



List of available courses Fall semester 2025/2026

CITY CAMPUS BSC

| NEPTUN CODE | COURSE | CREDITS |
|-------------|---|---------|
| STAI0BA06 | Basics of Statistics and Probability Studies | 6 |
| NEAN0BA03 | International Economics | 3 |
| SZNT0BA06 | Organisational and Human Resource Management | 6 |
| MAAI0BB03 | Introduction to Marketing | 3 |
| PEAI0BA06 | Introduction to Finance | 6 |
| SZAI0BA06 | Introduction to Accounting | 6 |
| KOEK0BC03 | Public Administration and Civil Service | 3 |
| KOES0BA03 | Communication Skills Development | 3 |
| STAS0BA03 | Stylistics and Creative Writing | 3 |
| KOAI0FA03 | Controlling Basics | 3 |
| ELNT0BA06 | Sales Management | 6 |
| PRNT0BB06 | Project and Quality Management | 6 |
| BEBA0BA06 | Introduction to the Economics of Commercial and Service Companies | 6 |
| TUNG0BA06 | Tourism Marketing | 6 |
| DOEK0BA03 | Quantitative Methods for Decision-Making | 3 |
| NEUG0BA06 | International Trade | 6 |
| NELO0BA03 | International Logistics | 3 |
| KUEK0BA03 | International Financial Management | 3 |
| NEOG0BA03 | International and EU Law | 3 |
| MAKP0BA03 | International Economic Policy of Hungary | 3 |
| KOET0BA06 | Communication Theory | 6 |
| MEKA0BA03 | Media and Political Systems | 3 |
| HAIO0BA06 | Network Communication | 6 |
| SZAS0BA06 | Hotel F&B Management | 6 |
| UZAT0BA03 | Business Simulation Practice | 3 |
| GAKA0BC03 | Economic Policy | 3 |
| MAAS0BA03 | Marketing Consultancy | 3 |
| ONNG0BA03 | Online Marketing | 3 |
| FEAT0BA03 | Responsible and Sustainable Company | 3 |
| PRNT0BA06 | PR and Reputation Management | 6 |



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|--------------|--|---------|
| GAIA0BA06 | Economic Psychology B | 6 |
| TAIO0BA03 | Social Integration | 3 |
| NEIO0BA03 | International Digital Communication | 3 |
| KIAN0BA03 | Retail in the Digital World | 3 |
| KESE0BA06 | Establishing a Commercial Unit and its Market Launch | 6 |
| KEKA0BA06 | Logistics of Commerce | 6 |
| FONT0BA03 | Process Management | 3 |
| FUAS0BA06 | Transportation and Shipping | 6 |
| REAN0BC03 | Advertising Aesthetics and Psychology | 3 |
| KENG0BA06 | Commercial and Service Marketing | 6 |
| KOOK0BA06 | Communication Tools | 6 |
| UZAN0BA03 | Business Environment in the EU | 3 |
| KUAS0BA03 | Export Compliance and Practice | 3 |
| PIAI0BA03 | Introduction to Market Research | 3 |
| VENT1BA03 | F&B Management 1 | 3 |
| UTSE0BA06 | Sales in Travel Business | 6 |
| NEJZ0BA03 | International Tourism Geography | 3 |
| KELO0BA06 | Trade and Logistics | 6 |
| MARK0BA06 | Marketing | 6 |
| VAIO0BA06 | Entrepreneurship and Innovation | 6 |
| VEES0BA06 | Leadership and Organization | 6 |
| SZEL0BA06 | Introduction to Accounting | 6 |
| UZIN0BA06 | Business Informatics | 6 |
| NEEK00BA06 | International and Legal Studies | 6 |
| INOK0BA03_01 | Intercultural competencies in an international environment | 3 |