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BGE

Erasmus+

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Exchange MAGAZINE

Hanna Fábián
Thailand

BUDAPEST BUSINESS SCHOOL

FOREWORD

TO INSPIRE YOU

Photo: Valencia, check out our partner universities in Spain and other 33 partner countries at <https://international.uni-bge.hu/university-partnerships/>

FOREWORD

★★★★★



Dr. habil Krisztina Szegedi PhD
VICE-RECTOR FOR RESEARCH
AND INTERNATIONAL AFFAIRS

I am thrilled to introduce our first edition of the Exchange Magazine, which showcases the fantastic opportunities available through the study abroad opportunities at Budapest Business School. I am proud to say that we have partnerships with over 200 partner universities around the world, as well as a range of other exchange programs, including internships abroad and short programs.

At Budapest Business School, we believe that international experience is essential for today's students to succeed in the globalized world. By studying abroad, students can expand their horizons, learn about different cultures, and develop valuable skills that will serve them well throughout their lives. That's why we are committed to providing a wide range of exchange programs that allow our students to gain a global perspective and enhance their academic and professional development.

Our exchange programs are designed to meet the needs of students from a variety of academic backgrounds and interests, and we work closely with our partner universities to ensure that our students receive the best possible education and support during their time abroad. Whether you are interested in studying abroad for a semester, participating in an internship program, or taking part in a short program, Budapest Business School has a range of opportunities that can help you achieve your goals. Our dedicated international office is here to guide you through the process and provide you with all the information you need to make the most of your exchange experience.

I hope that this edition of the Exchange Magazine inspires you to consider studying abroad. Our commitment to providing our students with international experience is unwavering, and we are excited to welcome you to our community of global learners.

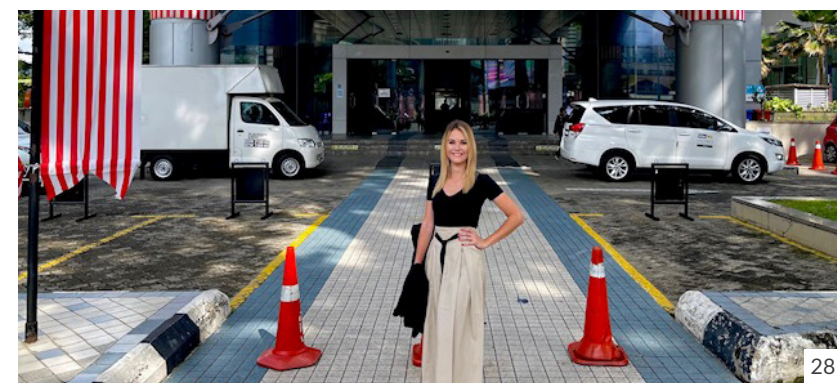
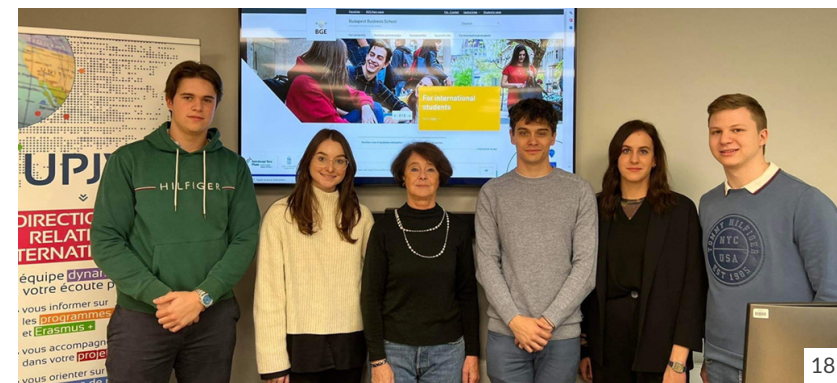
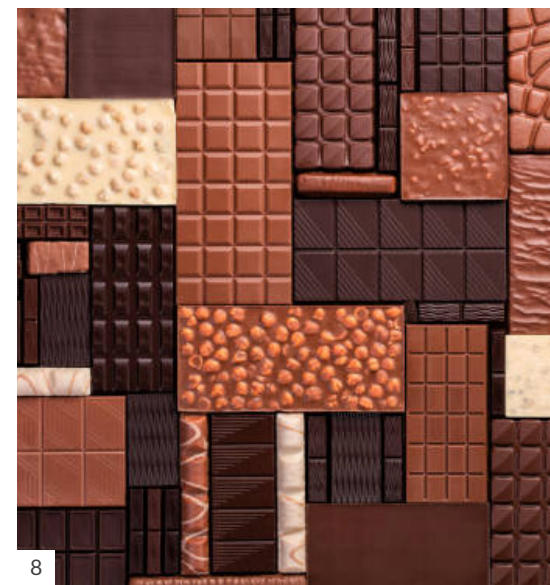


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The Biggest Adventure of my Life

by Gergő Szanyi from the Faculty of Finance and Accountancy
Germany/Aachen at RWTW Aachen University

My name is Gergő Szanyi and I have spent 12 months in Aachen, Germany through the Erasmus+ programme, and I would like to share the experiences I have gained throughout this year.

First of all, the most important thing is that it was the biggest adventure of my life so far. Before I started my mobility, I was really afraid that maybe the Covid-19 situation will totally ruin the experience but luckily that did not happen.

Even though, I had some difficulties in the beginning – in August it was kind of tough to travel (I needed PCR tests and lots of other papers) – once I arrived there, everyone was really helpful and kind. I was lucky that I could live in the student dorm and the

housing department was pleasant and co-operative, just like the co-ordinator, Ebbe.

The real experience began from about September. I would like to begin the story with a description of life in the student dorm. It was one of the best things there. I have never lived in a dorm before, so it was nice to try it for the first time in Germany. I met a lot of people from all around the world. I had nice neighbors from Finland and Spain, and of course, we had lots of programmes together with the Erasmus students. It was not only Erasmus students that I met. For example, I had a buddy who helped me with everything. He was Ukrainian but has lived in Germany for several years.

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I have spent 12 months in Aachen, Germany through the Erasmus+ programme and it was fantastic!

Gergő Szanyi



One of my favourite programmes, in addition to the many board games, was the international dinner in the dorm. Everyone cooked something from their home country and we tried everything. With the Hungarians, we made paprikáskrumpli, lots of lángos, and of course we had enough pálinka for everyone.

Of course we traveled as much as we could. I had company everywhere I went because there was always someone who wanted to join. My other favourite past-time was cycling. Everyone was riding a bike, and even the weather didn't seem to matter. I rented a bike and went everywhere with it– even grocery shopping. Furthermore, we went on plenty of bike tours with my friends. Once we were cycling for the whole afternoon, and in the end it turned out that we had gone more than 40 kilometers.

The next thing which I would like to talk about is the university, one of the most important parts of the Erasmus+ programme. Most of the lessons were online due to the pandemic, but in the second half of the year we were able to go to the university for some of the courses. We had about 3 classes in the classroom, but it was still better than nothing. At least we could see the school and meet some of the teachers. The teachers were helpful, they always made sure that we understood everything.

