



# GUIDE FOR STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Tourism for the Spring semester Academic Year of 2022/2023. It includes the subject list for BA and MA level students for the Tourism 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
BN-HOTMAN-07-KG	Hotel Management	2	2	6	Spring	Bachelor	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.
BN-INHETO-03-EA	Introduction to Health Tourism	2	0	3	Spring	Bachelor	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.
BN-LETRS2-03-EA	Leisure and Tourism Studies II.	2	0	3	Spring	Bachelor	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.

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks
BN-TOUDEM-03-GY	Tourism Destination Management	0	2	3	Spring	Bachelor	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.
BN-TOUMAR-03-GY	Tourism Marketing	0	2	3	Spring	Bachelor	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.



# MASTERS'S MODULES

Code	Course Name	Lecture	Seminar	Credits	Semester	Bachelor / Master	Remarks	Notes
MN-STRMNA-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
MN-TOURDM-06-KG	Tourism Destination Management	2	2	6	Spring	Master	"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."	Open for MA level students only
MN-CREIND-06-KG	Creative Industries	2	2	6	Spring	Master	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 is 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 is also emphasis on developing creative thinking, problem-solving and innovation. Students will learn how to apply creative thinking in business development and entrepreneurship, as well as in the cultural and arts sectors.	Open for MA level students only
MN-HETOWE-03-GY	Health Tourism: wellness and spas	0	2	3	Spring	Master	The aim of this course is to examine health tourism development, management and marketing, including spas, wellness hotels and medical tourism facilities. The course starts by looking at definitions and typologies of health tourism, followed by the history of health tourism, cultural differences in traditions, and the geography of resources. Students will learn how to identify the target markets for health tourism as well as some of the leisure and lifestyle trends that impact on demand and motivation. Emphasis will also be placed on the planning and development of health tourism destinations and the management of facilities.	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 end protocol in international environment.	
BN-JABU-CU-03-GY	Japanese Business and Culture	0	2	3	Spring	Bachelor	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
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



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