



# MODULES FOR INCOMING STUDENTS

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# GUIDE

## FOR STUDENTS

Dear Students,

This pdf lists academic modules that are available for incoming non-art exchange students in Academic Year of 2020/2021.

Please note that further changes are possible and you should use it as a guide only.  
Module = unit of study; in other systems referred to as 'course', 'subject' or 'unit'.

**Incoming students cannot choose modules across all academic areas**, only can choose from one module and plus subjects from Optional Courses module up to 35 ECTS all together.

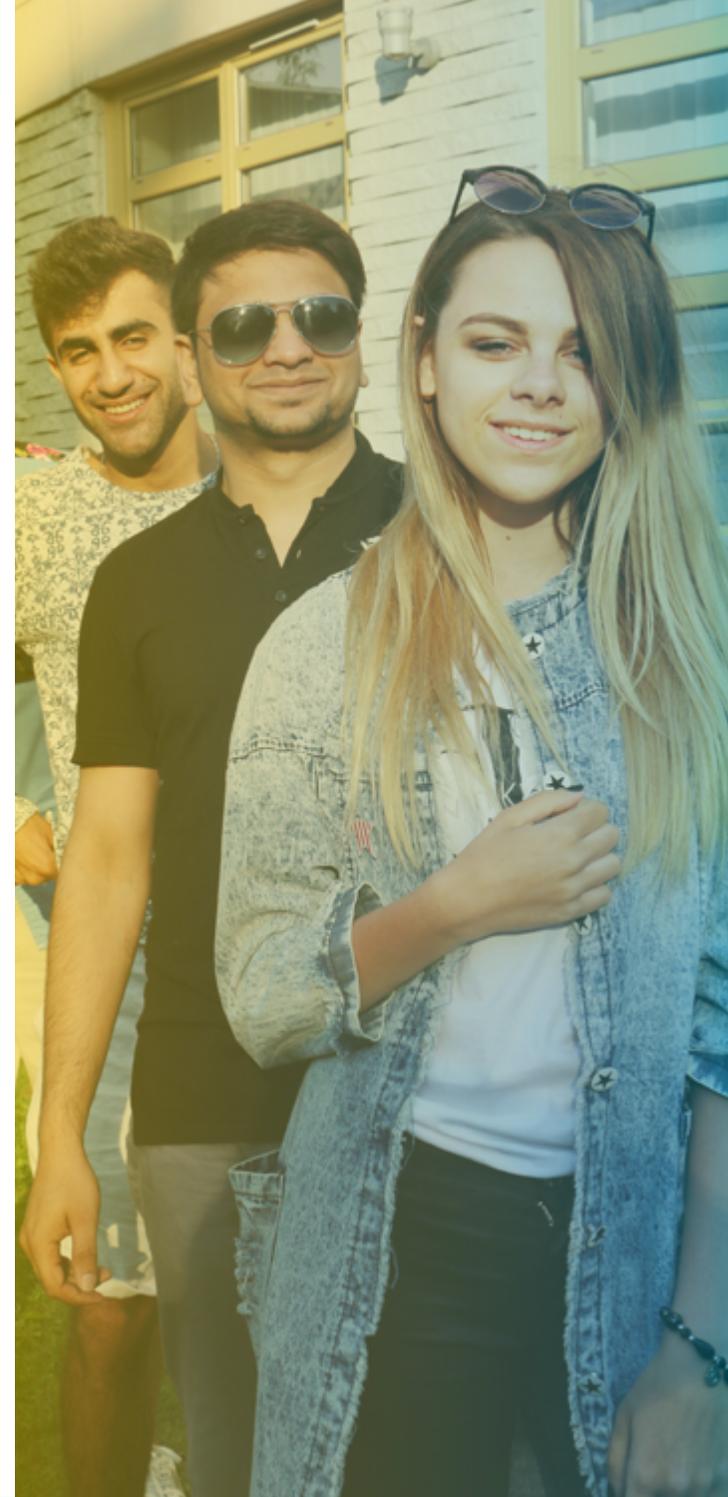
Till the registration period, which usually happens during August, we will try to expand the Optional Courses selection.

Regarding your Learning Agreement, **based on the modules list, you can fill out your LA**, but please be aware that it can happen that you will have to change it, using the During the Mobility section, in case any of the courses fill up or being cancelled.

For communication, please use [erasmus@metropolitan.hu](mailto:erasmus@metropolitan.hu)