I think that my most interesting subject was Value-Based Management, because we had a group project for the whole semester, which was pretty exciting. We worked with a real German company and at the end of the semester, we had to deliver our presentation to the owners.





ONE Year of Chocolate

by Rebeka Haász from the Faculty of International Management and Business in Belgium/Mechelen at Thomas More University)

One year of opportunities

I was a first-year university student at BBS (Budapest Business School) when I heard about this amazing program where you can get two degrees if you get accepted. So in the last minute, I decided that I don't want to miss this opportunity. It was the best decision in my life. Not only did I spend 10 months in the beautiful historic country of Belgium, but thanks to my host university I was able to go on a business trip to Dubai with one of my classes. And in my free time, I visited Luxemburg with my friends out there. During my two semesters there all the sightseeing in Belgium with natives showed me the best chocolate and beer manufacturers, and all the amazing architectural wonders in Belgium that I have seen became good memories. And of course, the best part is the people.

Students with the same interests from all around the world creating an amazing community and network, that's what I was part of.

One year of diversity

I gained friends from everywhere... Belgium, Germany, the Netherlands, Sweden, Ukraine, Egypt, Surinam, Brazil, Mexico, Peru, the USA, Indonesia, and Japan. But I also have acquaintances from even more countries! It was amazing to see that in my classes there were people from 20-25 countries all working together on projects and having fun while studying.

Thomas More is the perfect university for students who are looking for a diverse, accepting community. They were always ready to help anyone with their questions

and problems. All my classes were professional, informative, practice-oriented, and interesting. I loved being a student there. In classes they gave us real-life situations and case studies, often to solve them in groups, which means that the university is concentrating on developing soft skills as well. We had a lot of free time activities organized by ESN Mechelen (Erasmus Student Network), which also helped me at the beginning to acquire new friends and feel that I can fit into this community. They helped students so much that I also joined the organisation in the spring semester to be able to give back all the love I received, and I enjoyed every minute of it. We welcomed new students and brought them together, as well as developing various types of activities. And last but not least, I could start with a fresh, blank page there, and people encouraged me to just be me. This way, by the end of my exchange, I had gotten to know myself so much more, and now I am able to say that I am a confident adult,

who is comfortable in their body. All because I had a healthy atmosphere with a fresh start.

One year of memories

Next to all the amazing stuff that happened and enriched both my personality and future career, I gained memories. Thousands of them. Unbelievably awesome, lovely, and most importantly unforgettable ones. I will always miss my life there, but with a sweet smile on my face knowing that all my experiences, knowledge, and friends will always belong to me now.



I gained friends from everywhere... Belgium, Germany, the Netherlands, Sweden, Ukraine, Egypt, Surinam, Brazil, Mexico, Peru, the USA, Indonesia, and Japan.
Rebeka Haász





Lifelong Experience – Away from Home, Family, and Friends

by Cintia Onhausz from the Faculty of International Management and Business – recent graduate in Portugal/Lisbon at Erasmus Life

Thanks to the Erasmus internship scholarship, I was able to spend my four-month internship (last semester) abroad. I could not have had this experience if it weren't for the Erasmus grant, which allowed me to finance my trip and the months I spent abroad. I was looking for a country whose people have a pleasant temperament, is located on a coast and the weather does not even approach minus degrees in the winter. I found an internship in Lisbon, one of the most wonderful cities in Portugal, more precisely at the non-profit organisation Erasmus Life Lisbon. The company's mission is to make Lisbon the first choice for all international students. Over 100 trips and activities are organised every year, such as sightseeing, wine tasting,

skydiving, walking tours, surfing lessons, boat parties, trips all over Portugal, and much more...

As an event and marketing communications intern, I dealt with the following tasks:

On and offline marketing and social media, interaction with international students, spreading knowledge about the company, consulting and reviewing trends, creating content for newsletters, optimising the content on the web and internal platforms, collecting and recording feedback, preparing various promotions, administrative tasks, and event organization.



I was able to acquire different knowledge and skills like independent work on specific tasks, assignments, and possible projects. I improved my organisational, communication, and interpersonal skills, and adapted to the basic cultural values of Portugal. I also got to know the company's marketing strategy and various procedures, and gained knowledge about customer marketing.

When I arrived, I fell into a really welcoming community. The colleagues were very hospitable, they treated us kindly, and they helped me in everything, so I quickly found my place, which was helped by the fact that the company hired two other Hungarian interns as well. My main goal was to have as many experiences as possible in addition to work. For this reason, whenever we had time, I tried to discover the most beautiful places and sights of the country with my colleagues and friends. I experienced many things: we visited Porto, Nazaré, Sintra, Sesimbra, Troia, Peniche, Óbidos, Berlengas Island, Algarve (Lagos and Sagres), Mira Da Aire, Madeira, Azores and many other wonderful places. I would not even be able to pick a personal favorite, every single place was so wonderful.

In the beginning, the work was a challenge, since the schedule was completely different from a usual Monday to Friday shift between 8 a.m. and 5 p.m. Most of our events were usually held in the afternoon or evening, and the one or two-day trips were held on weekends, so our two days off per week were generally not on weekends. If we were in the office, we worked from 11 a.m. to 7 p.m. This period of time was amazingly dense and fast-paced, you had to be flexible, but perhaps this is what gave the experiences their uniqueness. We adapted quickly and after picking up the rhythm, everything went smoothly. I really liked the Portuguese mentality. They say to everything: Portuguese tolerance. I managed to slow down a bit and learn that you don't have to be so serious about everything, since one way or another, sooner or later, everything will be resolved. We were always

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When I arrived, I fell into a really welcoming community. The colleagues were very hospitable, they treated us kindly, and they helped me in everything

Cintia Onhausz

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Outgoing Mobility Traineeship



encouraged to think and find new solutions to existing problems. This is perhaps the main lesson of the semester. We can achieve anything if we learn to think. And while solving the problems that may have arisen, the team also forged together, and the experiences they went through together often made a difficult shift humorous. And to live every moment has become a separate expression here. I am incredibly grateful for everything I have been able to experience and learn.

I also consider these four months very positive from a language point of view, my communication in English improved, I also learned some basic phrases in Portuguese, and thanks to the many German students, my German language skills were also able to improve.

