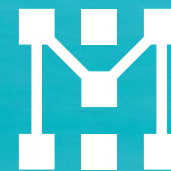




BUSINESS MODULES FOR INCOMING STUDENTS

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BUDAPEST
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GUIDE FOR STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Business for the Fall semester Academic Year of 2022/2023. It includes the subject list for BA and MA level students for the Business program + Optional subjects.

Incoming students cannot choose courses across all academic areas or levels (exception is optional subjects that can be added to your program).

The maximum number of the ECTS taken by the guest students is 35.

Regarding your Learning Agreement, based on the modules list, you can fill out your Before Mobility LA using the template or [Online Learning Agreement](#) Platform. Still, please be aware that the course registration at METU is competitive, and it can happen that you will have to change it using the During the Mobility section of your LA in case any of the courses fill up or be cancelled.

Please pay attention to the Notes section of the list; it contains information about the level of the subject (BA or MA) and the number of limited places, if any. There is a high probability that subjects with a limited number won't be available for everybody during the registration.

For communication, please use **incoming.erasmus@metropolitan.hu**.





BACHELOR'S MODULES

| Code | Course Name | Lecture | Seminar | Credits | Semester | Bachelor / Master | Remarks |
|------------------|-------------------------------------|---------|---------|---------|----------|-------------------|---|
| BN-ADMD-PL-06-KG | Advertising and Media Planning | 2 | 2 | 6 | Autumn | Bachelor | 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. |
| BN-TRADEC-03-EA | Commerce and Trade | 2 | 0 | 3 | Autumn | Bachelor | 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. |
| BN-CONTRL-03-EA | Controlling | 2 | 0 | 3 | Autumn | Bachelor | 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. |
| BN-INTMKA-03-EA | Integrated Marketing Communications | 2 | 0 | 3 | Autumn | Bachelor | 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. |
| BN-INTECO-07-KG | International Economics | 2 | 2 | 7 | Autumn | Bachelor | 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. |

| Code | Course Name | Lecture | Seminar | Credits | Semester | Bachelor / Master | Remarks |
|------------------|-----------------------------|---------|---------|---------|----------|-------------------|---|
| BN-MANORG-03-EA | Management and Organization | 2 | 0 | 3 | Autumn | Bachelor | 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. |
| MN-MANA-CO-06-KG | Managerial Accounting | 2 | 2 | 6 | Autumn | Bachelor | 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. |
| BN-PRIACC-07-KG | Principles of Accounting | 2 | 2 | 7 | Autumn | Bachelor | 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. |
| BNPRINCM-03-EA | Principles of Marketing | 2 | 0 | 3 | Autumn | Bachelor | 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. |



MASTERS'S MODULES

| Code | Course Name | Lecture | Seminar | Credits | Semester | Remarks | Notes |
|------------------|---|---------|---------|---------|----------|--|---------------------------------|
| MN-CON-SYS-06-KG | Controlling Systems | 2 | 2 | 6 | Autumn | 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. | Open for MA level students only |
| MN-CODE-SY-06-KG | Coorporate Decision Support Systems | 2 | 2 | 6 | Autumn | "This course will introduce students to the ideas, technologies and tools related to the managerial activity, decision making through the lens of IT solutions systems developed with the specific purpose to support decision making. Organizations and individuals make decisions on a regular basis and this course intends to investigate: idea of Big Data, BI Solutions, APO, ASP, Geographic Information System, Dashboards, KPI, EIS Cockpit etc." | Open for MA level students only |
| MN-CREX-DE-03-GY | Creative Experience Design | 0 | 2 | 3 | Autumn | This course focuses on what creativity and experience can mean in a rangé 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 preception 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. | Open for MA level students only |
| MN-CU-CRHT-03-EA | Cultural, Creative and Heritage Tourism | 2 | 0 | 3 | Autumn | 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. | Open for MA level students only |
| MN-ECO-POL-03-EA | Economic Policy | 2 | 0 | 3 | Autumn | 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. | Open for MA level students only |