### Abbreviations used in the course list:

- L** number of lectures / week
- S** number of seminars / week
- C** credits





# BACHELOR'S MODULES

# BUSINESS MODULE

JUST FOR BUSINESS STUDENTS

Semester: **AUTUMN**  
Program: **NON-ART**  
Level: **BACHELOR**



COURSE NAME	L	S	C	DESCRIPTION
Advertising and Media Planing	2	2	6	The aim of the course is to provide students with a general understanding of the process of advertising and media planning. Special focus will be directed towards the advances of the internet era and its consequences on advertising and media planning. Students will get an insight into how agencies work, understanding the process from the brief to the implementation. The various roles and responsibilities within an agency will be discussed in detail. Alongside the lectures the seminars provide an opportunity for students to practice numerous exercises and their creative approaches. The seminar will serve as a platform for students to work in teams and present their results in front of their classmates. They will also get the opportunity to take part in a contest, along with students of other higher institutions where the task is the presentation of a specific brief.
Commerce and Trade	2	0	3	The objective of course is to introduce students to the current trends and developments in international trade and commerce. The course examines the recent changes in the international business environment, the impact of globalization, the regulatory landscape and institutions. The role and responsibility of multinational enterprises, as well as the cultural and ethical context of doing business is reviewed. Students get acquainted with the variety distribution channel options, various forms, trends and strategies of the retail market and the opportunities presented by e-commerce.
Controlling	2	0	3	Students get an overview on the conceptual basics, objectives and contents of Controlling. They learn to understand the triangle of controlling targets: result, liquidity and value. Moreover, the difference between management accounting and financial accounting is being explained. The underlying methods of business process and business performance analysis are being practiced and the basic approaches of budgeting and cost management are discussed.
Integrated Marketing Communications	2	0	3	The aim of the course is to provide students with an understanding of integrated marketing communications. The lectures will deal with classical and new tools of communication and focus will also be given to new tools of communication that allow for customer feedback. The integration of marketing tools and communication tools are essential in the 21st century and students completing this course will understand and be able to evaluate the necessity of each communication tool and their integrated application. The lectures will also introduce the relationship of successful brands and integrated marketing communications.
International Economics	2	2	7	Students will be familiarized with the basic ideas and concepts of the international economics. The main topics are crossborder activities, international specialization, foreign trade, flow of capital and international finances. The course gives some historical perspective of these topics, and some ideas of the consequences of the ongoing processes in the future.
Management and Organization	2	0	3	For each course, students will have a number of readings assigned. The reading assignments are compulsory for all students. The reading materials will be given at least 1 week in advance and will be on the specific topic of that week. The course is designed to facilitate a better understanding of the theoretical concepts of organizations and the processes of management. The key concepts of the course include basic management functions, behavioural aspects of management, as well as contemporary tendencies in the theory of organizational management.
Managerial Accounting	2	2	6	The object of the subject is to make the students aware that the accounting is not a separate activity in the firm, but it is an information system to provide different type of information in an effective way to the internal and external users of annual report. The communication role of accounting will be familiarized with the student, stressed out the importance of methodology of accounting in business life.
Principles of Accounting	2	2	7	Management Accounting study gives a summary on information which need to the management to make different decisions. The aim is to teach the student what kind of information and data are necessary to the management, in what level these shall be provided and which division in the business activity. The students learn the basis of the planning procedures, correspondences, analysis of budgets and costs. After learning the methods of calculations, the students will learn the book-keeping of the whole production activity, using nature of costs, cost centres and cost objects. It will give them a wider and deeper understanding of cost recognition and analysis. Students will be able to determine and understand the role of the Managerial Accounting and will be prepared to realize the connection between Managerial Accounting and Controlling.
Principles of Marketing	2	0	3	Principles of Marketing provides an introductory study of the marketing process in organisations and society. Among other topics, the course examines the marketing environment, consumer behaviour, market research, and the marketing mix.
Public Relations Theory and Practice	2	2	6	We are going to talk about the main objects of the practice of today's modern communication. The course will contain questions about public relations practices, what a student will do in a work organization after their studies. How a student can choose between companies, agencies, non-profit organizations, or the public sector.

# BUSINESS MODULE

JUST FOR BUSINESS STUDENTS

Semester: **SPRING**  
Program: **NON-ART**  
Level: **BACHELOR**

COURSE NAME	L	S	C	DESCRIPTION
Business Economics	2	2	7	Building on microeconomic studies, students become familiar with the economic laws that influence corporate operations and gain insight into game theory methods essential to strategic business decisions. During the semester, we briefly review the key areas of business operations (finance, marketing, HR) and their connections, as well as the decision-making issues that arise in these areas. Finally, students will learn how to apply game theoretic models in some important strategic business situation (merger, acquisition, forming joint ventures, etc.)
Digital Marketing Solutions	2	2	6	The aim of this course is to give an overview of the logic, tools and solutions of digital marketing, as well as to give a practical toolbox how to prepare, run and evaluate digital campaigns. During the semester, actual trends and latest technologies will also be reviewed.
Globalization and Regions in World Economics	2	0	3	The courses will focus on historical and contemporary trends in world economy .Familiarisation with different connections to world economy. Great eras of the global development. Different economic models of the global development and the divergence and convergence both regionally and historically. Successful and not successful convergence models in the different great regions.
Human Resources Management	2	0	3	Create an understanding of the concepts and functions of human resource management, and also how relate the management of human resources to a firms business strategy have taken three approaches: matching personnel activities with strategies, forecasting manpower requirements given certain strategic objectives and presenting means for integrating human resource management into the overall effort to match strategy and structure.
International Business Strategies and Competitiveness	2	0	3	Competitiveness is one of the most used and abused words in economics. The aim of the course is to give students an introduction to the theory and practice of competitiveness. The course builds on a political economic thinking and focuses on economic, political, social and technological factors behind international competitiveness of countries, regions and firms.
International Trade and Finance	2	0	3	International business transactions demand more and more special skills and understanding of international problems from managers and entrepreneurs. This course focuses not only on the multinationals, but medium- and small sized firms and their usual and practical problems as well. The general topics covered are: theories of international trade, finance and investment and application of management of international business transactions, terms of delivery, terms of payments.
Introduction to e-business	2	0	3	The objective of the course is to equip students with the necessary tools to be able to turn their ideas of starting an online business to reality. The subject describes from a business point of view how to plan, operate, design and finance a successful internet based business.
Logistics	2	0	3	Objective of this course is to introduce the terms, fundamental methods, processes and ways of thinking of the logistics
Market Research	2	2	6	To familiarize student with the theoretical and practical aspects of market and marketing research. The course will explore the various techniques and processes of marketing research including secondary and primary research methodologies data collection methods. Students will learn how to design and conduct marketing-related research projects using a wide array of research tools and methods. Students will also be taught how to evaluate research reports and how to write and interpret the presented data. Thus, students will learn how to make informed marketing decisions based on valid and reliable research data. The variety of case studies will provide a wide range of practical situations to illustrate how marketing research is being adopted and used in the commercial world to assist decision making relating to the various elements of the marketing mix including product, price, distribution, promotion and the estimation of future trends.
Project Management	2	2	6	Objective of the course is to give practical experience in project work elaborating small project planning processes in teams, besides getting introduced into some theoretical foundations.
Strategic Planning	2	0	3	The Strategic Planning course describes strategy as a future oriented way of thinking. Analysing business environment, stakeholder model is the starting point of methodologies. We learn strategic documents forming a pyramid management and action plans. Classical strategic methodologies are in the centre of the course, such as stakeholder model, competition analysis with five forces, value chain model, generic strategies, balanced scorecard system. There are some less known strategic topics also part of the course, such as future-oriented technology analysis, hype cycle, organization's behavior in strategy forming. After this course students will be able to understand typical situations of firms and suggest a strategy for them.