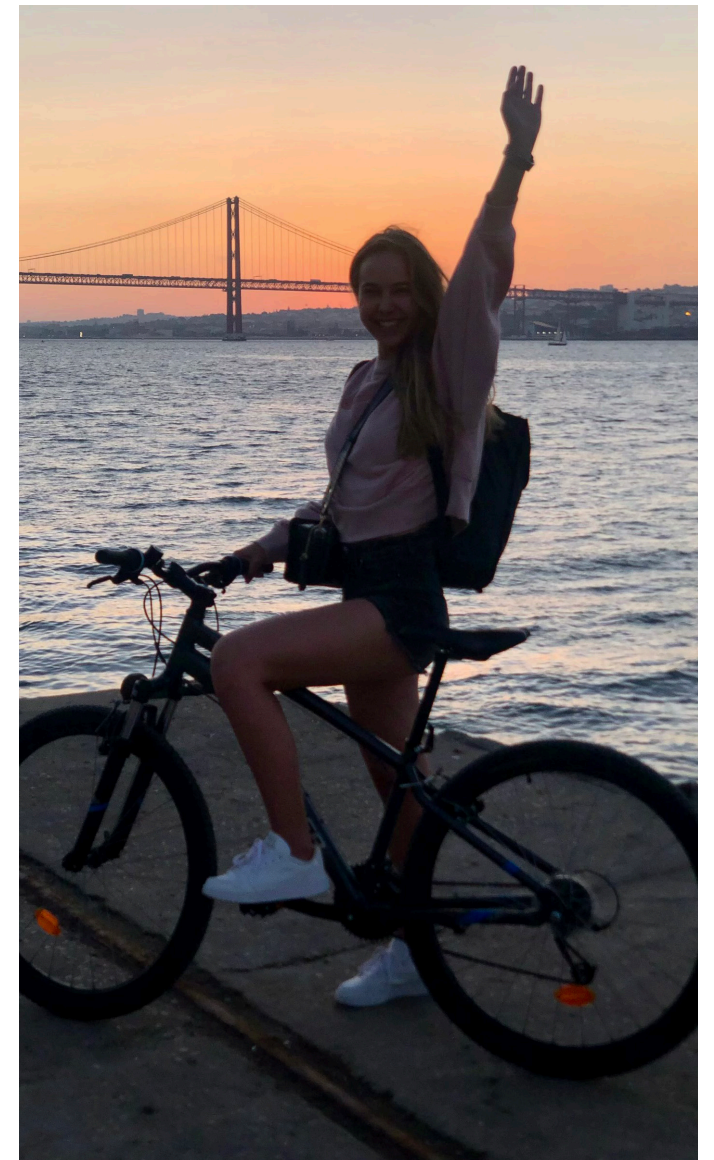
I really enjoyed Portuguese cuisine. Lots of seafood, and delicious Mediterranean fruits and vegetables were part of my daily meals. Thanks to my work, I was also lucky enough to participate in a Portuguese cuisine workshop and often ate in local, authentic Portuguese restaurants. Public transport in Lisbon required a serious presence of mind. At first, it completely horrifies people, but you can quickly get used to it. Apart from trains and subways, almost none of the public transport follows a schedule, so it was difficult to arrive anywhere on time.

Fortunately, my accommodation, which I booked through an intermediary company (Erasmus Life Housing), was located in a relatively central district, so I didn't spend a lot of time in vehicles, rather choosing to walk whenever I could. We received the four-month scholarship all at once, a large part of which covered accommodation and daily expenses (I was also lucky enough to have received an additional grant). The prices are roughly the same as



domestic prices, but perhaps I could say that living here is a little cheaper.

All in all, I think Erasmus is a lifelong experience. I remember at the beginning of the internship I was very afraid of how I was going to survive this semester away from my home, family, and friends, but time quickly flew by. Condensing the experiences of four months into a report is only possible in broad terms. I felt amazingly well and I think that this part of the internship helped me in obtaining a better insight into the mysteries of the profession of marketing communication. I wholeheartedly recommend Erasmus to everyone. I would gladly do it again anytime. I recommend Portugal to those who are not afraid of something new, who like variety, but at the same time value the comfortable.





Sicily - The Choice of Weather and Cuisine

by Petra Erdélyi- from Faculty of Commerce, Hospitality and Tourism- recent graduate in Italy/Ragusa at Siciliamia

The reason I choose Italy is because it has always been close to my heart, and since Sicily is in the south, the choice was made because of the good weather and the cuisine. I spent my first internship on Erasmusintern.org also in Italy.

The biggest challenge was clearly the language barrier. Although I was able to say something other than the holy trinity of pizza, café, and sì, I was only able to continue more complex communication during my second, voluntary professional internship linked to Erasmus. Even then, squinting at all grammatical correctness, I just packed the learned words one after the other, and of

course the Google Translator application became a very close friend of mine. Whenever I could, I tried even with my incomplete knowledge, because locals were always pleased if the foreign person even tried something, and for me it was a feeling of success, not to mention the fact that I just learned from my mistakes.

Another challenge is perhaps transportation, but that can also be solved. You can easily get around by bus and train. For my second internship, I already drove my own car, because it was more than worth it for me for nine months. If someone goes for a shorter interval, it might be better to rent a car only on an as-needed basis.



Speaking about my best experiences are very difficult because a lot can happen in 9-12 months. I had so many fantastic experiences. I would rather highlight moments, such as my first night in Catania in the hostel called Urban Pop. The owner was very nice and hospitable. It was full of young people, who also came from all corners of the world, and the atmosphere of the place was buzzing with a lot of experience and energy. Since then, I've always stayed at his place whenever I'm on my way.

As an Erasmus student, I think the exploratory mentality and an open mind are very important, because a completely new culture has to be accepted. I learned this myself, and I realized that this kind of independence and freedom that I experienced abroad gave me the kind of feeling of life that I have been looking for in all my travels ever since.



What I take away with me from this experience is that patience is often a great asset, and I definitely learned the importance of assertive communication.

Petra Erdélyi

I liked to explore different cities, and of course, I tried to sunbathe on the beach as much as possible.

Building human relationships was also a great experience for me. I met wonderful people. I consider myself lucky, because during my first internship I got to know a lot of locals, who were all very nice, and I also met my next boss through my first internship. The job offer was partly due to the fact that I really put myself out there, and seeing that, I was given a second chance.

From a professional point of view, I was able to fulfill myself better both professionally and socially. I managed to get a job at an international startup company, where English was also the main language. Here I learned everything from scratch, since I had no previous experience in the field of human resources. Not only did I have to prove myself as HR, but I also managed projects, supervised people, and since I was also the assistant to the CEO, I ended up gaining knowledge about almost everything that went on in the company. I also functioned as a communication intermediary between the executive and the interns.



What I take away with me from this experience is that patience is often a great asset, and I definitely learned the importance of assertive communication within the international company, and that anything can be learned and developed to a skill level. For me, the latter also means that nothing is impossible, and that we only set our own limits.

I would recommend future Erasmus students not to think about it for too long. All such opportunities must be seized so that one can see and experience as much of the world as possible. From the point of view of practicing the language, I definitely recommend it, and it is worth leaving your comfort zone because it usually works out well.