| Code | Course Name | Lecture | Seminar | Credits | Semester | Remarks | Notes |
|------------------|--|---------|---------|---------|----------|---|---------------------------------|
| MN-MAN-BEC-06-KG | Managerial (Business) Economics | 2 | 2 | 6 | Autumn | 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. | Open for MA level students only |
| MN-MANACO-06-KG | Managerial Accounting | 2 | 2 | 6 | Autumn | 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. | Open for MA level students only |
| MN-MACOMA-03-EA | Marketing and Communication Management | 2 | 0 | 3 | Autumn | 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. | Open for MA level students only |
| MN-MO-COFI-06-KG | Modern Corporate Finance | 2 | 2 | 6 | Autumn | 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. | Open for MA level students only |
| MN-RESMET-06-KG | Research Methodology | 2 | 2 | 6 | Autumn | "Research Methodology is one of the most basic subjects in the entire curriculums of universities, regardless of the specialisation of the students. All professional knowledge is so " "professional or scientific," " its results are so authentic as its methods make it so. The aim of this course is to summarise the essentials of Research Methodology that all students with a degree in social sciences ought to have today, focusing especially on leisure and tourism. Achieving this goal includes challenges because students need to be familiar with the philosophical foundations of methodology; they need to learn good questioning, research design, professional data collection and processing, i.e., the methodologically relevant application-level techniques of statistics. | Open for MA level students only |



OPTIONAL MODULES

| Code | Course Name | Lecture | Seminar | Credits | Semester | Remarks | Notes |
|-----------------------------------|--------------------------------------|---------|---------|---------|-----------------|---|--|
| BN-ACADW-03-GY MN-ACADWR-03-GY | Academic Writing | 0 | 2 | 3 | Autumn / Spring | 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 | Max 5 Students Bachelor and Master |
| BN-ADVENG-04-GY | Advanced English | 0 | 4 | 4 | Autumn / Spring | 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. | Max 7 Students Bachelor and Master |
| BN-BETWEW-03-GY | Between East and West | 0 | 2 | 3 | Autumn / Spring | 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 | Max 15 Students Bachelor and Master |
| BN-BECT1A-07-GY | Business and Economic Terminology I. | 0 | 4 | 7 | Autumn | 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. | Max 5 Students Bachelor and Master |
| BN-BUSNEN-05-GY | Business English | 0 | 4 | 5 | Autumn / Spring | 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. | Max 5 Students Bachelor |

| Code | Course Name | Lecture | Seminar | Credits | Semester | Remarks | Notes |
|-----------------|---|---------|---------|---------|-----------------|--|---------------------------------------|
| BN-BUPRCO-04-GY | Business Presentation and Correspondence | 0 | 2 | 4 | Autumn | 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. | Max 10 Students Bachelor |
| BN-HUSLA1-04-GY | Hungarian as a Second Language II. | 0 | 4 | 4 | Autumn / Spring | The main aim of the course is to familiarize students with the principles of the Hungarian language on a higher level, making further progress through the second stage of course I. At the end of the course the students will be able to understand and use phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. basic personal and family information, shopping, local area, employment), make short conversations about the weather, seasons, items of the agenda, clothes, using the three directions by describing places and expressing purposes by using future sentences. | Max 5 Students Bachelor and Master |
| BN-HUSLA1-04-GY | Hungarian as a Second Language I. | 0 | 4 | 4 | Autumn / Spring | 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. | Max 5 Students Bachelor and Master |
| BN-INCEUF-04-GY | Intercultural Communication through Central European Film 1957-2010 | 0 | 4 | 4 | Autumn / Spring | 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. | Max 20 Students Bachelor |
| BN-INTNET-03-GY | International Negotiation Techniques | 0 | 2 | 3 | Autumn / Spring | 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. | Bachelor |

| Code | Course Name | Lecture | Seminar | Credits | Semester | Remarks | Notes |
|-----------------|--------------------------------------|---------|---------|---------|-----------------|---|--|
| BN-INPROE-04-EA | International Protocol and Etiquette | 2 | 0 | 4 | Autumn / Spring | The course provides the students with theoretical and practical information referring to business etiquette and protocol in international environment. | Bachelor |
| BN-JABUCU-03-GY | Japanese Business and Culture | 0 | 2 | 3 | Autumn / Spring | 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. | Max 15 Students Bachelor |
| BN-HIFIMU-03-GY | The History of Film Music | 0 | 2 | 3 | Autumn / Spring | 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 | Max 10 Students Bachelor and Master |



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