# COMMUNICATION

## MODULE

Semester: **AUTUMN**  
 Program: **NON-ART**  
 Level: **BACHELOR**

**JUST FOR  
 COMMUNICATION  
 STUDENTS**



COURSE NAME	L	S	C	DESCRIPTION
African Studies	2	0	3	African studies provide adequate information about the diversity of the African continent, its relation to the World, its historical, social, political, economic and cultural dimensions. The course addresses general themes and specific problems, challenges of countries and regions of the continent as well. The interdisciplinary approach enables students to enhance their analytical skills, to be able to carry out smaller independent researches and obtain practical experience in their fields of expertise.
Communication I.	2	0	3	Teaching objectives of course-unit (description of 2-3 lines) (sample unit): The course provides a general introduction to the main notions of interpersonal, social, mass, verbal communications. It discusses the basic terms of human communication, like social norm, social role, coding, decoding, source, receiver, noise, gatekeeper, regulator, filter etc. It also describes the main channels of communication: verbal, nonverbal, visual.
Contrastive Cultures	2	0	4	The course is the first semester of a two-semester survey of the English-speaking community with the first semester focusing on two major themes: English as a globalized phenomenon and introduction to American studies including the origins and early spread of English, globalization and the rise of English as lingua franca, language contact, issues and attitudes; cultural narratives and myths, basic facts about the USA, the American Dream and American football as a way to understand American culture and society.
Creative Communication I.	0	2	3	To discover how the communication patterns influence the problem creating and resolution. To overrun the oral and written toolbox of assertive and problemsolving communication and learn the principles of the storytelling.
Diplomacy	2	0	3	This course introduces the rules and practices of diplomacy while providing students with the opportunity to meet practicing diplomats. The aim is to provide students with a realistic and comprehensive idea of what it is like to work at different levels and in different roles in diplomacy and at the same time, to familiarize them with the history, norms and rules of international affairs, as well as with the skills required to become a good diplomat.
Economic Communication	2	0	5	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic business, economic and organisational issues: the business environment, the purpose and factors of business activities, the importance of decision-making. We will go through different problems and conflicts between stakeholders, economic and political players, objectives of governments and how to communicate different economic issues. The course also introduces topics of leadership, HR, organization structure and business finance.
International Systems in World History	2	0	3	This course introduces the major developments in world history from the beginning of civilization until the end of the 15th century. The goal of this course is to familiarize students with the historical roots of today's diverse civilizations, their differences as well as their interlinkages.
Introduction to International Relations	2	2	6	The course provides a general introduction to the study of world politics. Starting from a discussion of the specific nature of international – as opposed to domestic – politics, the course proceeds by introducing the major conceptual and analytical tools that help us understand global politics better and in more depth. The course introduces empirical knowledge about world politics through a focus on a number of concepts/institutions (state, sovereignty, nation, peace, war, diplomacy, security, etc.), and mainstream theories (realism, liberalism, social constructivism). The main goal of the course is to give students an overview of the more specialised fields of the discipline of international relations, and to contribute to their critical understanding of the present state and future evolution of world order.
Network Communication I.	2	0	3	This course is an introduction to network communication in the information society of today and tomorrow. Using the second edition of Paul Levinsons book "New New Media" students will get a many-sided overview of the different aspects of the information society and network communications. The basic question of the semester is: how do social networking sites take over functions of traditional media? An important aspect of the semester will be the comparison between Hungarian and international/US developments. Each student will choose (or will be given) a topic from the list below and will give a brief presentation during class.
Online Media Studies	0	2	4	Practical knowledge about online journalism
Political Communication	2	0	4	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic political and communication issues: the players in the political communication process, institutional communication, the role and the freedom of press, the history of political communication, examples from the USA, political rhetoric, political campaigns, political debates, opinion polls, and the role of social media.
Social Studies I. Project	0	4	6	The aim of this introductory course into social studies is to sensitize students to some of the major problems of society, to increase students' cultural and historical awareness and self-understanding, and to develop their research and analytical skills.
Television Studies	0	2	3	The aim of the subject is to give an overall view of how to produce television news programmes. It includes teaching the basic knowledge of television programming, how to read out news item in front of a camera or recording live short interviews.
Writing Articles	0	2	4	In this 12-week course, students are taught to basic principles of writing for classical, high-quality print media. Subjects covered include the importance of considering and writing for the target audience, the need for context and comparisons when presenting numbers or performance claims, the use of percentages when presenting trends (and common errors encountered with percentages), what a press release tells you and what it doesn't, the different possible approaches between news and feature stories, the use of 'colour' leads, story structure and the importance of the 'nut' paragraph to guide and focus reader attention.



