

Curriculum
Bachelor course on Business and management
Full Time

with weekly hours (lectures, practice), requirement: credits

Code	Subjects	weekly total		Félévek																					Prerequisites Code														
		hour	credit	1.				2.				3.				4.				5.				6.				7.											
				lc	pr	l	re	cr	lc	pr	l	re	cr	lc	pr	l	re	cr	lc	pr	l	re	cr	lc		pr	l	re	cr	lc	pr	l	re	cr					
A	Knowledges of economics, methodology and business	71	81	6	6	3	0	18	7	9	2	0	20	11	14	0	0	28	4	6	0	0	11	1	2	0	0	4	0	0	0	0	0	0	0	0	0	0	
1	K%XMA1ABNF Mathematics	4	6	2	2	0	e	6																															
2	GMEST2ABNF Statistics I.	3	4						1	2	0	m	4																					2					
3	GMEST1ABNF Statistics II.	3	4											1	2	0	m	4																					
4	GIXCS1ABNF Basics of computer science and programming	4	5	1	0	3	m	5																															
5	GKXEC2ABNF Economics I.	5	5						2	3	0	e	5																					6					
6	GKXEC1ABNF Economics II.	5	5											2	3	0	e	5																					
7	GUEMR2ABNF Market research and data analysis	4	4											2	2	0	e	4																					
8	GIEEE2ABNF Enterprise economics	4	4						2	0	2	m	4																										
9	GKEBF1ABNF Basics of finance	3	4											2	1	0	m	4																					
10	GKECF2ABNF Corporate finance	4	4											2	2	0	e	4																10					
11	GUEBM1ABNF Basics of marketing	4	4											2	2	0	e	4																					
12	GIEBA1ABNF Basics of accountancy	4	4											2	2	0	e	4																					
13	GUXCT2ABNF Business communication training	2	3											0	2	0	m	3																					
14	GUXML1ABNF Methods of learning and creative solutions training	3	3	1	2	0	m	3																															
15	GUXTS2ABNF Building a tutoring system and modern basic learning skills	3	3						1	2	0	m	3																										
16	GUEST1ABNF Student tutoring	2	3											0	2	0	m	3																					
17	GMXBM1ABNF Basics of management	4	4	2	2	0	m	4																															
18	GMXHR1ABNF HR management and leadership techniques	3	4																1	2	0	m	4																
19	GKEPM1ABNF Projectmanagement	4	4											2	2	0	m	4																					
20	GKEEN2ABNF Environmental economics	3	4						1	2	0	m	4																										
B	Knowledge of social sciences	8	12	2	0	0	0	4	1	2	0	0	4	1	2	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
21	GKEPA1ABNF Public administration and economic law	2	4	2	0	0	e	4																															
22	GUXSO2ABNF Sociology	3	4						1	2	0	e	4																										
23	GUXEH1ABNF Economic history	3	4											1	2	0	e	4																					
C	Professional knowledges of Business and management	36	44	1	0	2	0	4	0	0	0	0	0	0	0	0	0	0	7	6	1	0	16	10	9	0	0	24	0	0	0	0	0	0	0	0	0	0	
24	GUXIT1ABNF Innovation management and technology transfer	3	4																1	2	0	m	4																
25	GUEIM1ABNF Integrated marketing communication	4	4																2	2	0	m	4																
26	GKESU2ABNF Economic support for start-up projects	3	4											2	0	1	m	4																					
27	GMPEM1ABNF Production management	3	4																2	1	0	m	4																
28	GUECM2ABNF Crisis and change management	4	4											2	2	0	m	4																					
29	GUECB2ABNF Consumer behaviour and organisational markets	4	4											2	2	0	e	4																					
30	GMESC1ABNF Supply chain management	3	4																2	1	0	e	4																
31	GMESP1ABNF Strategic planning	3	4																1	2	0	e	4																
32	GIECO1ABNF Controlling	3	4																2	1	0	m	4																
33	GIEDT1ABNF Decision theory and methodology	3	4	1	0	2	m	4																															
34	GMEQM2ABNF Process and quality management	3	4											1	2	0	e	4																					
D/1	Specialisation in Digital Manager	22	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	8	6	0	27	0	0	0	0	0	
35	GUEOM2ABNF Online marketing and social media management	3	4																					1	2	0	e	4											
36	GUEDM2ABNF Digital advertising tools and online media planning	4	4																2	0	2	e	4																
37	GKEAL2ABNF Agility in leadership	4	4																2	2	0	m	4																
38	GUXSP2ABNF SPSS data analysis training	2	3																0	0	2	m	3																
39	GKEDF2ABNF Digital finances	4	4																2	2	0	e	4																
40	GUEVC2ABNF Value creation in management practice	3	4																1	2	0	e	4																
41	GKPPW2ABNF Projectwork	2	4																0	0	2	m	4																
D/2	Specialisation in Projectmanagement and B2B marketing	22	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	6	7	0	27	0	0	0	0	0	
42	GUEBM2ABNF Business marketing, sales management	3	4																1	2	0	e	4																
43	GKEDF2ABNF Digital finances	4	4																2	2	0	e	4																
44	GKEAL2ABNF Agility in leadership	4	4																2	2	0	m	4																
45	GUEPP2ABNF Programme and portfolio management	3	4																2	0	1	e	4																
46	GKEBA2ABNF Business analysis of projects	4	4																2	0	2	e	4																
47	GUXSP2ABNF SPSS data analysis training	2	3																0	0	2	m	3																
48	GKPPW2ABNF Projectwork	2	4																0	0	2	m	4																

