



# BUSINESS MODULES FOR INCOMING STUDENTS

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



# GUIDE FOR STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Business for the Spring 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](mailto:incoming.erasmus@metropolitan.hu)**.





# BACHELOR'S MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-PRINCM-03-EA	Principles of Marketing	2	0	3	Spring	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.	Max 10 students
BN-BUSNEC-07-KG	Business Economics	2	2	7	Spring	Bachelor	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.)	
BN-DIMASO-06-KG	Digital Marketing Solutions	2	2	6	Spring	Bachelor	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.	
BN-GLREWE-03-EA	Globalization and Regions in World Economics	2	0	3	Spring	Bachelor	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.	
BN-HUREMA-03-EA	Human Resources Management	2	0	3	Spring	Bachelor	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.	
BN-INBUST-03-EA	International Business Strategies and Competitiveness	2	0	3	Spring	Bachelor	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.	

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-INTRFI-03-EA	International Trade and Finance	2	0	3	Spring	Bachelor	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.	Max 10 students
BN-INTEBU-03-EA	Introduction to e-business	2	0	3	Spring	Bachelor	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.	
BN-LOGIST-03-EA	Logistics	2	0	3	Spring	Bachelor	Objective of this course is to introduce the terms, fundamental methods, processes and ways of thinking of the logistics	
BN-MARKRS-06-KG	Market Research	2	2	6	Spring	Bachelor	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.	
BN-PROJMA-06-KG	Project Management	2	2	6	Spring	Bachelor	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.	
BN-STPLAN-05-EA	Strategic Planning	2	0	3	Spring	Bachelor	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 of 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.	



# MASTERS'S MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
MN-CTCBEH-06-KG	Consumption Theory and Customer Behaviour	2	2	6	Spring	Master	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	Open for MA level students only
MN-HURM-SY-03-GY	Human Resource Management-Systems	0	2	3	Spring	Master	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.	Open for MA level students only
MN-LOGSCM-06-KG	Logistics - Supply Chain Management	2	2	6	Spring	Master	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.	Open for MA level students only
MN-OF-SEMA-03-GY	Offline and Online Services Marketing	0	2	3	Spring	Master	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.	Open for MA level students only
MN-OR-BELE-03-EA	Organizational Behaviour and Leadership	2	0	3	Spring	Master	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	Open for MA level students only

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
MN-PR-BMAP-03-GY	Product and Brand Management in Practice	0	2	3	Spring	Master	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.	Open for MA level students only
MN-PROM-NA-06-KG	Project Management	2	2	6	Spring	Master	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.	Open for MA level students only
MN-STRM-NA-06-KG	Strategic Management	2	2	6	Spring	Master	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.	Open for MA level students only





# OPTIONAL MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-ACADW-03-GY MN-ACAD-WR-03-GY	Academic Writing	0	2	3	Spring	Bachelor and Master	The aim of this course is to equip students with the necessary writing skills to successfully write a dissertation or thesis in English. Throughout the course students will develop organizational skills, academic language, and writing style as they are walked through the process of writing a research paper in their chosen discipline. An emphasis will be placed on technical skills, along with argumentation skills. The topics of the course and the order in which they are taught are subject to change based on student needs.	Max 5 Students
BN-AD-VENG-04-GY	Advanced English	0	4	4	Spring	Bachelor and Master	The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will be able to understand actual and up-to-date social issues and trends, they will be able to debate, compare and contrast, argue for and against at an advanced level of English. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate, e.g. projects or available data and they will also be able to design and give a presentation and write essays.	Max 7 Students
BN-BE-TWEW-03-GY	Between East and West	0	2	3	Spring	Bachelor and Master	“This course is designed to appeal to students who would like to understand and integrate into local culture by becoming familiar with the concept, ideas and realities of Central Europe as a distinct region between Eastern and Western Europe through milestones in its social and political history. By completing the course, students will be able to apply a multidisciplinary approach; to define, identify and verify the existence of regions based on clearly set criteria; to use a comparative approach to appraise sets of historical conflicts based on the concepts of physical and symbolic geography; explain the role and influence of powerful countries in Central Europe; compare and explain similarities and differences between regions. By reading academics representing various schools of thought and relying on above theoretical concepts, students will be able to collect and arrange relevant data to understand the roots of past and present ethnic and national conflicts and hypothesize about potential solutions as to their resolution and management. The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Intercultural Communication through Central European Film and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe.”	Max 15 Students

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-BEC-TEA-07-GY	Business and Economic Terminology	0	4	7	Spring	Bachelor and Master	"This interactive course is tailored to give insight into the most important issues of business and economic terminology, and it provides the students with the basic concepts of the subject. The subject forms an integral part of the training programme for International management. The key skills students will develop are critical for a well-prepared manager and business communicator. Students will be able to use the vocabulary and techniques necessary for a correct and fluent business communication. Students will acquire a critical understanding of the issues arising from the syllabus content and they will be able to distinguish between facts and opinion, explain trends and the likely cause of the issues in question, and the implications of a suggested idea. Students will be able to discuss and debate issues, argue points in order to reach decisions, discriminating between alternative solutions and weighing up the reliability of data."	Max 5 Students
BN-BUS-NEN-05-GY	Business English	0	4	5	Spring	Bachelor	"The aim of the course is to bring together students coming from very different backgrounds as well as make the foundation for further studies from a language point of view. It also provides a wide range of cultural experiences to be compared and contrasted. The students will understand the basics of the operation and principles behind the economy. They will be able to debate, compare and contrast, argue for and against on a higher level of business language skills. They will also be able to define, memorize and recognize basic concepts, interpret data, apply information and experiences to analyse and evaluate present and future consequences to learn to plan and evaluate e.g. projects or available data and they will also be able to design and give a presentation and write essays. "	Max 5 Students
BN-HUS-LA1-04-GY	Hungarian as a Second Language I.	0	4	4	Spring	Bachelor and Master	"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. The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe"	Max 5 Students
BN-HUS-LA1-04-GY	Hungarian as a Second Language II.	0	4	4	Spring	Bachelor and Master	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

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
BN-IN-CEUF-04-GY	Intercultural Communication through Central European Film 1957-2010	0	4	4	Spring	Bachelor	<p>"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.</p> <p>The course is part of the Crossroads in Hungary programme. By successfully completing it together with two other courses (Between East and West and Hungarian as a Second Language), students receive a certificate declaring them a Young Expert on Central Europe"</p>	Max 20 Students
BN-INTNET-03-GY	International Negotiation Techniques	0	2	3	Spring	Bachelor	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.	Max 5 Students
BN-IN-PROE-04-EA	International Protocol and Etiquette	2	0	4	Spring	Bachelor	The course provides the students with theoretical and practical information referring to business etiquette and protocol in international environment.	
BN-JABU-CU-03-GY	Japanese Business and Culture	0	2	3	Spring	Bachelor	<p>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.</p>	Max 15 Students
BN-HI-FIMU-03-GY	The History of Film Music	0	2	3	Spring	Bachelor and Master	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



BUDAPEST  
**METROPOLITAN**  
UNIVERSITY

INSPIRED BY **CREATIVITY**

## CONTACT DETAILS

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

📘 [BudapestMetropolitanUni](#)

📷 [BudapestMetUniversity](#)

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