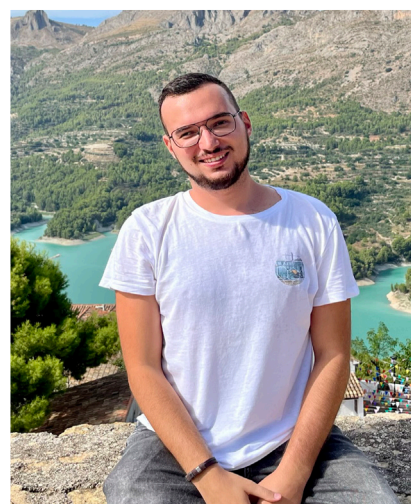
With the Help of Erasmus in Valencia



by Tamás Halápi, from the Faculty of Commerce, Hospitality and Tourism - mandatory traineeship – in Spain/Valencia at Sea Saffron

My name is Tamás Halápi and I'm a graduate student at BBS-FCBT this year. Probably, the mandatory internship is a big question for every university student; where and when to do it, but most importantly what should I choose for my internship? During my studies, I had the chance to spend a semester in Finland with Erasmus

mobility exchange and this semester gave me more than I expected, so on my way home from Finland one thing was sure- I will do my internship abroad with the help of the Erasmus program.



I always wanted to live in Spain and experience the famous Spanish vibes and atmosphere, therefore I chose Spain as my internship destination. As a tourism and hospitality student, I found plenty of traineeship offers around the country, including jobs in hotels, hostels, and tour operator companies. After a few weeks of searching among these offers, I started to

apply for different positions. In the end, I had some good offers from three different cities: Barcelona, Valencia and Malaga. Finally, I decided to go for the offers from Valencia, since all of my Spanish friends suggested choosing this city. I did my internship at Sea Saffron, a company that offers guided city tours and unique tapas and wine tastings in emblematic venues in the old town of Valencia and in the City of Arts and Sciences. I'm very grateful to Eduardo, the founder and CEO of the company, for accepting me as an intern. I worked in the event production part, where I was responsible for preparing the venues for the tours, setting the tables, and preparing everything for the wine tastings. One of my favourite parts was the kitchen work when I prepared the different tapas for the guests. I learnt a lot of interesting facts about Spanish and Valencian gastronomy, and of course, I had the opportunity to try many typical tapas and foods. I loved working with my colleagues. The team was very international, including Irish, Dutch, Spanish, British, Danish, and American colleagues. I would say that we became a kind of family. We organised meetings, dinners, and parties after work. Eduardo was an amazing leader, and he was always available in case we had any questions or problems. He taught me a lot about his company, and about the tourism-hospitality industry in Valencia. Moreover, he supported me in the writing of my thesis.



Valencia is an amazing city and it would be hard to highlight just one aspect of the city because I loved everything. During the summer, I met several other language exchange student interns from all around the world. There are student organisations that organise different types of activities for exchange students. We had a lot of fun together exploring the Valencian region with different trips, parties throughout the whole week, and spending time on the beach, in the old town, or in Túria park were also common programmes. I had the chance to discover plenty of Valencian towns and villages during my stay. I learnt a lot about Spanish culture and their perspectives on life through the different stories that I had heard from other people, and throughout our amazing discussions about everything. I cannot miss mentioning the fact that the city offers lots of sports opportunities, starting from biking around the city or Túria park, the beach and of course, football. Going to the Valencia matches, singing and cheering with the fans together was an unforgettable memory for me.

Originally, my internship was supposed to last 5 months but in October Eduardo asked me to stay one more month if possible and luckily, I was able to extend my mobility. I didn't hesitate about spending more time in Valencia. Despite the fact that I don't speak Spanish and sometimes it caused some small difficulties, I would say you can have an amazing time in Spain! I would like to encourage everybody to dream big, and to not be afraid of going abroad for a semester to study or to do your internship! This is a fantastic opportunity, and it is worth the hard work that goes along with it. Both of my Erasmus experiences now belong to the best times of my life for sure, and it is an amazing feeling to have friends from all around the world, and to be able to say that you have a second home somewhere else!

"I always wanted to live in Spain" - Tamás Halápi



Blended Intensive Programme in Amiens

Participants: Péter Dorultán, Janka Huszák, Áron Thuróczy, Luca Anna Deme, and Pál Németh, under the leadership of Dr. Katalin Szilágyi

Dr. Szilágyi Katalin proposed this programme for five students who might be interested in the topic of the Erasmus Programme. We were extremely excited about the choice of the theme because sustainable development is one of the most important questions of our society, and for our generation. We thought that it would be an exceptional opportunity to meet people from the same generation as us, to share ideas and try to find solutions together for the problems raised in the world today. It is important to be able to work with other people from Europe and from all around the world, because it is the most effective way to create a better future.

The participants of the Erasmus programme were all university students from Europe. The three participant university were: Comenius University Bratislava, Université de Picardie Jules Verne (host university) and Budapest Business School, represented by us.

During the programme we worked in teams of three, one student from each university. Each group had to deal with a different topic but essentially we had to focus on sustainable development and decarbonization as a student. Before the group work began, we attended courses such as Introduction to the Challenges of

Sustainable Development in Europe, Climate Change and its Consequences, and our main focus of How to Negotiate the Implementation of a Sustainable Development Project. The courses were very interesting, and the information we gained from them was a great help in the development of the project later on.

As for the teamwork, we could choose from the following five topics:

How can we reduce the carbon footprint of the university's computer lab?

1. How can we reduce the carbon footprint on the student campus?
2. How can I as a student, reduce my own carbon footprint?
3. Digital University
4. Paperless University

In my opinion, it was very easy to work with the students, and each group managed to divide the work accordingly. It was a really good opportunity to connect with the other students, share our opinions and views, and also to practise our French. On the last day of the programme we had to present our project throughout a Power Point presentation. It was interesting to see how every group came up with all their amazing ideas and how they were

able to share them in such a short time. The final project will be presented in February and we will be able to work together remotely via Teams and Zoom in the meantime. On Wednesday evening we had the opportunity to visit a laboratory of the "INC - CRNS", where a researcher showed us a great presentation on the topic of development durable which included some really riveting information. At the end there was a Q&A with the scientist.

In this laboratory they are trying to find new elements which could replace the now used lithium-ion batteries. This start-up is really trying to do their best and are employing scientists from all over the world in both temporary and permanent positions. The building we visited itself in Amiens was monumental. As the scientist showed us around, we were able to see the different stages of the process from the beginning. It was incredible for us seeing all the machines and the equipment that they use for their mission to find new alternatives elements and materials.

On October 31st right after the lessons, the whole team together visited a special restaurant called 'Le Quai', where we could taste the local specialties. Afterwards the students went for a tour of Amiens at night. On November 1st, we were able to spend the whole day exploring Amiens since due to the public holiday, the university was closed. In the morning right after breakfast we met at the main square where the Amiens Cathedral is located. We viewed the Cathedral from outside and also discovered that this monument is actually a Roman Catholic church, which is said to be the seat of the Bishop of Amiens.

The cathedral itself is situated on a slight ridge overlooking the River Somme, which has provided us with some amazing scenery. It was very atmospheric and all of us were cheered up by the sight. We then had a guided tour around the city on a little train, which took us to see the most important sights of Amiens, like the Picardie House, the Picardie Jules Museum, the local government building and other relevant monuments. This tour took around 1, 5 hours and it was enjoyed by all.

The Jules Verne House is famous for Jules Verne, who lived here for 18 years. We were able to visit the entire building from the ground floor to the attic, and could



see everything that was connected to the life of Jules Verne. There were many valuable and beautiful objects and documents, which detailed his life and introduced us to his work as a writer.