	Optional Courses		8	12	1	1	0	0	3	1	1	0	0	3	0	0	0	0	0	0	1	1	0	0	3	1	1	0	0	3	0	0	0	0	0	
49	G%V_1ABNF	Optional course I.	2	3	1	1	0	e	3																											
50	G%V_2ABNF	Optional course II.	2	3						1	1	0	e	3																						
51	G%V_1ABNF	Optional course III.	2	3																	1	1	0	e	3											
52	G%V_2ABNF	Optional course IV.	2	3																						1	1	0	e	3						
	Kritériumtárgyak		5	4	0	2	0	0	1	0	1	0	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
53		Physical training I.	1	1	0	1	0	t	1																											
54		Physical training II.	1	1						0	1	0	t	1																						
55		Physical training III.	1	1											0	1	0	t	1																	
56		Physical training IV.	1	1																	0	1	0	t	1											
57	GDIPAT1BNF	Patronize	1	0	0	1	0	s	0																											
	GKGIP1ABNF	Internship	33	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	m 20
	GKTH1ABNF	Thesis	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	m 10	
		Total	150	210	10	9	5	0	30	9	13	2	0	28	12	17	0	0	33	11	13	1	0	28	12	12	0	0	31	9	9	6	0	30		
		Signature (s)	1					1						0					0						0									0		
		Exam	22					3					3						4					4								3		5	0	
		Three-step assessment (t)	4					1					1						1					1								0		0	0	
		Mid-term mark (m)	25					4					4						4					3								5		3	2	
		Total criterias	52					9	0	0	0	8	0	0	0	0	0	9	0	0	0	0	8	0	0	0	8	0	0	0	8	0	0	2	0	

Final exam	Bachelor course on Business and management	lc	pr	l	re
	Complex economic topics (1)				
GIEEE2ABNF	Enterprise economics	2	0	2	m
GKECF2ABNF	Corporate finance	2	2	0	e
GUEBM1ABNF	Basics of marketing	2	2	0	e
GMESC1ABNF	Supply chain management	2	1	0	e
	Specialisation in Digital Manager				
GUEOM2ABNF	Online marketing and social media management	1	2	0	e
GKEDF2ABNF	Digital finances	2	2	0	e
	Specialisation in Projectmanagement and B2B marketing				
GKEAL2ABNF	Agility in leadership	2	2	0	m
GUEBM2ABNF	Business marketing, sales management	1	2	0	e