

BSC IN BUSINESS ADMINISTRATION AND MANAGEMENT¹

- 1. Title of Bachelor's Degree Programme:** Business Administration and Management (gazdálkodási és menedzsment)
- 2. Level of education attained in the Bachelor's programme and the qualification in the diploma**
 - level of education: first degree (baccalaureus, bachelor; abbreviated to BSc)
 - professional qualification: Economist in Business Administration and Management
- 3. Field of study:** economic sciences
- 4. Duration of programme in semesters:** 7 semesters
- 5. Credits to be acquired to obtain the degree:** 180 + 30 ECTS
 - orientation of the degree programme: practice-oriented (60-70%)
 - minimum credits awarded for the continuous practical training outside the institution: 30 credits, of which 10 credits are allocated to the dissertation
 - minimum credits awarded for elective modules: 10 ECTS
- 6. Area of study according to the uniform classification system of vocational education areas:** 345/0413
- 7. Learning outcomes of the bachelor-level programme and professional competences acquired**

The aim of the programme is to train economists who, given their understanding of economics, applied economics and methodology, and their knowledge acquired in the framework of specializations, are able to understand, plan and analyse operational processes and economic relations of business organizations and institutions. Upon acquiring practical knowledge and experience, they are able to manage and organize business and entrepreneurial activities and processes. Graduates are prepared to continue their studies at master's level.

7.1. Professional competences to be acquired

7.1.1. An Economist graduating the BSc in Business Administration and Management programme will possess

a) a knowledge of

- the fundamental, comprehensive concepts, theories, facts of the economic sciences and their national and international contexts as regards the relevant economic actors, functions and processes;
- the most important theories and characteristics of the micro and macro levels of economic organization as well as the methods for gathering and carrying out mathematical and statistical analyses of information;
- the rules and ethical standards of cooperation in a project, team, work organization and those of project management;
- the principles and methods of setting up organizations and institutions, and of designing and altering organizational behaviour;

¹ The official Ministerial announcement, pursuant to Article 16/A of Act CCIV of 2011 on National Higher Education in Hungary, of 11 May 2022 on programme-level learning outcomes reproduced in English.

- the principles and methods of managing, organizing and operating business processes, the methodologies available for analysing business processes, and for preparing and supporting decision-making;
- the basics of related (e.g., technical, legal, environmental, quality assurance) areas;
- ways to organize, prepare, launch and manage a project or a small or medium-sized enterprise;
- the use of IT and office technology tools to support the operation of organizations and business processes;
- the written and oral forms of professional and effective communication, tabular and graphical presentation of data;
- the professional terminology of economics in their mother tongue and at least one foreign language.

b) the skills to

- plan, organize, control and conduct business activities, projects, small businesses, companies;
- discover, systematize and analyse facts and fundamental relationships using the theories and methods studied, formulate independent conclusions and critique, prepare decision-making proposals and make decisions in routine and partially unknown domestic and international environments;
- monitor and interpret global economic and international business processes, changes in economic policy and related legislation relevant to economic policy and related sectoral policies and their effects, and to take them into account in their analyses, proposals and decisions;
- determine the complex consequences of economic processes and organizational events;
- apply economic problem-solving techniques and methods, considering the conditions and limitations for such application;
- cooperate with representatives of other disciplines;
- participate in a project, in a group task solution and, upon gaining practical knowledge and experience, to lead, organize, evaluate and control the activity;
- run a small and medium-sized enterprise or a unit in a business organization after gaining practical knowledge and experience;
- present a properly formulated professional proposal and position, both orally and in writing, in Hungarian and in a foreign language according to the rules of professional communication;
- use professional foreign language at an intermediate level.

c) an attitude that

- demonstrates problem-sensitive, proactive behaviour in the interest of quality work, constructiveness, cooperation and initiation in project and group work;
- shows openness to new information, new professional knowledge and methodologies, and to undertake new, independent and collaborative tasks and responsibilities; demonstrates the drive to improve their knowledge and working relationships in cooperation with their colleagues;
- manifests openness to changes in the broader economic and social environment of the given job, work organization, enterprise, striving to follow and understand these changes;
- proves receptiveness towards the views of others, sectoral, regional, national and European values (including social, ecological and sustainability aspects);
- accepts and recognizes the importance of career planning;
- strives for lifelong learning within and outside the world of work.

d) autonomy and responsibility

- in performing and organizing tasks defined in the job description under general professional supervision;
- for analyses, conclusions and decisions;
- in independently managing and organizing a company unit or work group, a small business, assuming responsibility for the organization and its employees.
- in organizing, leading and controlling economic activities relevant to their qualification in a business organization;
- for compliance with professional, legal, ethical norms and regulations regarding work and conduct;
- for carrying out tasks as a member of projects, teamwork and organizational unit;
- in giving lectures and conducting discussions independently and when participating in professional fora within and outside a business entity.

8. Features of the academic programme

8.1. Professional characteristics

8.1.1 Fields of expertise leading to the qualification:

- knowledge of economics, methodology and business (mathematics, statistics, IT, micro and macroeconomics, international economics, finance, industrial organization, economic law, marketing, accounting management, business communication, technical language, environmental economics, other core business knowledge) 80 -90 ECTS;
- social sciences (European Union, general and economic law, economic history, sociology, psychology, philosophy) 10-20 ECTS;
- business and management professional areas (corporate finance, accounting analysis, human resource management, marketing management, leadership and organization, value chain management, decision theory and methodology, management accounting, business ethics, strategic planning, operations management, process and quality management, human resource management, team management, public management, organizational methods, information management, and optional specializations) 70-90 ECTS.

8.1.2. The number of special knowledge credits that can be acquired in fields related to business administration and management shall not exceed 30 ECTS within the programme.

8.2. Foreign language requirements

To obtain a bachelor's degree, students are required to hold a state-recognized, intermediate (B2) level complex foreign language examination for special purposes of the given professional area or a state-recognized, advanced (C1) level complex general language exam or an equivalent general certificate of education or diploma.

8.3. Internship requirements

The internship, as defined in the curriculum of the programme at the institution, means one semester, at least 12 weeks, of continuous work placement.