The Picardie Jules Museum is an institution that takes us back to the beginning of the 19th century, as it was originally founded as the Musée Napoléon in 1802. We were informed that 1802 is an important year in the life of the city, as it was the year of the Treaty of Amiens. However, the current building where the museum is located has been renovated and reconstructed, and actually these works were done between 1855 and 1867. It was constructed thanks to the Société des Antiquaires de Picardie, the main goal of which was to collect the works of art that the society had gathered over time. This museum can be considered an outstanding building, as all the other museums within the country were built based on it and with the same purpose, that is to function as a place for the conservation and exhibition of artworks connected to the French culture.

Many of us visited a restaurant where we tasted French tacos, which we liked very much. In the afternoon, we took part in a Cathedral visit with a tour guide, where the Cathedral was introduced from the inside as well this time. It was an amazing experience. This programme lasted for about 2 hours. On Thursday we visited the House of Picardie Jules Vernes, which houses an observatory on the top that can be climbed up to. We were surprised to find it to be so interesting and amazing. We also viewed the Jules Vernes Museum together with the group in the afternoon, where we had free discovery time, giving us the chance to explore the artefacts based on our own personal interest. This was an especially interesting cultural programme.



Outgoing Staff Training

French Course in Paris (Zsófia Frányó)



I had the opportunity to spend a few weeks in France to learn by participating in the Erasmus+ staff mobility for training (June 27, 2022 – July 15, 2022).

I made the agreement with the CEBP School (<https://www.cebp-paris.com/>), which I had chosen because of the very friendly costs and the great location—it was easy to reach and close to downtown. The administration was easy, they were helpful all along, and I can really recommend this school to everyone who would like to learn French. (Besides teaching, they help to manage the students' life in Paris, give out important information, have a little library, and organise optional programmes together.)

The training was exceptional. The teachers were very kind, good and caring. Group members of all nationalities learned, talked, and played together. We worked in small groups (5-7 persons), so everyone received personal attention. It was interesting to realise that we all have different difficulties, some students speak very well but have problems with grammar, others struggle with pronunciation (mostly the Asian students), while for me vocabulary and routine was the main deficiency. Teachers handled these differences with expertise, and we had varied tasks during the lessons in an absolutely stress-free environment.

The timetable was really clever as well. In the morning there were lessons for speaking about a given topic, learning or systematizing grammar at different levels (A1-C1), and after a lunch break in the afternoon, there were workshops to talk, make presentations, work in pairs or groups, play and laugh, or for those who are preparing for language exams, there were special workshops. At the end of the course we had exams: oral and reading comprehension, writing, speaking and grammar.

According to my pre-test, I was in the group of level B1.2., and I passed all my final exams. Now I am continuing with a teacher in Hungary (who is one of the best French teachers at BBS-FCHT), and I am evolving my knowledge. The aim is a B2 language exam, as it is required at the doctoral school of ELTE. Besides that obligation, I can make connections to French partners and researchers more easily than before.

To be alone in a foreign city seemed daunting at first, but I got used to it very quickly. Life in Paris was very good for me. I had a small apartment out of the town, next to a quiet green park. The traffic, the public transport and the prices are really metropolitan, but the people are kind and they really like to discuss everything, so I had many opportunities to use the language.

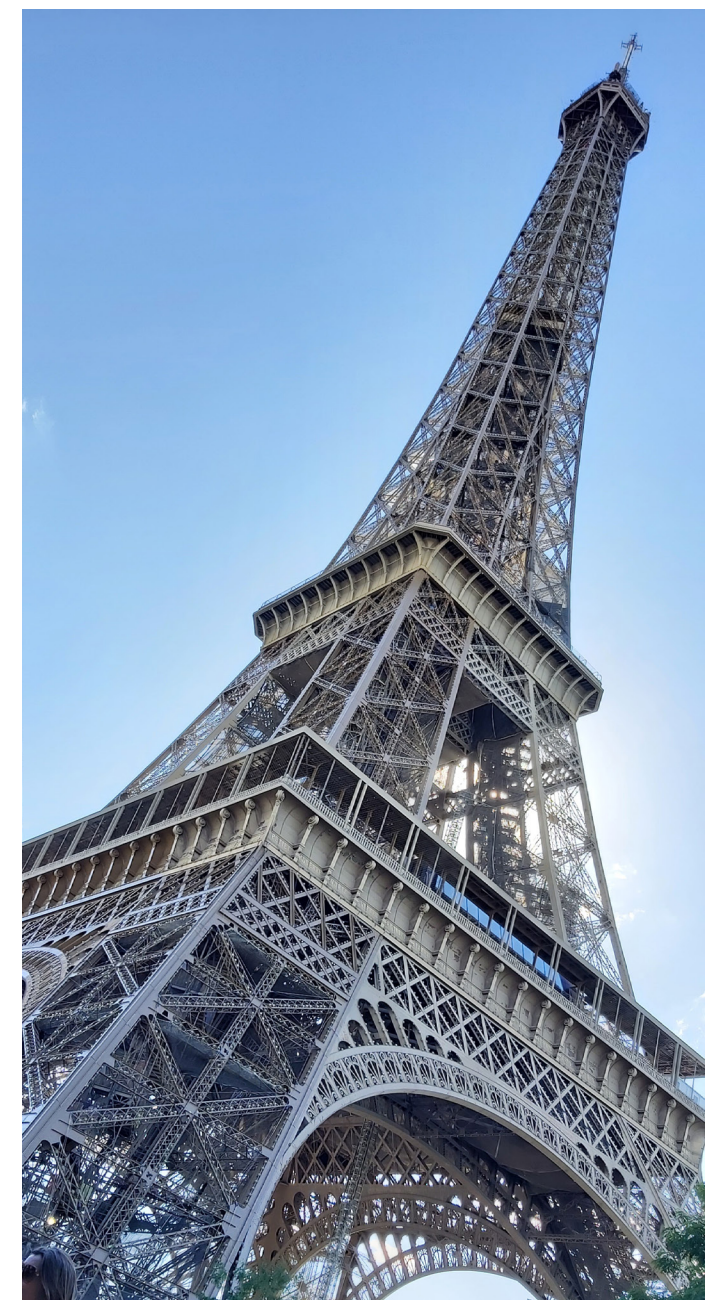
Finally, I realized that it was the best recreation for me to be a real student again. I had one clear task and



Finally, I realized that it was the best recreation for me to be a real student again!

Zsófia Frányó

some free time as well. I could be “Parisienne”, walk a lot, read French books in my favourite parks, look around, and take my time in Paris. I had three weeks of a smooth and simple life in one of the world's most beautiful cities. Besides the development of my French language skills, it is why I would like to have Erasmus+ scholarship again, and I recommend to everyone to take this opportunity. Do I have a recipe for any new meals? Not really, but I definitely have some ideas if you like wine and cheese.





