

50. BACHELOR'S DEGREE PROGRAMME IN COMMERCE AND MARKETING

1. Title of degree programme: commerce and marketing

2. Level and name of the qualification in the award

- level of qualification: bachelor's degree (baccalaureus, bachelor; abbreviated BSc)
- qualification in Hungarian: "közgazdász kereskedelem és marketing alapképzési szakon"
- qualification in English: Economist in Commerce and Marketing

3. Field of study: economics

4. Programme duration in semesters: 7 semesters

5. Number of credits to be accumulated for the bachelor's degree: 180+30 ECTS

- orientation of the programme: practice-oriented (60-70 per cent)
- minimum number of credits of related practical training outside the institution: 30 credits, of which the number of credits for the dissertation: 10 ECTS,
- minimum number of credits for optional subjects: 10 ECTS

6. * Classification of fields of study according to the Standard Classification of Fields of Vocational Education and Training: 341/0416

7. Programme objectives and professional competences of the bachelor's degree

The aim of the programme is to train business professionals with knowledge and skills in commerce and marketing, economics and business, who are capable of demand-driven procurement and sales of various products and services, and of organising and managing the commercial activities of small and medium-sized enterprises. They are prepared to continue their studies at master's level.

7.1. The professional competences to be acquired

7.1.1. The Economist in Commerce and Marketing at bachelor level possesses the following

a) knowledge

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- Knowledge of the basic and broad concepts, theories, facts and national and international contexts of economics relevant to the economic actors, functions and processes.
- Mastery of the basic theories and characteristics of the micro and macro levels of organisation of the economy, mastery of the basic methods of information gathering, mathematical and statistical analysis.
- Knowledge of the rules and ethical standards of working in or managing a project, team, or work organisation.
- Comprehensive knowledge of the basic facts, directions, and boundaries of the subject area of trade and marketing; the structure, functioning and interrelationships of economic and professional organisations; the behaviour of actors, and the external and internal environmental, behavioural, informational, and motivational factors influencing it.
- Knowledge of the key contexts, theories and concepts related to commerce and marketing.
- Familiarity with the concept, tools and methodology of marketing in the business and non-profit sectors. Knowledge of the role of marketing in the operation of the company or institution, the relationship of marketing with other processes and functions within the organisation.
- Knowledge of the process of consumer and customer behaviour, the field of consumer protection.
- Knowledge of the processes, legal and ethical requirements of sales and business activities. Knowledge of the operation and organisation of commercial enterprises, the main work processes and techniques of commercial activity. Knowledge of logistics processes.
- Knowledge of the methods and background of e-business.
- Knowledge of the basic professional vocabulary of economics in the mother tongue and at least one foreign language.

b) skills

- Ability to plan and organise economic activities and projects, and to manage and control small businesses and business organisations. Ability to identify, organise and analyse facts and basic relationships by applying the theories and methods learnt; to

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draw independent conclusions, to make critical observations, to prepare proposals for decisions, and to make decisions in routine (domestic) as well as partly unfamiliar (international) contexts.

- Ability to track and interpret global economic and international business processes, changes in economic policy and related policies and legislation relevant to the field, their effects; and to take them into account in analyses, proposals, and decisions.
- Ability to carry out a basic analysis of the concepts that make up the knowledge base of the field of commerce and marketing, to synthesise the interrelationships, and to carry out appropriate evaluative activities.
- Ability to navigate short- and medium-term marketing and sales decision-making processes, to recognise and adapt to rapid market changes.
- Ability to prepare marketing research tasks in preparation for marketing and commercial decisions, to formulate the research design, to conduct the research, and to analyse basic interrelationships.
- Ability to use corporate commercial and marketing databases, analyse secondary marketing research information and data, to use specific software required.
- Ability to work effectively in economic, marketing and commercial projects and in business organisations,
- Ability to lead marketing and commercial departments, businesses.
- Ability to understand and use the typical online and printed literature in the field of commerce and marketing in Hungarian and foreign languages.
- Ability to present professional proposals and positions, professionally formulated from a conceptual and theoretical point of view, orally and in writing, in Hungarian and in a foreign language, following the rules of professional communication.
- Ability to identify economic, marketing and commercial problems, to plan and implement their solutions.
- Ability to cooperate with other fields of knowledge and socio-economic subsystems.
- Ability to communicate in writing or orally, using and modern ICT tools in the mother tongue as well as in a foreign language.

c) attitude

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- In the interests of quality work, problem-sensitive, proactive, constructive, cooperative and takes initiative in projects and teamwork.
- Receptive to new information, new professional knowledge and methodologies, open to taking on new tasks and responsibilities that require autonomy and cooperation.
- Strives to develop knowledge and working relationships, in cooperation with colleagues.
- Strives to make self-development a means to achieve professional goals.
- Seeks to take decisions fully in line with the law and ethical standards even in complex or unexpected situations.
- Responsive to the views of others, and to sectoral, regional, national and European values (including social, societal and ecological, sustainability aspects).

d) autonomy and responsibility

- Under general professional supervision, independently carries out and organises the tasks defined in the job description.
- Takes responsibility for analyses, conclusions, and decisions.
- Independently leads, organises and manages a department, work group, company or small business organisation, taking responsibility for the organisation and its staff.
- Based on the resources available, interprets comprehensive or specific trade and marketing issues under professional guidance.
- Takes responsibility for the development and justification of professional commercial and marketing proposals.
- Assumes responsibility for compliance with professional, legal and ethical standards and rules relating to work and conduct.
- Gives presentations and leads debates independently. Participates independently and responsibly in the work of professional forums within and outside the organisation.

8. Characteristics of the bachelor programme

8.1. Professional characteristics

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8.1.1. The disciplines and specialist areas leading to the qualification, from which the degree is structured:

- economics, methodology and business (mathematics, statistics, informatics, micro- and macroeconomics, international economics, finance, corporate economics, business law, marketing, accounting, management, business communication, professional language, environmental economics, basic business studies) 80-90 ECTS;
- social sciences (EU, general and economic law, economic history, sociology, political science, philosophy) 10-20 ECTS;
- professional studies in commerce and marketing (corporate governance, economics of commerce, marketing management, organisational behaviour, corporate finance, marketing research, foreign trade techniques, marketing communication, logistics, media economics, and optional specialisations) 70-90 ECTS.

8.1.2. The maximum number of credits available in the specialist areas of commerce and marketing is 30 ECTS within the total number of credits.

8.2. * Work placement requirements

The work placement lasts one semester, with a minimum of twelve weeks of continuous practice as defined in the curriculum of the higher education institution.

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