# COMMUNICATION

## MODULE

JUST FOR  
COMMUNICATION  
STUDENTS

Semester: **SPRING**  
Program: **NON-ART**  
Level: **BACHELOR**

COURSE NAME	L	S	C	DESCRIPTION
Basic Media Studies	0	2	3	This course is designed to give an introduction to media ethics, the role that the media currently plays in our social lives, and the impact of media on the mentality, attitude, behaviour of media conglomerates.
Contrastive Cultures	2	0	4	The course is the first semester of a two-semester survey of the English-speaking community with the first semester focusing on two major themes: English as a globalized phenomenon and introduction to American studies including the origins and early spread of English, globalization and the rise of English as lingua franca, language contact, issues and attitudes; cultural narratives and myths, basic facts about the USA, the American Dream and American football as a way to understand American culture and society.
Economic Communication	2	0	5	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic business, economic and organisational issues: the business environment, the purpose and factors of business activities, the importance of decision-making. We will go through different problems and conflicts between stakeholders, economic and political players, objectives of governments and how to communicate different economic issues. The course also introduces topics of leadership, HR, organization structure and business finance.
Global Cultural Anthropology	2	0	3	Cultural Anthropology studies human nature, as well as the countless imagined realities humans have created: religion, state, money, morality etc. By now, globalization has become a fact and not an option that can no longer be stopped or reversed. It has unified mankind into one civilization but has also created tremendous tension in most human communities and is endangering the future of our planet. In a truly multidisciplinary fashion, using the latest knowledge gained from Biology, Psychology, Genetics, Sociology, Cognitive Neuroscience, Economics and Game Theory, the course will try to synthesize our current scientific understanding of humanity and human societies. Every one of us feels that mankind is approaching a crossroad and either we must find solutions for the globalized world order or we will perish. Students will be expected to contribute finding answers and solutions.
History of Modern International Relations	2	0	3	The goal of this course is to provide an overview of the major transformations in international history since around 1500 that shaped our present. The approach adopted here blends the need to cover the major historical developments over a relatively long time period with a focus on a selected number of issues central to contemporary global politics.
International Organizations	2	0	3	The course aims to provide students with a general overview as well as substantial knowledge of the ways the world is governed by international organizations and other forms of global governance. The course introduces the major theoretical approaches to international governance as well as the history of the field. The largest part of the course is taken up by the discussion of issue specific domains and the relevant institutional organizations and regimes. The course places special emphasis on the move from international government to international governance, and on the relations and tensions between these two forms of governing the world. By the end of the course students should be familiar with, and have a critical understanding of, the global regimes regulating our life
Media Market and Media Law	2	0	4	The course provides basic introduction in the operation of European media law. In the framework of this the course reviews the main characteristics of the media market which are determining the regulation of audio-visual media activities, gives a historical background to understand European and Atlantic media policy, gives an overview about the theories behind media regulation, provides a typology on media systems, reviews the European media regulatory systems, studies the different areas EU's media regulation.
News Editing	0	2	3	The aim of this course is to equip students with the necessary writing skills to successfully write their thesis or dissertation in English. Throughout this course, students will develop their academic language and writing style as they are walked through the process of writing a research paper in their chosen discipline. The topics and order in which they are taught are subject to change based on students needs.
Political Communication	2	0	4	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic political and communication issues: the players in the political communication process, institutional communication, the role and the freedom of press, the history of political communication, examples from the USA, political rhetoric, political campaigns, political debates, opinion polls, and the role of social media.
Public Affairs	0	2	5	This course offers a basic English terminology in public affairs. The lessons from general principles of the modern public institutions go over the development process of the emerging of interest group society. The course provides understanding of differences in British and American use of basic political science terms of the lobbying, the government relations of businesses and corporate social responsibility. During the classes the students are developing their skills in cooperation with colleagues from different countries and cultures, they improve their presentation methods and performance as well as the individual analytical capacities.
Public Diplomacy	2	2	6	This course aims to help participants form an understanding of what public diplomacy is, understand relevant concepts, analyse issues and organisations in the field. The course takes the position that cultural diplomacy - distinguished from propaganda and advertising notions - is of central importance to successful public engagement. By the end of the course student will be able to understand the concept of public diplomacy and related terminologies including: culture, identity, influence, soft power, nation branding, propaganda, trust, mutuality and E-diplomacy
Radio Studies	0	2	3	Practical knowledge about radio studies
Social Studies II. Project	0	2	3	The aim of the course is to focus students attention to some of the important areas of interaction and conflict between citizens and the various institutions they have to deal with throughout their lives. The course also aims to increase students! cultural and historical awareness and self-understanding.