As project manager at the Oriental Business and Innovation Center (OBIC), I participated in an Erasmus International Week programme, representing BBS in Türkiye in June 2022. I had been thinking about Erasmus+ staff mobility long before that, but the Covid-19 pandemic prevented the realization of such plans. So I was really happy when I learned from the International Relations and Mobility Office that staff mobility was available again. I chose Türkiye because quite simply, I have a soft spot for the country and currently I am even studying Turkish. Also, considering that our primary focus at OBIC is Asia, Türkiye fits well into the portfolio. I decided to attend the programme of Karadeniz Technical University (KTU), which is situated in Trabzon in Northern Türkiye. This institution is not BBS' partner, but it is the fourth oldest Turkish university, therefore, I thought that it would be a good choice from the point of view of expanding our institutional network. Nevertheless, after submitting my application, I first received a rejection email in April, due to the large number of applicants. By that time, all other deadlines had passed, so I was sad but accepted the situation. Then, at the beginning of May, right during the second day of our international conference, I received an email from KTU's co-ordinator that they could accept me due to a cancellation. I said yes almost at once, and upon

receiving the Certificate of Acceptance, I submitted my Erasmus+ application at BBS. I was truly grateful to the International Relations and Mobility Office for approving my request and for signing the grant agreement so quickly. In general I can say that the Erasmus pre-programme requirements did not pose any challenge for me. On the contrary, since I had participated in an Erasmus semester when I was a student, in comparison, it is a relief for me that the application and paperwork are much easier in the case of staff mobility.

I arrived in the city of Trabzon on the Black Sea coast in the evening of June 5th, 2022. For my accommodation, I had booked a room in the hotel within the university campus (also recommended by the organisers). The next day, June 6th, was officially the day of arrival, but by then I was already visiting KTU's Office of Exchange Programmes. Actually, the whole university environment had an enormous impact on me because KTU, following the American model, is a small city within a city. Every faculty is in the same campus area together with dormitories, restaurants, post office, shops etc. Moreover, KTU even has a Culture and Congress Center, where the professional part of their Erasmus International Staff Week was held for three days. For



me, the biggest challenge was the presentation because every participant was given only 10 minutes to introduce their university. Also, I am not used to public speaking anymore, so I was nervous, but in the end, managed it quite well. What is more, the international environment had charged and motivated me so much that on the last day, I volunteered to present the result of our group work on behalf of the "Yellow Team". The colleagues at the host university were really kind and welcoming, and most of the other participants were also very friendly, so soon we were like a class of older students. The many common programmes definitely made networking and bonding easier, since KTU organised several meals and trips together outside of the professional activities. Thus, during the three days it was not only Trabzon that we could visit but also the Sümela Monastery on a cliff, as well as the charming Uzungöl Lake. However, one of my favorite memories from the programme was our "balcony party" with some other participants. In the evening before the last day, we got back to the hotel relatively early, so I invited those whom I had befriended to my hotel room, that had a balcony with view to the sea (it turned out I was the luckiest with my room). This group included colleagues from a Greek, Czech, Portuguese and two Spanish universities, who proved to me that a real Erasmus experience is possible even within a week. We still keep in touch with each other and hope that in the future, we can meet again at an international week in another country. In fact, one of them already visited me already at the end of August in Budapest, and I was extremely happy to show him around.

Professionally, this programme was the first occasion for me when I could meet such international colleagues who – at least partially, also take care of the international relations of their university. I truly enjoyed the discussions with them, and I was proud to represent BBS. I believe



that we can learn a lot from the other universities, but first of all, I really hope that BBS will also organise such an international week because it not only facilitates networking but also instills a positive image of our institution in the participants, who can then recommend that university to their own students because they have a first hand knowledge of it. A good programme such as this can easily contribute to increasing institutional prestige.

My advice is simple: the opportunity for Erasmus+ mobility is not to be missed – be it for teaching or training. If I had to use only one word to describe the programme, I would use "inspiring" without a second thought. This experience gives a lot, both professionally and personally, and it is very exciting to obtain an insight into the world of other countries' univerzításé.





Outgoing Professors

**International Week and Blended Course at
Haaga Helia University (János Debreceni)**

Krea Spring School 2022 is a blended course and an intensive international week organised by Haaga-Helia University of Applied Sciences, Helsinki, Finland, between May 16-20. Five of us from Budapest Business School participated in the KREA project. The KREA consisted of 5 preliminary online sessions (March 31 and May 12), and the one-week-long in-person blended intensive course. The reason for the choice was the Learn to Change membership. The teachers from Haaga-Helia are the managers of this European project about digital storytelling for sustainable change in tourism. The role of Budapest Business School teachers was to take part in students' peer group work as a coach. The coach role was defined as someone who facilitates within-group dynamics, helps in decision-making and idea ranking, and overall supports his or her group.

Taking part in KREA Spring School 2022 was an exceptional opportunity to work with students in an international learning environment, learning new teaching



and creative working methods, and collaborating with fellow teachers from other European universities. The major lesson for me from the online sessions was the learning journal system. Learning journals are permanent self-reflections of students in a structured way. According to students' feedback, online sessions were not always efficient due to absent students. We have learned that the online course session could be more effective with fewer and easier topic-specific sessions, possibly with optional workshops and well-defined tasks. This is what we improved for the Budapest Intensive Program 2022, between October 3-28.

The in-person part of KREA was held in Helsinki at Haaga-Helia campus. Students in 5-6 member peer groups had to create short, story-focused digital content optimised for social media and phone displays to promote the town of Loviisa in southern Finland. The first two days of the five-day course were the time for creating ideas, inspirations, and sketches. On the third day we visited Loviisa, on the fourth day the groups finalized their content, and on the last day, they presented their work within the framework of pitch presentations. Together with Michael Díaz, the English language teacher at ICBT University in Prague, I took care of the coaching tasks of one of the groups. Our task was to help with the design and creation work of our team of Portuguese, Dutch, Belgian, and Hungarian students.

On the first day, after getting to know the theoretical background of digital storytelling, the team started to



build the main character of the story, the plot (conflict), and the resolution of the conflict. On the second day, the shooting of city footage began, and in the afternoon a partner meeting took place. Thomas Halloran, a Finnish video blogger, presented how the production of a digital history of a remote settlement in Finland worked in practice. Thomas's project promoting the town of Seinäjoki was an inspiration for the students on the one hand, and on the other hand, we had to develop ideas with the participants of the intensive week to further expand the digital footprint of the settlement.

On the third day, we collected experiences in Loviisa for the digital story. The fourth day was spent finalizing the content for the students (editing, music, narration), and the instructors asked each group for feedback on the project, its advantages/disadvantages, and areas for development within the framework of a longer discussion. On Friday, the fifth day, the teams presented the final content, from which we selected the best together with the operator of the campsite in Loviisa.

During every KREA day, I learned a lot about how to effectively run such a project in an international environment. The most important best practice for me was the schedule and extent of the knowledge transfer, the way the assignments were written, and the channeling of the students' creative energies. The Finnish colleagues did an excellent job of balancing frontal information, independent content creation, and involving the stakeholders. KREA Spring School was a great opportunity to experience the impact of nonconventional classrooms on joint work and relationship-building.



