BACHELOR’S PROGRAMME (BA) IN INTERNATIONAL BUSINESS ADMINISTRATION

ACADEMIC OBJECTIVES
The main aim of the programme is to train professionals who have high-level negotiation skills at least in two languages and are able to organize, manage or lead international business activities in the possession of their economical, sociological, applied economical, methodological, specialized attainment and have sufficient knowledge to continue their studies in the second cycle of the programme.

STRUCTURE OF THE PROGRAMME

Length of the Course: 7-semester, full-time course. The first three years are dedicated to the core and optional courses, the last semester to the practical training (work placement). The programme is only available in a non-dual form. Graduate students attain a BA in International Business.

Dual Education Form
The programme is not available in a dual form at the moment.

Optional package:

- Entrepreneurship in International Business

The credits of the entire programme are distributed as follows:

Core Subjects 99 credits – 46,48%
Specialization Courses 38+32 credits – 32,86%
Practical Training 30 credits – 14,08%
Thesis Work -
Elective Subjects 3+11 credits – 6,57%

The programme provides insight into the following areas:

- theoretical context and background of international business processes
- international business and market trends, processes
- European integration processes, operation of the EU
- processes, drives of globalization and its effects on each region
- methodological questions of international market operations and competition analysis
- objectives and instruments of international trade policy
- principles, actors of international finances, techniques of international finances
- place and role of Hungary in the world economy and the Euro-Atlantic integration
- opportunities and techniques of acquiring and utilizing resources by application funding
- marketing features and main operational instruments of strategical business decisions within an international environment
- logistical aspects of worldwide goods movement
- typical forms, processes, legal aspects of international deals
- intercultural aspects of international management
• ethical and protocol standards of international business life
• operation of international companies

Career Opportunities
The programme provides excellent career opportunities for our graduates. Students leaving our programme will possess the knowledge that makes them able to become successful not in a domestic but also in an international environment. Our graduates have opportunities within public as well as in the private sector to take part in the management of international and multinational companies by undertaking various functions due to the several transferable skills they have.