# TOURISM MODULE

JUST FOR TOURISM STUDENTS

Semester: AUTUMN  
Program: NON-ART  
Level: BACHELOR



COURSE NAME	L	S	C	DESCRIPTION
Attractions Management and Experience Design	2	0	3	The aim of this course is to analyse how attractions are managed and how they design exciting experiences for visitors. The typology of attractions will include museums, heritage sites, arts venues, festivals and events, circuses, zoos and wildlife parks, themed hotels and restaurants, theme parks, spas and waterparks. Students will learn how to create unique and innovative experiences in a range of contexts focusing on the different needs of visitors according to age, gender, lifestage, culture and other factors.
Catering and Gastronomy Studies	2	0	3	Providing basic knowledge about the catering and hospitality businesses, introducing the history and development of Hungarian and international catering, their milestones, definition, content, goals and duties, areas of activities, areas of business inside catering, personal and technical assets, and also the specific features of hospitality and culinary businesses/outlets. Trends in gastronomy, national, fusion and international cuisines and beverages and their future visions. Healthy food and drink concept (also Organic goods), religious requirements and special needs for people with allergies and food sensitivity.
Leisure and Tourism Studies I.	2	0	3	The subject provides an overview of the essence of Leisure and Tourism as a socio-economic socio-cultural and environmental phenomenon, and of the system. Completing the course, the student is able to view the tourism market system and see its relationship with the leisure market. The student is capable to interpret tourism statistics and to draw conclusions from them regarding the operation of one's own or another enterprise. He or she understands the processes and positive impacts of tourism on the quality of life, and to consciously increase his/her quality of life. Not only is the student able recognize the types of tourists, but also the motivational factors of their demand, so that he or she is able to offer them tourism products accordingly. Students get an insight into the process of tourism product development (types of resources, attractions, elements of infrastructure and superstructure, and their construction). He or she is able to draw conclusions from the past and present characteristics of the tourism market for the near future, i.e. to recognize trends and adapt to them.
Tourism Geography	2	0	3	During the course students get acquainted with relationships between tourism and elements of its physical and human environment. Besides recognising the geographical principles of travelling and the spatial distribution of the main sights, tourist activities will also be discussed. The primary objective of the course is to appreciate the role of tourism in the past, the present and the future in terms of its importance to places, countries and individuals. Evaluating the impacts of tourism is a further aim of the course. Students will learn about the physical and human geographical endowments of the world's top tourism destinations, the main outbound markets and Hungary. In addition, focus will be put on constructing and reconstructing tourism places and spaces considering the conditions of supply and demand in the tourism sector.



# TOURISM MODULE

JUST FOR TOURISM STUDENTS

Semester: **SPRING**  
Program: **NON-ART**  
Level: **BACHELOR**

COURSE NAME	L	S	C	DESCRIPTION
Hotel Management	2	2	6	Students will learn about the history of the hotel industry, commercial accommodations and their qualification criteria, the characteristics of the hotel, the operation of the equipment and personnel conditions, forms and those carrying out the methods, management and other areas of work tasks, the hotel workflows, the operation of the hotel sector of activity the most important and most current professional knowledge related to the management of the most important requirements related to operation. The learned basic skills in the theoretical frameworks are synthesized in the implementation of various practical tasks within the framework of the seminar trainers help.
Introduction to Health Tourism	2	0	3	This course focuses on the development of health tourism. This includes wellness and spa hotels, thermal baths, and spa destinations and resorts. There will firstly be an analysis of typologies of health tourism, for example, medical tourism, spa tourism and wellness tourism. Typical destinations and products will be identified, as well as target markets. The course will also examine the nature of planning for health and wellness tourism, including developing and designing wellness hotels, spa resorts and medical tourism destinations.
Leisure and Tourism Studies II.	2	0	3	The subject provides an overview of the essence of Leisure and Tourism as a socio-economic socio-cultural and environmental phenomenon, and of the system. Completing the course, the student is able to view the tourism market system and see its relationship with the leisure market. The student is capable to interpret tourism statistics and to draw conclusions from them regarding the operation of one's own or another enterprise. He or she understands the processes and positive impacts of tourism on the quality of life, and to consciously increase his/her quality of life. Not only is the student able to recognize the types of tourists, but also the motivational factors of their demand, so that he or she is able to offer them tourism products accordingly. Students get an insight into the process of tourism product development (types of resources, attractions, elements of infrastructure and superstructure, and their construction). He or she is able to draw conclusions from the past and present characteristics of the tourism market for the near future, i.e. to recognize trends and adapt to them.
Tourism Destination Management	0	2	3	In this course, it is shown that the destination lies at the core of the travel and tourism system. The relationship between the destination and the wider tourism industry is discussed and contextualized. The course introduces a range of issues relating to the management and marketing of destinations before concluding with a series of thoughts for the future. A seminar session is adjoining to the topics of these lectures. The Leisure and Tourism Studies courses are prerequisites to this course. Participation is strongly advised.
Tourism Marketing	0	2	3	During the following practical sessions, students do not deal with the so-called mainstream tourism marketing definitions, but they dive into the practical challenges and implementation of tourism brand communication. Today, this type of approach is particularly on the agenda, as tourist destinations and attractions have made more or little use of the potential of tourism branding as an increasingly strong trend in the world over the past twenty years due to the reorganization of national and local tourism management agencies. Brand communication has become such a top priority. This complete turnaround subject also involves the task of first understanding what successful branding is all about, and secondly, acquiring the capabilities of profiling with truly unique attributes.
Travel Agency Management	2	2	6	The aim of the subject is to provide students with up-to-date, thorough and comprehensive knowledge on the main and additional activities of the tour operator companies and travel agencies, on the process of organizing package tours and holidays, selling these tours and other travel related products, as well as on managing tour operator companies/travel agencies. The subject integrates the knowledge gained earlier about tourism, economy and accountancy, and prepares students to make well established business decisions in the future. In the course of the lectures students learn about the concepts and aims of the tour operator/travel agency management, the characteristics of the business lines at tour operator companies, and the economy and management of the tour operator companies. Moreover, the course provides students with a general overview about the financial indicators and the financial management of tour operators/travel agencies highlighting on income, expenses, profit and resources and shows how to use these data in order to make management decisions. On the seminars students learn the bases of the operative management and the business planning in a practical way.