**I learned a lot about how to
effectively run such a project in
an international environment.**

János Debreceni

Dr. Arnold Tóth

Visiting the Neighborhood in Maribor

★★★★★



I believe that this mobility has contributed to personal development and the broadening of experiences.



I had the opportunity to visit BBS' partner institution in Maribor between May 30th and June 2nd as part of the Erasmus teaching mobility. In addition to the educational activity, the purpose of the visit was also to nurture the institutional relationship.

I visited the class of the Department of Finance and gave a lecture to master's students. The topic I was asked to cover was the presentation of Hungary's current economic situation, a summary of budgetary policy measures, and the problems of the pension system.

Of course, after the presentation, we discussed these issues, compared the Hungarian and Slovenian public finances, and outlined possible guidelines.

In addition to the above, I gave a short presentation about Budapest Business School and drew attention to student mobility.

Another valuable benefit of the visit was that I was able to meet research colleagues and the head of the



department and the institution. We outlined the topics of possible joint research co-operation. The management is open to co-operation, and I intend to continue laying the foundation for this in the future.

The other project discussed was the concept of a blended learning programme. The University of Maribor is already participating in the programme together with several other universities, and they have shared their experiences.

I believe that this mobility has contributed to personal development and the broadening of experiences. In addition, it was also possible to draw attention to the role of teacher and student mobility. Perhaps one of the most important results is the informal establishment of research and educational co-operation between the two institutions.





OBIC The Oriental Business and Innovation Center

Hello fellow BBS students! Hello semua daripada Kuala Lumpur! (Petra Moravcsik)

My name is Petra Moravcsik. I am a Hungarian, studying in the Tourism Management master's programme. This is my second year. I am currently spending this year in Kuala Lumpur, the capital city of Malaysia, as an exchange student within the framework of the OBIC and the Erasmus Exchange Mobility Program. I applied to be a part of the programme because I strongly believe that our life's experience is enriched by the diversity of our experiences. The prestigious OBIC and the Erasmus + Program offer an excellent opportunity for a student to be able to study at a foreign university and in a foreign country. I adore anything related to traveling, immersing myself in world cultures and learning about other societies. Another reason that I preferred to study at the Universiti Kuala Lumpur is because of the possible job opportunities for me after my graduation. This will make



me a strong job candidate in the future, as we live in a globalized society, but most importantly it will enrich my awareness as a citizen of the world. With my multicultural background, experiences, and skill set, I can improve my interpersonal skills, build up a network that comprises friends from different countries and areas, develop adaptability, open my mind academically and socially, and meet new people. These are all objectives I experienced as I became part of a different academic system. Since this is my last year at BBS, I also chose this destination for the purpose of presenting the ecotourism of Kuala Lumpur as part of my thesis topic.

About Universiti Kuala Lumpur



I chose the Universiti Kuala Lumpur because I found that the courses provided a programme tailored to my educational background and current interests. The student visa administration was also easy. At the university, I took courses related to tourism, as well as the Culture Malaysia course. As part of the class, we always go on trips and discover new places in the city. The university atmosphere, the teachers, and my fellow students are very open-minded, helpful, and interested in my country, my culture, my mother tongue and of course in me. On the orientation day you meet with your buddy who will help you if you need any help during your stay. The academic system is similar as ours in terms of midterms, assignments,

presentations, group projects and exams at the end of the semester. Since Islam is the most widespread religion here, the university dress code is based on it, which means that girls must wear long skirts/trousers, blazers or long-sleeved t-shirts (not too ostentatious), and boys must wear long pants and they can be in t-shirts. What is interesting is that I also have classes on one floor of the shopping mall which is next to the university's main building. To me, this is a surprising thing about the university. I was able to take part in the Rock the Beast festival organised by the university and introduced Hungary and Budapest to the local students.



**This is a memory
for a lifetime, that's
for sure!
(Hanna Fábíán)**



At the end of August, it turned out that I would have the opportunity to travel to Thailand to do my 3-month internship in the beautiful Hotel Anantara in Chiang Mai. This city is located in the north of Thailand, the largest city, but not nearly as bustling as Bangkok. BBS has a partnership with Chiang Mai Rajabhat University for more than 20 years. The hotel, which is operated under Minor Hotels is located on the banks of the Mae Ping River, and nearby to the famous Night Bazaar and the beautiful temples and Chiang Mai old city.

After 14 hours of travelling I arrived to a city, which I had never seen before. I am not going to lie, it was a culture shock for me at first. After the orientation day I started to work.

Anantara Hotel has 2 restaurants at the moment. The Bodhi Terrace is where they serve breakfast and also Thai food for dinner. The other restaurant is called „The Service 1921“, which has a special history and design. The building was once the British Consulate. There is a secret library room that is perfect for bigger groups for dining, and whenever we had special or VIP guests, they had dinner there. I was working in the Team 1921, which means I served the guests during lunch and dinner and also downstairs at the British bar. After the lunch period, the afternoon tea was the most popular, which was based on the traditional English High Tea with sweet and savoury bites, scones and hot tea. During my internship the whole lunch/dinner menu concept had changed. The menu is based on prime meat cuts, in-house dry-aged beef, steaks, and seafood. The British Bar is also very special, with a unique design and with an extensive beverage menu. We can find signature cocktails on the menu, such as Mekhong Melon which was my personal favourite. This cocktail is based on Thai Mekhong Rum





with Midori melon liquor, pineapple juice, fresh lime juice and sugar syrup. (Just a little fun fact: In the wine selection they have two kinds of sweet wines, and one of them was the Royal Tokaji from 2016. I was very proud when I saw it.)

The physical part of the job was quite demanding and stressful, but I think this is true of the hotel and hospitality industry everywhere in the world. The first couple of weeks were difficult, but as time went on I improved and I got used to it. The staff were very very friendly they helped me with everything, if I had some questions about the work, or even if I needed help in my personal life. I can honestly say that not only did I gain professional experiences, but I also made many special friends during my internship. The Thai people are very kind. In the beginning maybe it was even a little bit „too much” for me, since I don't think I have ever received so many compliments in my life :). I had to serve the guests, take orders, and I also learned how to manage bookings, and sometimes I helped the hostess as well. I really enjoyed the fact that I had the chance to meet with a lot of lovely guests from different countries all around the world. It was more than just serving the guests with drinks, and putting the plates on the table.



For me the communication with the guests was one of my professional skills which has improved a lot. When I was working in the kitchen before, I honestly never would have thought that I could be this open and communicative, and luckily I received positive feedback also from the guests. Furthermore, I also learned how to handle guest complains, and how to manage problems if they had any. I was lucky because my internship was during the high season, so for this reason I could attend many weddings and events that were organised by the hotel.

