu](http://studyinhungary.hu)

**Hungarian Rectors' Conference**

[www.mrk.hu/en](http://www.mrk.hu/en)

**Hungarian Higher Education**

[www.mrk.hu/en](http://www.mrk.hu/en)

## OUR CONTACT DATA

**Budapest Business School**

**International Office**

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**Mobility Department**

1149 Budapest, Buzogány u. 10-12.

E-mail: [studyinfo@uni-bge.hu](mailto:studyinfo@uni-bge.hu)

[www.en.uni-bge.hu](http://www.en.uni-bge.hu)