# OPTIONAL COURSES

## MODULE

Semester: AUTUMN & SPRING  
 Program: NON-ART  
 Level: BACHELOR



COURSE NAME	L	S	C	DESCRIPTION
Academic Writing	0	2	3	Developing research questions; creating a thesis statement; conducting academic research; outlining research into organized sections; writing an introduction; writing body paragraphs; academic writing strategies and rules; argumentation skills; writing a conclusion; academic paper formatting; properly citing sources
Between East and West	0	2	3	East and West as cardinal points, Continents, Europe, Central Europe – a definition; Physical and symbolic geography; Three Historical Regions of Europe; Fault lines in Europe; Debate on an imaginary region; The Ottoman Empire; Austro-Hungary; Cold War; Change of system in 1989; Symbols in public spaces
Business Presentation and Correspondence	0	2	4	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of presentation techniques and letter writing. We are going to focus on different important topics: the structure and purpose of a talk, how to make an impressive beginning, how to maintain the level of interest of the audience, how to conclude and what techniques to use to deliver a professional presentation, e.g. dramatic language structures, etc. We are going to practice letter writing: language, structure, image and other important things to be able to project a positive image about the writer and the subject.
Intercultural Communication through Central European Film 1957-2010	0	4	4	The aim of this course is awareness raising, identifying sensitive issues, observing and interpreting body language, comparing your culture with others through discussing Central European films, 1957-2018. We will survey major directors and their key films mostly from Hungary but also from Germany, Romania, the former Czechoslovakia and Yugoslavia.
International Negotiation Techniques	0	2	3	Teaching objectives of course-unit: This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country-specific information about the use and effectiveness of the different techniques.
International Protocol and Etiquette	2	0	4	The course provides the students with theoretical and practical information referring to business etiquette and protocol in international environment.
Japanese Business and Culture	0	2	3	As Japan has become a key part of the intricate global business environment, the foreign businessperson working in Japan or with Japanese companies outside of Japan may encounter a wide variety of communication gaps arising from differences in cultural values and assumptions, business customs, and language. This course is designed to provide practical insight and strategies for navigating the seemingly opaque waters of business communication in Japan by discovering Japanese language, society, religions, economy, communication, business organizations, negotiating techniques.
The History of Film Music	0	2	3	The first two-thirds of the course focuses on Hollywood film scoring ranging from the silent era, the early sound film, the classic studio era up to the 1958 AFM strike. The director's individual style of using film music is shown through the examples of two giants of filmmaking (Hitchcock and Kubrick). Important Hollywood composers of the recent past and present are discussed next. The last few lessons take a look at some films outside Hollywood, including the James Bond films that show the incorporation of pop music into film scores as well as some interesting European tendencies. The last lesson features examples of rejected scores where students must think with the mind of a filmmaker in making the right musical selections. Each lesson is illustrated with a rich selection of film excerpts with isolated scores, unavailable anywhere else
Advanced English	0	4	4	The aim of the subject is to prepare students for the available and approved C1 level English exams, both for the written and oral parts, putting emphasis on incorporating the latest topics/themes. After the so-called intermediate plateau, it is a demanding task for most students to take their knowledge to a higher level, even though nowadays it is a must in an international environment. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent communication and understand even business-related texts and topics. They are also expected to do individual research into certain topics.
Business English	0	4	5	This course is tailored to give insight into the basics of economic and business studies, and it provides the students with the basic concepts and practices of the subject. Students are expected to analyze texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent business communication and understand business-related texts and topics. They are also expected to do individual research into certain topics.
Business and Economic Terminology	0	4	7	The course starts with introduction and setting course objectives. The topics discussed during the term cover basic economic and financial issues: services, service activities, characteristics, service quality and management, tourism industry and types of tourism, their effects on the environment, sustainable tourism and further environmental topics.
Hungarian as a Second Language I.	0	4	4	A beginner Hungarian language course for foreigners staying in Hungary for a short period. It introduces basic communication skills, sounds, pronunciation and basic language structures. The course also presents the most important aspects of Hungarian culture and civilization. Introduction, basic activities, numbers, countries, positioning, flat, time.