One of my best memories is definitely the Loy Krathong Day and the parade. Loy Krathong Day is a Thai Festival on the 8th of November when people gather around lakes and rivers to pay respect to the goddess of water. After the Loy Krathong dinner, we went down to the Ping river and released the beautiful krathongs (lotus-shaped rafts with a candles). It was magical. The next day the hotel asked me to represent them at the Truck Parade. It was the first time the Anantara Hotel attended this event, so for me it was a great honor to be able to march through the city with the General Manager of the hotel. I could wear a traditional Thai costume, and they also did my hair and make-up. This is a memory of a lifetime, that's for sure!

On my days off I always went out somewhere with my colleagues. Chinag Mai is famous for its beautiful temples. Personally my favourite was the Wat Chiang Man temple. Finally the food...I can say I am a person who likes spicy



I can honestly say that not only did I gain professional experiences, but I also made many special friends during my internship.
- Hanna Fábíán

food, but here the spicy has a different definition than in Europe. I can recommend that you ask for „less spicy”, and then you can get delicious dishes. There are a lot of Night Bazaar and thousands of street food places, where I could try traditional Thai dishes. One of my favourites was the Khao Soi which is a traditional northern dish. It is Thai curry with chicken and coconut milk, topped with fried noodles and pickled shallots.

In summary, I can honestly say that this was one of the greatest adventures of my life. I experienced a beautiful, but totally new culture, and met with wonderful people. Moreover, I learned a lot about myself, and I think after this beautiful adventure I will be able to face any challenges in my life. I am very glad that I took the plunge and did it. It would have been the biggest mistake of my life to miss out on this experience.





BBS Top Picks for Exchange



INSTITUT MINES TELECOM BUSINESS SCHOOL -FRANCE/PARIS

Institut Mines-Telecom Business School has been awarded the “Welcome to France” label by Campus France for a period of 4 years, as a guarantee of high-quality experience on campus for international students.

In a world increasingly driven by digital technology, Institut Mines-Telecom Business School is a major player in both innovation and learning. Since its creation, the school has shared its campus with its sister engineering school, Telecom SudParis, creating a unique synergy in France. The School is among the top 10 management schools in France when comparing the level of salaries earned upon graduation. It proposes a

complete programme offering, from undergraduate to doctorate, all meeting international standards.

„One of the biggest advantages here is the campus life, because it's very easy to meet friends from all over the world.”

„I enjoy so much Nova, the building in which your study is comfortable, and also the restaurant, the campus itself with the room, all things are in that you need. „

„I like very much that there is a very interactive course format, you have a lot of group work and presentations, so you gain a lot of experiences not only in the hard skills, but also soft skills.’



CEU SAN PABLO- SPAIN/MADRID BY SIMON FANNI-STUDENT

Thanks to the Erasmus+ programme, I was fortunate enough to spend the spring semester of 2022 in Madrid, the capital of Spain. Because of this programme, I had the chance to study at a high-prestige private university, such as CEU San Pablo. This is obviously the kind of Institution whose tuition fee I could have never paid for myself nor could I have been a part of it without the Erasmus Community. The most memorable moments of my semester as an exchange student were the times I was able to visit the ocean and when I received my diploma as an international student .



HEILBRONN UNIVERSITY OF APPLIED SCIENCES/HEILBRONN -GERMANY (LAURA BENE)

I spent my Erasmus semester in Heilbronn, which is one of the most famous wine regions in Southern Germany. The university is in the city center and has several buildings, which all have the latest design. It offers several possibilities in relation to your studies. For instance, I had the opportunity to participate in a Culinary and Wine Tourism Conference. It was highly beneficial for me, because we discussed the current problems in the wine business and tried to find solutions for these issues. Furthermore, there are a lot of vineyards around the city, so it is easy to visit these beautiful places. Besides wine activities, the school organises a lot of programmes, such as visiting sporting events or cities in Germany or other countries. And as a foreign student, I took part in several events with other internationals from all over the world. I made a lot of new friends and became familiar with many cultures.





UNIVERSITY OF STIRLING, SCOTLAND UK- BY PROFESSOR PARKER DAVID

Why study in Stirling?

Stirling is the perfect place for those who love wildlife, nature, and scenery that takes your breath away. It is located in centre of Scotland at the beginning of the Highlands – an area full of mountains, valleys, and lochs (lakes) – close to the Loch Lomond National Park and The Trossachs. Stirling is a city with wild dramatic scenery just a few steps away.

Edinburgh, the Scottish capital and Glasgow are both within easy reach of Stirling if you desire a greater choice of nightlife, theatres, concerts, cultural events, etc. However,



Stirling itself is incredibly popular with tourists who are drawn to it by its historic charms, beauty, and castle.

The University of Stirling is ranked within the top 30 UK universities and has an excellent reputation with its students, with high satisfaction scores for lecturer expertise. Approximately 95% of graduates go on to secure jobs or places in further education courses within six months of graduation. The campus is rated as one of the most beautiful campuses in the UK, with its own loch encompassed within the campus. In addition, Stirling was named Sports University of the year in 2020 and has some of the best university Sports facilities anywhere in the UK.

Currently, Budapest Business School has a Double MSc exchange programme in International Economy and Business with Stirling University and three students will be travelling to Stirling in January 2023.



POLITECHNICA DE VALENCIA – SPAIN/VALENCIA BY KERN BIANKA

„Erasmus is one of the best decisions of my life.

Before anyone thinks about whether Erasmus is for them, I can say that this programme opens the door to the acquisition of so many opportunities and new knowledge that it would be a sin not to take advantage of it. Starting with meeting new people, building relationships, forming friendships, you will experience an independence that I personally have never experienced before in my life. Erasmus is also the best opportunity to improve your language skills. Personally, it was the first time that I was taught in English, I wrote my exams in English and it was a great challenge, which I really enjoyed.

If there are opportunities to learn the local language, then by all means take advantage of them. I had 90 minutes of Spanish twice a week, and that's how I went from beginner level to B1 level. In addition to the lessons, I also undertook many projects in order to make my study abroad even more colorful. It is worth asking about these from the co-ordinator of the university abroad, who was always very helpful. If you want to change one of your watches or buy another item, you can do so relatively flexibly in the first two weeks. It is worth choosing subjects that are recommended for Erasmus students. These are mostly in English, so if someone already knows Spanish better and wants to take a subject in Spanish, it is also possible, but this requires at least B2 level language skills.

For me, Valencia is the perfect place to spend an Erasmus. As the third largest city in Spain, it has a lot to offer, while at the same time, most places can be reached quickly and you can't get lost. The city is located in the south-eastern part of Spain. This means that the good weather and the beach provides so many opportunities for relaxation. In terms of sports, volleyball is unavoidable in Valencia, as everyone plays on the beach. Furthermore, the university also provides opportunities for sports. I personally used the tennis court and padel court.

There are quite a few Erasmus organisations (ERASMUSLIFE, HAPPYERASMUS...) that organise many events, such as trips or parties. Especially at the beginning of your stay, it is worth taking part in these events, in order to meet new people. The area around Valencia also offers many attractions and excursions are well organised.

All in all, I can only recommend to everyone to take advantage of the opportunity provided by Erasmus. It will be an experience of a lifetime. After that, wherever you go in the world, you will run into acquaintances and friends.



ExChange

MAGAZINE

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