# MASTERS'S MODULES

# BUSINESS MASTER MODULE

JUST FOR BUSINESS MASTER STUDENTS

Semester: **AUTUMN**  
Program: **NON-ART**  
Level: **MASTER**



COURSE NAME	L	S	C	DESCRIPTION
Controlling Systems	2	2	6	The aim of course is that the students get an overview on the conceptual basics, objectives and contents of the controlling system's concept based on accounting procedures and the management accounting knowledge. Further goals are the introduction of the budgeting process, analysis and the appropriate information system, and preparing students to be able effective role in the real organizations, develop and operate controlling system.
Creative City Development	2	0	3	The main aim of this course is to identify how cities can develop creatively to improve local quality of life and become competitive tourism destinations. This includes initiatives related to heritage, architecture, arts, gastronomy, literature, films, music, design and festivals. By the end of the course, students will understand the role that attractions and events play in the development of cities and how these can be managed and marketed creatively.
Creative Experience Design	0	2	3	This course focuses on what creativity and experience can mean in a range of contexts, including guest experiences and leisure attractions. The framework will include an overview of experience economy as well as Creative thinking theory. The course will discuss how approaches can be implemented to actual situations. We will highlight the complexity of the perception of experiences, i.e. how many different ways one can perceive and translate the very same experience. We look at the use of technology-based and non-technology-based experiences. Attention will be paid to the needs and interests of different target segments and the role that leisure and lifestyle trends play in influencing interests and preferences, including the growth of the sharing economy. Emphasis will be placed on the need to create exciting, unique and authentic experiences. Students will also look at how any experience can be monitored and reviewed.
Cultural, Creative and Heritage Tourism	2	0	3	This course focuses on the development and management of cultural tourism, including heritage, arts and ethnic tourism, as well as Creative activities. The course will analyse product development, demand and motivation within the cultural tourism sector, as well as examining management issues relating to impacts and ethics. This will include some of the more politically sensitive aspects of interpretation and representation, especially relating to dark heritage and indigenous and ethnic people.
Economic Policy	2	0	3	This course focuses on the role of the government in the economy. The aim is to provide an understanding of the reasons for government intervention in the economy, analyzing the benefits of possible government policies, and the response of economic agents to the government's actions. The course covers tax policy and inequality, social insurance programs, public goods, environmental protection, and the interaction between different levels of government.
Managerial (Business) Economics	2	2	6	In the Managerial (Business) Economics class we'll build up a practical framework of evaluating business performance on a multilateral way. While the traditional financial measures have always played a very important role in the evaluation of the performance of a given company or institution, this framework (called the 'Balanced Scorecard') retains those financial metrics and completes it by adding strategic non-financial performance measures to them to give managers and executives a more balanced view of organizational performance.
Managerial Accounting	2	2	6	The object of the subject is to make the students aware that the accounting is not a separate activity in the firm, but it is an information system to provide different type of information in an effective way to the internal and external users of annual report. The communication role of accounting will be familiarized with the student, stressed out the importance of methodology of accounting in business life.
Marketing and Communication Management	2	0	3	Management Accounting study gives a summary on information which need to the management to make different decisions. The aim is to teach the student what kind of information and data are necessary to the management, in what level these shall be provided and which division in the business activity. The students learn the basis of the planning procedures, correspondences, analysis of budgets and costs. After learning the methods of calculations, the students will learn the book-keeping of the whole production activity, using nature of costs, cost centres and cost objects. It will give them a wider and deeper understanding of cost recognition and analysis. Students will be able to determine and understand the role of the Managerial Accounting and will be prepared to realize the connection between Managerial Accounting and Controlling.
Modern Corporate Finance	2	2	6	Corporate finance is an area of finance dealing with financial decisions business enterprises make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximize corporate value while managing the firms financial risks. Although it is in principle different from managerial finance which studies the financial decisions of all firms, rather than corporations alone, the main concepts in the study of corporate finance are applicable to the financial problems of all kinds of firms.
Trends in Tourism Product Development	2	2	6	The discipline can be divided into long-term and short-term decisions and techniques. Capital investment decisions are long-term choices about which projects receive investment, whether to finance that investment with equity or debt, and when or whether to pay dividends to shareholders. On the other hand, the short term decisions can be grouped under the heading "Working capital management". This subject deals with the short-term balance of current assets and current liabilities; the focus here is on managing cash, inventories, and short-term borrowing and lending.



# BUSINESS MASTER

## MODULE

JUST FOR BUSINESS MASTER STUDENTS

Semester: **SPRING**  
 Program: **NON-ART**  
 Level: **MASTER**

COURSE NAME	L	S	C	DESCRIPTION
Consumption Theory and Customer Behaviour	2	2	6	The terms corporate finance and corporate financier are also associated with investment banking. The typical role of an investment bank is to evaluate the company's financial needs and raise the appropriate type of capital that best fits.
Creative Industries	2	2	6	This course provides an introduction to cultural and creative industries, which includes the arts, heritage, museums, galleries, festivals, events, music, media, film, design, architecture, fashion, and more. The focus will be on the economic and social value of the cultural and creative industries; policy making for the cultural and creative sectors; the development of cultural and creative tourism, and the role of the cultural and creative industries in urban regeneration. There will also be some work on creative businesses, employees, entrepreneurship and leadership in these sectors, as well as creative thinking and education.
Human Resource Management-Systems	0	2	3	The practice of human resource management (HRM) is concerned with all aspects of how people are employed and managed in organizations. It covers activities such as strategic HRM, human capital management, corporate social responsibility, knowledge management, organization development, resourcing (human resource planning, recruitment and selection, and talent management), performance management, learning and development, reward management, employee relations, employee well-being and health and safety and the provision of employee services.
Logistics - Supply Chain Management	2	2	6	Describe the main types of supply chains. Define the supply chain topologies, introducing transportation and facility location problems also one zone and multi zone FLP-s. Planning the supply chain element as distribution center, loading plans, and packages.
Offline and Online Services Marketing	0	2	3	Students will gain understanding of the distinctive aspects of services marketing and will focus on strategic and managerial issues specific to marketing services. They will learn how to apply marketing strategies to create, communicate, and deliver customer value in the service economy. To achieve these objectives, classroom sessions will involve a mixture of lectures, student discussions and presentations, videos, case analyses and applied problem solving.
Organizational Behaviour and Leadership	2	0	3	Leadership can be defined as the ability of the management to make sound decisions and inspire others to perform well. It is the process of directing the behaviour of others towards achieving a common goal. In short, leadership is getting things done through others. In the Organizational Behaviour and Leadership (OBL) class we'll analyze the main processes that influence the work and the performance of the organizations at the level of individuals, groups and organization. Not only the impact of each separate factor, but also their various interactions will be examined. After the lectures students will be able to: - Define organizational behaviour, leadership. - Describe what managers do - Have a general understanding of the main theoretical approaches in studying leadership- Develop a critical thinking related to the subject of "successful leadership- Explain the need for a contingency approach to the study of OB. - Today's Challenges in the new Workplace
Product and Brand Management in Practice	0	2	3	This course provides the students with understanding and practical examples of product and brand management in the field of marketing. As a core skill, marketing professionals need to be able to strategically build and manage a brand through the full lifecycle from a business perspective. They will learn that the focus needs to be put on building and maintaining a brand that will maximize its business potential in the marketplace through proper concept and positioning. The course will strengthen this skill through up to date practical, real life examples.
Project Management	2	2	6	Objective of the course is to give practical experience in project work elaborating small project planning processes in teams, besides getting introduced into the theoretical background and the most up to date methods.
Strategic Management	2	2	6	The target of the course: to understand the business approach of coming to a strategic decision. The course describes the main factors influencing a strategic decision like behavior and cognition, the necessary step by step approach, analytical work, usage of methods and tools and a convincing communication.

# COMMUNICATION MASTER

## MODULE

JUST FOR COMMUNICATION MASTER STUDENTS

Semester: **AUTUMN**  
Program: **NON-ART**  
Level: **MASTER**



COURSE NAME	L	S	C	DESCRIPTION
Anthropology of Communication	2	0	4	The aim of the course is to discover the origins of cultural diversity and the reasons for its increase in the modern world which – as opposed to the assumption that the global village will bring about a homogeneous world – now witnesses the proliferation of different ethnic and cultural identities. During the course special attention is paid to the role of communication in the above process through investigating certain key concepts such as memory, space, contact, change, migration, conflict, boundaries and symbols as well as to various ideas related to ethnicity.
Cognitive Approach of Communication	2	0	4	The course gives an overview of cognitive processes in communication. It tackles the question of production and processing of communication act and social cognition processes that take part in different fields of communication.
Effect Mechanisms of Interpersonal Communication	2	0	4	The course aims to give an introduction to main questions of interpersonal communication. It covers topics such as basic processes and functions as well as application of interpersonal communication research in different contexts.
International Media	2	0	5	This seminar engages students in the international world of media. The international media landscape is analysed along aspects of global content, transnational ownership and global financing. The changing technological transmission tools and the changing business models of media economy will play an important role during the studies in this course. Students are requested write research papers in a chosen topic individually or in pairs. In the introductory part we will have a look of the historical background of today's media, including the political, cultural, economic and technical conditions which determine the present situation. The presentations during the semester will give a many-sided understanding of the merits, the weaknesses, the challenges, the development directions of the world's news media. Even those students who till now did not use these media may feel the incentive to follow some of them.
Non-verbal Communication	0	2	3	Teaching objectives of course-unit (description of 2-3 lines) (sample unit): The aim of the course is to offer students a glimpse into the principles of the perception of body language, the criteria of perception and the expert interpretation of signs. The course focuses on the communication's significance and possibilities offered by posture, mimicking, gestures, proxemics and paralanguage highlighting differences that can be revealed in their application by various cultures. The course also discusses in what ways and to what extent nonverbal signs may elaborate, change, enrich, substitute or even contradict verbal messages. The course has an important role in improving the efficiency of communication skills and in the conscious shaping of the congruence of verbal and nonverbal messages.
Sport Journalism	0	2	3	The aim of this course is to introduce students to the world of sports journalism – the students will get to know the main sports journalistic genres and styles, learn about fieldwork and the history of the profession and they will have opportunities to develop their skills in sports writing.
Theories of Identity and Otherness	2	0	4	The subject examines the social-psychological and sociological conceptualizations of identity. We look at both individual and group identities, including national, ethnic, religious, gender and sexual identities. We pay special attention to the role of media in the representation and construction of different, primarily minority identities.



# COMMUNICATION MASTER

## MODULE

JUST FOR COMMUNICATION MASTER STUDENTS

Semester: **SPRING**  
 Program: **NON-ART**  
 Level: **MASTER**

COURSE NAME	L	S	C	DESCRIPTION
Artistic Communication	0	2	4	The lecture/seminars will have basically two parts by each occasion, a theoretical and a practical part. In the first, theoretical part we discuss the text of the week. All texts of the week have a bibliography. Students can move forward and read further texts. It is not obligatory to read the full text. If someone has not enough background in art theory or philosophy, students are free for the search on the internet other texts in the relevant topic. In the second part we try to develop together the idea of artistic communication on the basis of the lectures, on the basis of experiences of the students, and on the basis of chosen artworks. The artworks will be chosen on the basis of the art experience of the students, possibly from their own country of origin. With the new, learned methods and concepts it is possible to discuss music, theater, painting, movie, mobile phone aesthetics, internet beauty, etc. The special topics of discussion will be determined together during the semester, depending on the interest of the participants. The evaluation of the course will be on the basis of the seminar work of the students.
Media Regulation Theories	2	0	4	During this course the students get a perspective of various theories which has formed media regulation from the beginnings, until our latest technological challenges. The course builds greatly upon students' contribution, as discussion leaders in classes. They are equipped with a wide variety of sources, which are compulsory readings for all participants. Discussion leaders may rely primarily on the given source, but are encouraged to seek further resources. Students may probe their ideas and ask their questions during the lively discussions in class. Unfortunately, instead of providing them the ultimate truth, this course might well leave students with more questions and answers. May this inspire them to find the right work places where they can continue their individual search for truth!
New Media Theory	2	0	4	The aim of this course is to introduce the relatively new area of new media theory. How digitalization and convergence changed the media itself and the other effects on society, participatory culture, politics and everyday life. The late modern media environment. Essay, debate and written exam included.
Theories and Social Functions of Media	2	0	4	The course is designed to familiarize students with theories of media effects, with the roles and social functions of the media. We trace the changes that took place in the operation of the media in the last centuries. The course confronts today's media practice with theories of the social functions of the media. We discuss the changing functions of the media with the help of a series of moderated debates.
Visual Culture	0	2	4	The main goal of the course is to provide an introduction to the semiotic aspect of visual communication, including the grammar of visual design, the construction of visual composition. The course will also discuss the concept of visual literacy, the interpretation of still and motion images, and the techniques of visual manipulation. A special attention will be paid to visual persuasion through images in advertising.



INSPIRED BY **CREATIVITY**

## CONTACT DETAILS

 [erasmus@metropolitan.hu](mailto:erasmus@metropolitan.hu)

 [BudapestMetropolitanUni](#)

 [BudapestMetUniversity](#)

[WWW.METUBUDAPEST.HU](http://WWW.METUBUDAPEST.HU)